



# UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement Programa de las Naciones Unidas para el Medio Ambiente

Программа Организации Объединенных Наций по окружающей среде

برنامج الأمم المتحدة للبيئة

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## **Call for Project Proposals**

UNEP's Trade, Policy and Planning Unit invites national institutes with research capacity in sustainable trade and green economy to submit a concept note for a national level project on Green Economy and Trade Opportunities.

### **Key Facts:**

Who can apply:	National institutes with research capacity in sustainable trade and green economy.
Focus sectors:	Agriculture, Forestry, Eco-Tourism.
Implementation period:	8-10 months, until February 2015.
Available resources per project:	Depending on project proposal and identified needs, funds of a maximum of US\$ 40 000 are available.
How to apply:	Please send your project proposal form to Mrs. Anja von Moltke ( <a href="mailto:anja.moltke@unep.org">anja.moltke@unep.org</a> ) copying as well Mrs. Katharina Schmidt ( <a href="mailto:katharina.schmidt@unep.org">katharina.schmidt@unep.org</a> ).
Timeline for application: <ul style="list-style-type: none"> <li>• Indication of interest in applying</li> <li>• Submission of final project proposal form</li> <li>• Notification of project approval</li> </ul>	March 14, 2014 (max 10 days from dissemination) March 28, 2014 April 4, 2014

### **1. The Green Economy and Trade Opportunities Project (GE-TOP)**

UNEP's Green Economy and Trade Opportunities Project (GE-TOP) identifies and assesses sustainable trade opportunities arising from the transition to a green economy. The project aims at enabling stakeholders in developing countries and emerging economies to identify and harness these trade opportunities, advancing and accelerating the shift to a greener economy.

In May 2013, UNEP published the report *Green Economy and Trade – Trends, Challenges and Opportunities*. This report outlines the global framework for GE-TOP by looking at main trade trends, drivers and requirements in six key sectors of the green economy: Agriculture, Fisheries, Forests, Manufacturing, Renewable Energy and Tourism. The report identifies sustainable trade opportunities in these sectors that have the potential to generate additional income and, at the same time, improve the environmental and social performance of trade flows. The opportunities include:

- Increased economic competitiveness by raising resource efficiency in production processes;
- Innovation through the design of environmentally friendly and sustainable products;
- Improved access to and benefits from sustainable global value chains;
- Exports of sustainably certified products, including those destined for new markets;
- Increased trade in environmental goods and services.

In order to implement these findings at the national level, three GE-TOP pilot projects are currently taking place in different sectors with national partners and government in Ghana, Viet Nam and Peru.



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In Ghana, GE-TOP works with The Energy Center and government ministries, such as the trade and environment ministries, to produce the “Solar Export Potential Study.” The study identifies Ghana’s regional export opportunities in solar energy through the West African Power Pool, contributing to the green economy transition by encouraging the move away from fossil fuel-based power trade.

In Peru, GE-TOP partners with the Peruvian Trust Fund for National Parks and Protected Areas (PROFONANPE) and government ministries, such as the export promotion ministry, to produce the “BioTrade Export Potential Study.” The study identifies Peru’s export opportunities through sustainability certification in BioTrade, encouraging certification through access to export premiums.

In Viet Nam, GE-TOP works with the IDH Sustainable Trade Initiative and government ministries, such as the Ministry of Industry and Trade, to produce the “Certified Aquaculture Export Potential Study.” The study identifies export opportunities through sustainability certification in aquaculture, encouraging certification through access to export premiums.

Expanding these activities to two additional countries, UNEP’s Trade, Policy and Planning Unit is looking for new national partners to undertake country-level GE-TOP projects.

## **2. National GE-TOP Pilot Studies**

The objective of GE-TOP country projects is to identify and assess sustainable trade opportunities in a sector that is economically, socially and environmentally important. The main output of the project is an analytical study on sustainable trade opportunities in the respective sector.

The national GE-TOP study should (i) identify trade opportunities that arise from the transition to a green economy, (ii) analyse how the implementation of specific sustainable trade practices in the identified sector can further drive the transition to a green economy (iii), raise awareness in the government and among other relevant stakeholders on sustainable trade opportunities, (iv) identify the challenges and needs to harness sustainable trade opportunities, and (v) formulate concrete policy recommendations to address the challenges and needs.

GE-TOP country studies are targeted at supporting national policy processes through informed research into sustainable trade opportunities that facilitate the green economy transition. GE-TOP national partner institutes are therefore required to collaborate closely with government, including relevant ministries, committees, commissions and initiatives, focusing on the selected sector and sustainable trade practice. UNEP endorses and supports this collaboration.

The study will be completed within nine (9) months. The research process will be accompanied by one or two stakeholder workshops in order to create national ownership among relevant stakeholders and to facilitate uptake of the study’s findings. The study will further be used as the basis for scaling up longer term support for policy implementation.

For further information, please refer to the documents enclosed, as well as the following links:

Green Economy Initiative:

- <http://www.unep.org/greeneconomy/>

Green Economy and Trade:

- <http://www.unep.org/greeneconomy/GreenEconomyandTrade/GE-TOPReport/tabid/105776/language/en-US/Default.aspx>



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GE-TOP country projects:

- <http://www.unep.org/greenconomy/GreenEconomyandTrade/GE-TOPPhase2/tabid/105782/language/en-US/Default.aspx>

Global GE-TOP report:

- <http://unep.org/greenconomy/GreenEconomyandTrade/GreenEconomyandTradeReport/tabid/106194/language/en-US/Default.aspx>

### **3. Guidance to filling out the Project Proposal Form**

Project proposals should be maximum 5 pages, typed in minimum 11pt font.

#### **1. Background and Context**

This section should explain the national context and background for undertaking a GE-TOP country level project, including the social, economic and environmental context. Emphasis should be given to the country's trade profile in the selected sector and opportunities of shifting trade toward sustainability. Furthermore, the section should provide a short overview of how the project aligns with the government's broader development planning or green economy strategy. Overall, the contextualization should lead to a project justification.

#### **2. Project Objective**

This section should outline the project objective, demonstrating how the project study as main output of the project, contributes to enhancing sustainable trade as a driver for a green economy. It should illustrate how the project in the longer run can lead to positive effects on employment, sustainable growth, poverty alleviation, improved resource efficiency etc.

The project objective should be realistic, attainable and clearly differentiated from activities, outputs and results. It should identify long-term benefits to final beneficiaries, the future desired situation or the conditions that must be satisfied. Objectives are high-level aims that the project's results will not necessarily fully satisfy, but will, nonetheless, contribute substantially towards.

#### **3. Expected Outcomes/ Results**

This section should outline expected outcomes of the project, defined as the uptake, adoption or use of project outputs by the project beneficiaries. In the context of GE-TOP, the main project output will be a trade opportunities study, with outcomes resulting directly from this project output.

Project outcomes should lead to the fulfillment of the project objective and should be expressed as a meaningful and detectable change. Expected outcomes could include, for example:

- A change of capacity: improved knowledge, skills or policy for example regarding the implementation of sustainable trade practices like certification
- A change of behavior: application of sustainable production methods or sustainability standards

#### **4. Project Activities**

This section should provide a list and descriptions of the activities to be conducted during the project period. Activities describe the specific work or task to be performed in order to produce an output: the trade opportunities study.



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Activities include, for example, the undertaking of research, reviews, workshops etc. They should be described as specifically as possible, including the respective actors who undertake or participate in the activity. Furthermore, the section should provide a timeline with milestones to undertake the activities.

## 5. Outputs/ Deliverables

This section should provide the outputs that the project will deliver. Outputs are specific products/ services delivered by the activities and expected to contribute to the desired project outcome. They should be realistic, given the project timeframe and resources. Outputs should be described as concretely as possible and in quantifiable terms.

For GE-TOP, the main output is required to be a study assessing sustainable trade opportunities in a certain sector or value chain. Additional outputs such as workshops, stakeholder participation processes, conference participation and outreach material should complement the main output in line with the available time and budget.

## 6. Indicative Outline of the National GE-TOP Study

This section should include an outline of the content of the study assessing sustainable trade opportunities in the selected sector as the main output of the project.

## 7. Methodology

This section should provide a description of the methodology that will be used to undertake the study, including quantitative and qualitative research methods.

## 8. Consultative Process with all Relevant Stakeholders

This section should describe the participatory process that aims at creating national ownership and uptake of the project results.

It should describe the respective roles of: ministries and other government officials, experts from academia, research institutes, think tanks and NGOs in the partner country, relevant UNEP and international experts etc.

## 9. Connection with other Relevant Projects/Processes

This section should outline related political processes, activities, studies or projects especially from a government perspective that are taking place in the area of interest for this project. It should indicate how synergies will be assured.

These processes and activities can include governmental strategies, plans, policy papers or statements showing national interest in the topic; projects and programs undertaken by international organizations and international or national NGOs; or relevant research projects from research institutes or think tanks.

## 10. Budget

This section should provide an indicative budget for the potential project.