

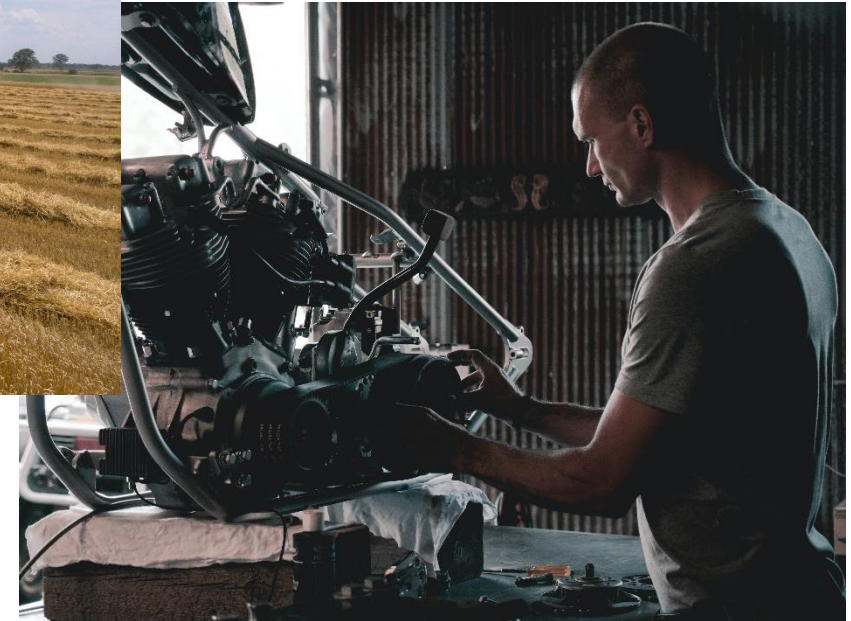
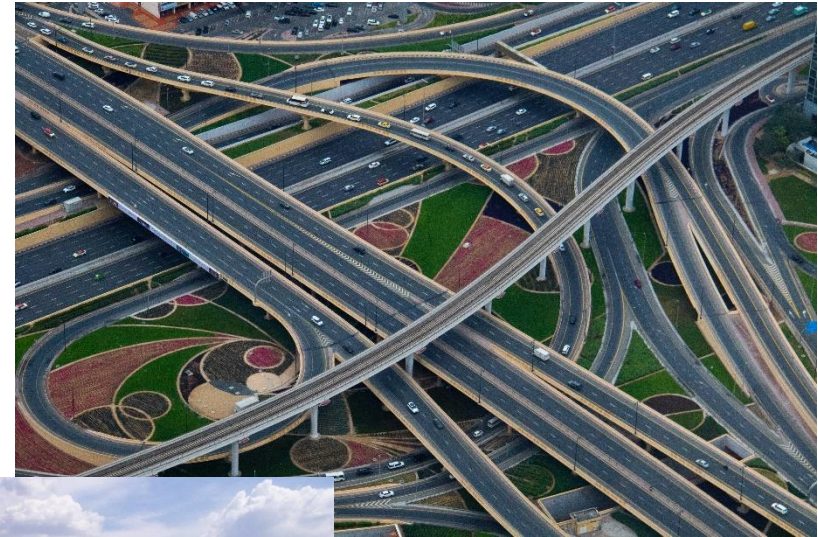


Promoting the Green Transformation With a systemic approach

Isaac Cowan-Gore, ILO

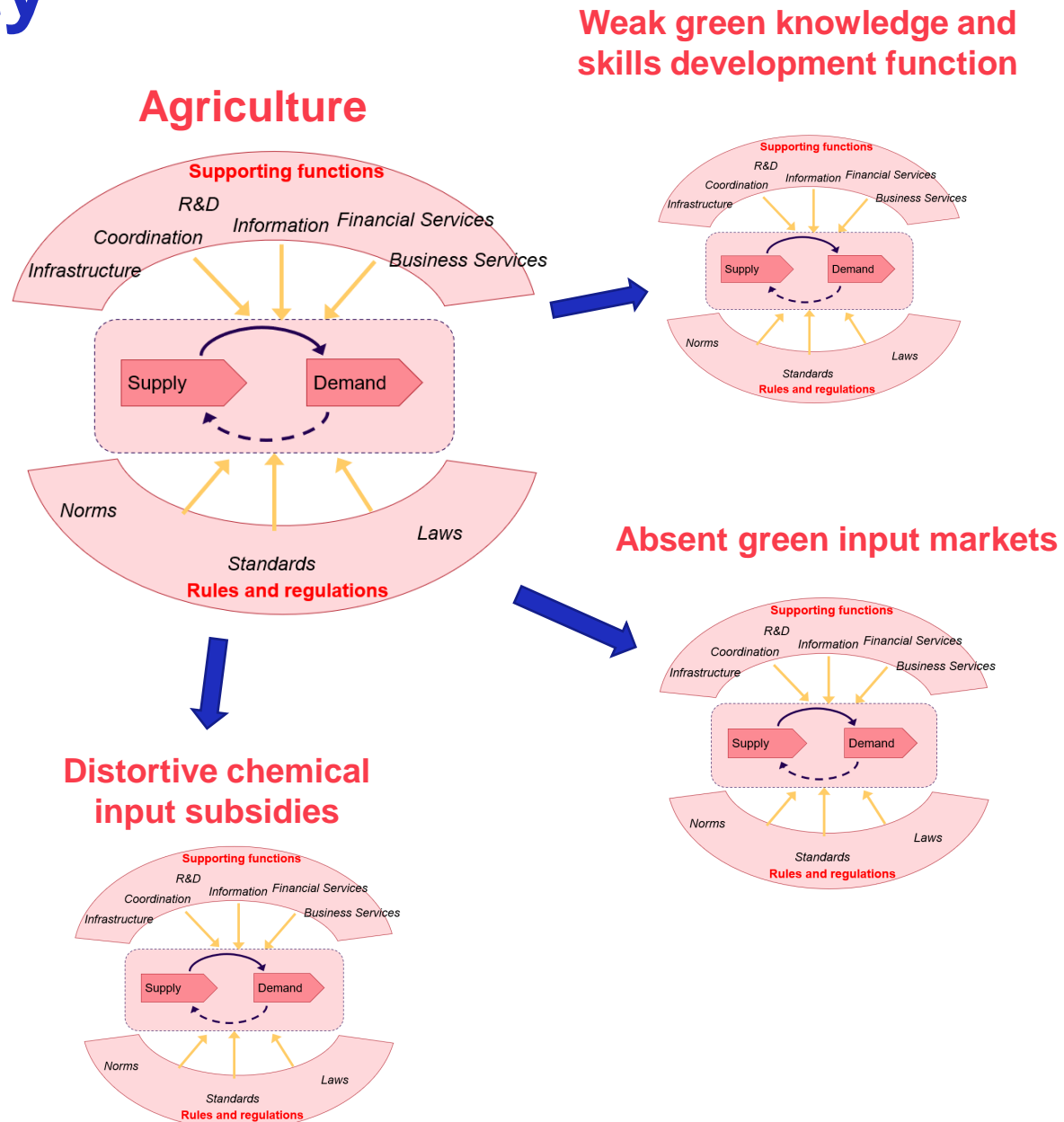
► **Why is it important to adopt a systemic approach for the green transformation?**

The nature of the problem



Managing complexity

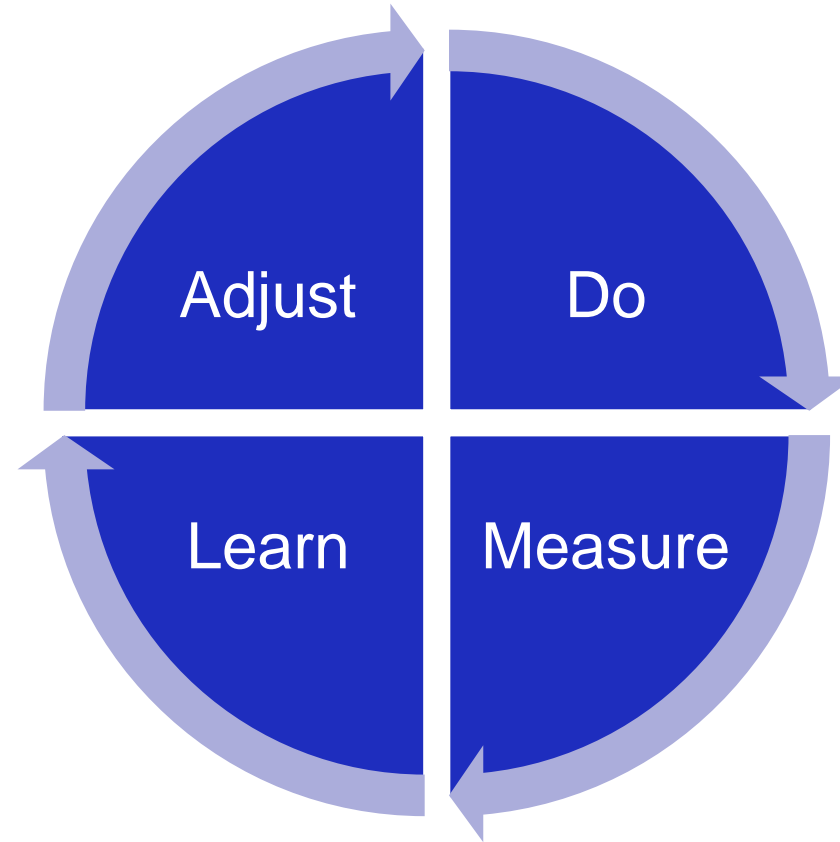
Recognizing complexity of change in socio-technical systems: That underlying causes of unsustainability are multi-factorial and often hidden in other support systems



Managing complexity

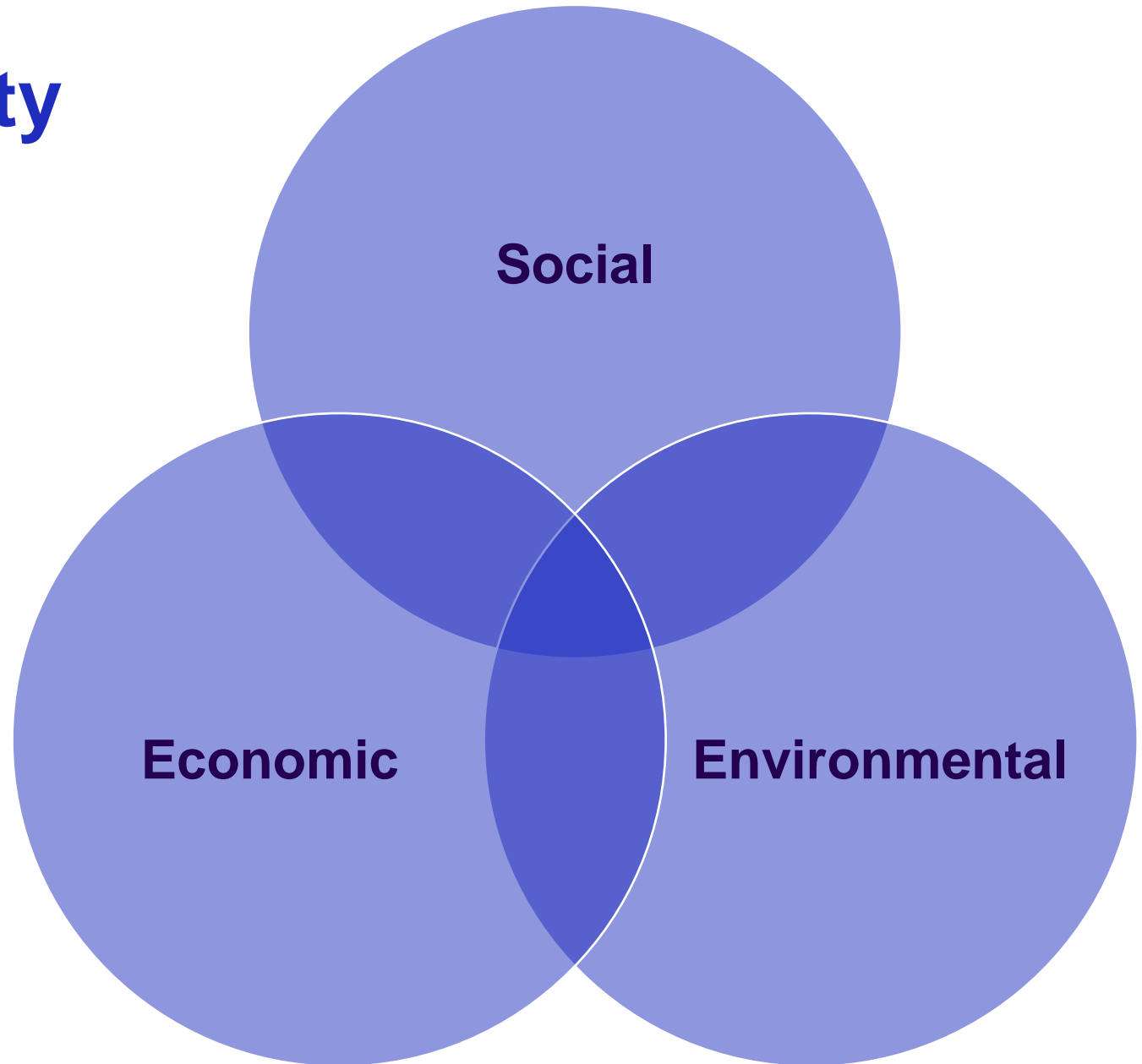
Recognizing inherent uncertainty of outcomes:

Method for experimentation and continuous redefinition of the problem based on evidence



Managing complexity

Recognizing the mechanics of systemic change:
Strengthening capacities and incentives for continuous locally driven change while balancing different societal objectives





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▶ Three things we need to consider for “greening” MSD

▶ Adjusting the fundamental scope of MSD projects

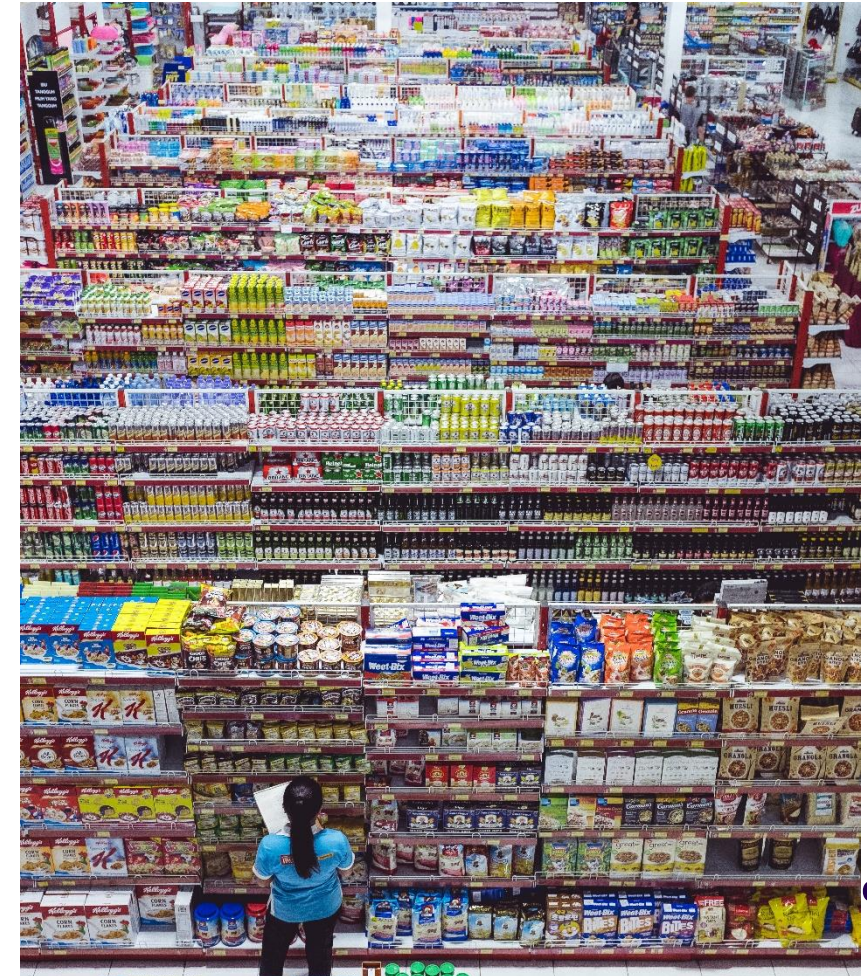


- ▶ **Targeting value chains for enhanced socio-economic development:** Manageable unit for experimentation and stimulating shared value creation
- ▶ **BUT environmental change is not value chain specific in nature:** It is dependent on production and consumption methods that span across multiple value chains

→ E.g Musika shifting from end-product value chain focus to cross-cutting green market system focus

▶ Thinking beyond purely “market-driven” mechanisms

- ▶ **From a market shaping focus:** Where there is established supply that we can help expand and better meet end market demand
 - ▶ **To a market creating focus:** Thin markets for green practices, technologies and inputs warrant market creation efforts
- Thinking strategically about early adoption beyond purely “market-driven” mechanisms including e.g. ZGJP looking outside “traditional markets” and e.g. Elan shaping social norms



► Acknowledging the limits of the business case



- **From unearthing and showcasing the business case:** New BMs to tap into economic and social (and environmental impact) overlap
 - **To fundamentally strengthening the business case:** Adjusting market incentives through public policy mechanisms often disregarded by MSD projects
- E.g. Ecovecindarios/M4R from informal to public waste collection and sorting for enhancing market maturity and EE conditions

▶ Recap of things to consider

- ▶ **Adjusting the scope of MSD programming**
- ▶ **Thinking beyond purely “market-driven” mechanisms**
- ▶ **Acknowledging the limits of the business case**

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Resources



Market Systems Development and the Environment: A Strategic and Operational Guidance Note

By Isaac Cowan-Gore
December 2020

Introduction

Back in 2016, for the approximately 240 mostly informal, family-run brick kilns operating in San Jeronimo, Peru, production typically required 14-hour workdays, 7 days a week, with help from everyone in the family including the children. Beyond the grueling physical labour, brick-making methods and combustible materials like trees and plastic waste generated incredibly toxic fumes which both polluted the air and caused many workers to develop chronic respiratory diseases. Barely able to scrape out a living and unable to access credit, most brick producers were essentially trapped in a vicious cycle of low productivity and low investment capability. And even if they managed to save for reinvestment, it was nearly impossible for them to get their hands on the equipment needed to upgrade their brick kilns in local markets.

Against this backdrop, the Energy Efficiency in Artisanal Brick Kilns in Latin America (EELA) project zoned in on San Jeronimo as a high-potential district for introduction of energy-efficient brickmaking technologies that could reduce gas emissions and, in the process, also enhance productivity, incomes and working conditions. However, EELA also understood that, in order to achieve sustainable and scalable impact, merely supporting brick producers to get their hands on the necessary technologies

Find out more about the Lab:
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Market Systems Development and a Just Transition: Learnings from an ILO experience in Tanzania

By Isaac Cowan-Gore
August 2020

Introduction

The Environment-Employment Nexus

The world of work and the natural environment are closely interconnected. Approximately 1.2 billion jobs globally depend directly on ecosystem services, with employment in sectors like farming, fishery and forestry, for instance, relying critically on naturally occurring soil renewal and fertilization, and air and water purification. Environmental degradation undermines these ecosystem services and the economic activities and livelihoods that depend on them.


Moreover, human-induced environmental hazards notably climate change bear significant detrimental impacts on wider economic activity and employment. Between 2000 and 2015, for instance, approximately 23 million working-life years were lost annually due to natural disasters caused or exacerbated by human activity while conservative estimates forecast that global temperature rise will result in a productivity loss equivalent to 72 million full-time jobs by 2030.¹

¹ ILO/UNEP

² ILO

Find out more about Green Jobs:
Website: www.ilo.org/greenjobs
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Find out more about the Lab:
Website: www.ilo.org/thelab
Email: thelab@ilo.org
Twitter: @ILOTheLab



Environmental Sustainability in Market Systems and Value Chain Development for Decent Work

A short guide for analysis and intervention design



Sector Selection and Rapid Market Assessment for Addressing Environmental Sustainability in Value Chain Development

Template for criteria and guiding questions



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SYS
TEMS
CHANGE
INITIA
TIVE

▶ **Thank you!**

More info at www.ilo.org/sci

Feel free to contact us at: cowan-gore@ilo.org or sci@ilo.org



▶ **What's coming up**

- ▶ **Why it is important to adopt a systemic approach for the green transformation**
- ▶ **3 things you need to consider for “greening” MSD**