



# Green Economy Programme – Key Lessons for Mainstreaming Sustainability

## An investment promotion perspective

Business and Biodiversity Indaba  
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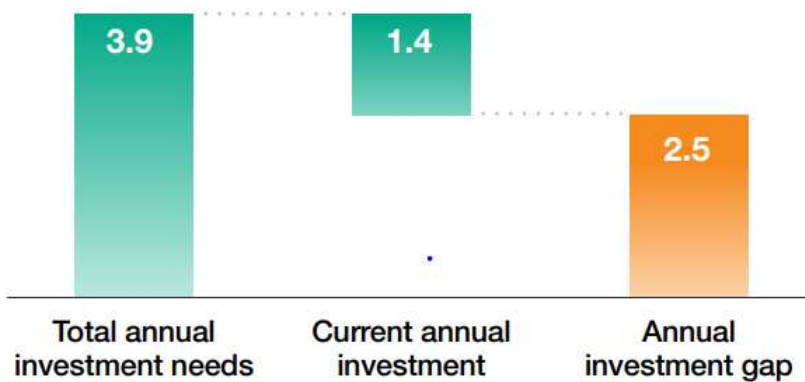
### Green Economy Subsectors

- Renewable energy: wind, solar, biogas, biomass; storage - focus on manufacturing of components; generation etc
- Energy services (energy efficiency, SSEG, smart grids)
- The waste economy
- Water
- Green transport



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**Sustainable Development Goals Investment Gap**

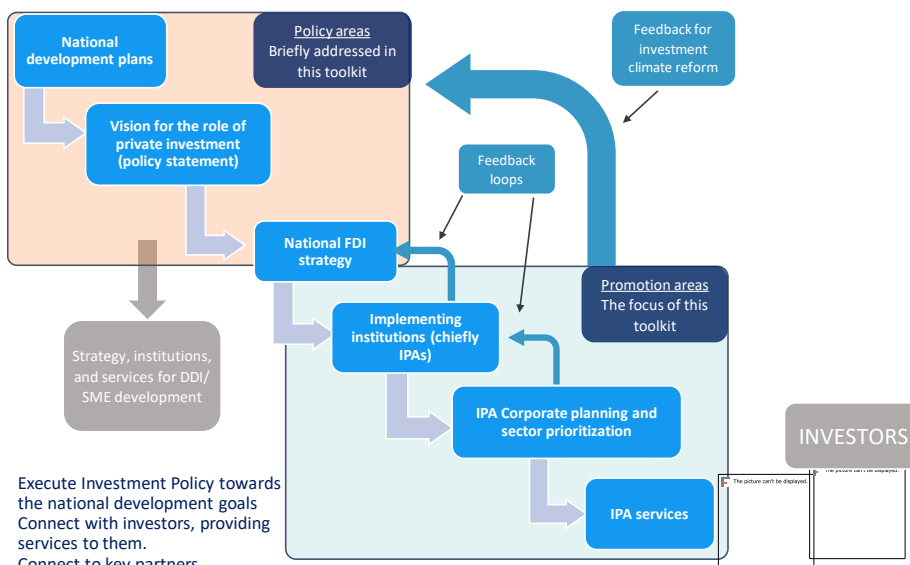


Source: UNCTAD, WIR14.

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**The role of Investment Promotion Agencies**



1. Execute Investment Policy towards the national development goals
2. Connect with investors, providing services to them.
3. Connect to key partners,
4. Provide feedback to policy making

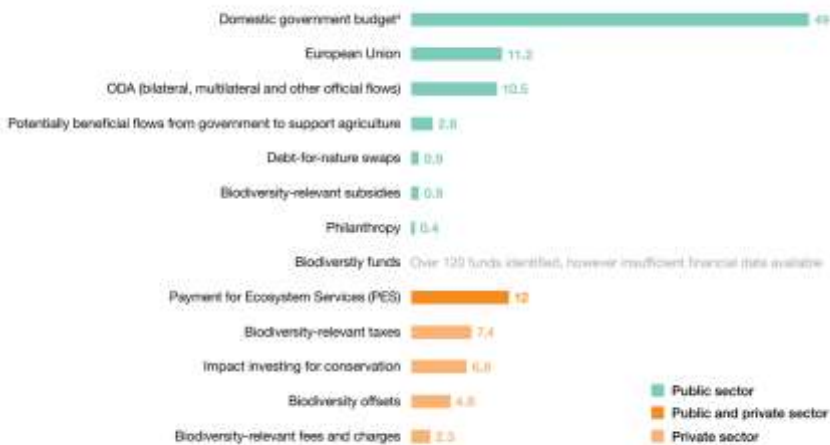
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## Current investment in ecosystems and biodiversity

The largest sources of investment in the sector are domestic government budgets<sup>1</sup> (Billions of dollars)



Data source: OECD (2019)

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# investSA Mainstreaming SDS in Investment Promotion

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Mainstreaming Sustainable Development Goals in investment promotion

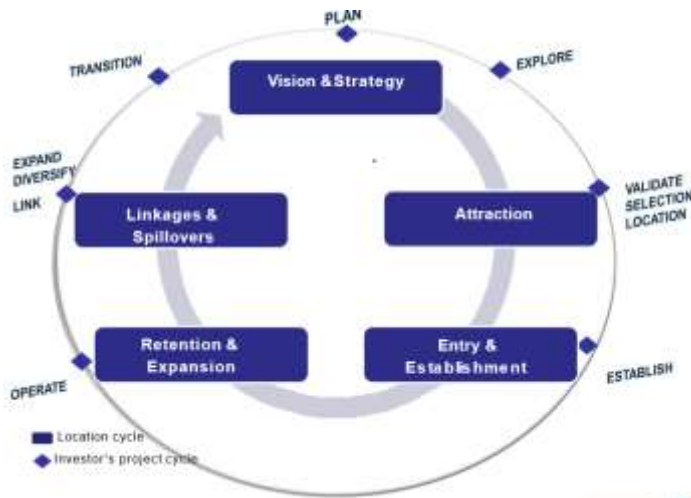


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The Investment Cycle



Source: World Bank Group

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Investing for the Sustainable Development Goals – working with UNCTAD



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**GREEN ECONOMY  
INVENTORY FOR SOUTH AFRICA:  
AN OVERVIEW**



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**Policy framework incentivises investment to stimulate growth: Industrial policy support**



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waste-to-nutrient recycling technology

world's first industrial scale insect recycling site

divert 100 tonnes of waste organics from landfill per day and



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**Partners for promoting investment in the Sustainable Development Goals**

**Traditional partners:**

- Ministries of industry, trade, investment and foreign affairs
- Trade promotion organizations, economic development agencies, industrial zones and special economic zones
- Chambers of commerce and manufacturing associations

**New Goal-related support partners:**

- Ministries of energy, health, education, agriculture and labour
- Local governments
- Non-governmental organizations and informal sector representatives
- Outward investment agencies and donor agencies

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Source: UNCTAD secretariat.

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