



How can researchers inform and accelerate the shift to a Green Economy?

Professor Stewart Elgie



CANADA'S ECOFISCAL COMMISSION
Practical solutions for growing prosperity



uOttawa



Canadian Context

- Green growth agenda stalled in Canada 2007-15
 - Key barrier = economy. Highly partisan issue.
 - Green growth seen as 'threat' (resource/carbon intensive)
- How can researchers help to change this?
 - Built env-econ research network (2008+) – not enough
 - Change the public debate – create safe space for new gov't
 - Break the env't *versus* economy narrative
- Needed (a) credible economic experts - to build understanding / legitimacy on policies for green economy, and (b) prominent leaders (business, NGO, politics) to provide economic credibility and political cover
- Action: Create two major research and policy change initiatives (2013-15)





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Goal: Build support for pollution pricing through blue chip economists plus prominent national leaders (cut across politics and env - economy)

Who is on it? 2 tier structure:

Advisory
Council

- Ex-leaders of all political parties
- CEOs of business and NGOs

Commissioners

- 11 top fiscal/economic experts
- All independent, highly credible

Secretariat

- Coordinate and manage
- Research, writing, comms





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Output and Impact:

- 3 major reports / year (re: pricing)
 - Carbon pricing (main), roads, water, etc
 - 10-15 events/ year
 - 100+ media stories / year
- High impact on policy makers/shapers, and surprisingly big impact on political leaders
 - Lead role in rehabilitating carbon pricing in Canada
 - Helped shape new government's carbon pricing policy
 - Less impact on other pricing issues (so far)



Smart Prosperity

Goal: Drive clean growth policy change through (i) policy-relevant *research*; (ii) *connecting* scholars with business, government and NGO leaders, and (iii) broader *communication*. ***Ideas + Impact.***

What? 2 tier structure

1. SP Institute (research network / think tank hybrid)

- Network: 80+ scholars – economy, policy, law ($\frac{3}{4}$ Canadian, $\frac{1}{4}$ global)
- Expert staff: research, comms, events
- Global partners: e.g. GGKP, Grantham, OECD, RFF, Duke, UCL
- Focus: policies on (i) Clean Innovation; (ii) Resource Efficiency (Circular Econ.); (iii) Price Pollution, and (iv) Conserve & Value Nature (Bio Econ)

2. SP Initiative (Leaders Group)

- 30+ prominent business CEOs (all sectors) and NGO leaders
- Work with nation's top communications experts
- Release reports / letters / statements on clean growth
- A powerful platform, builds on Institute's research

Smart Prosperity

Output and Impact:

- SP Research Institute
 - 15-20 reports, briefs / year (research -> key policy issues)
 - 15-20 events / year (research + policy, *interactive*)
 - High impact on policy-makers/shapers and 'experts'
 - 40-50 media stories / yr; 11,000 social media followers
- SP Initiative (Leaders)
 - 2 major reports per year (built on research)
 - Clean growth, innovation, bio-econ, etc
 - High profile statements by business/NGO CEOs
 - High impact on political leaders, public debate
 - Launch generated 500+ stories, trended on twitter, quoted in PM/Premiers speeches
 - Letter by 100 CEOs built critical momentum for national climate & clean growth plan

TORONTO STAR

Business executives urge 'bold leadership' on climate plan from Justin Trudeau, premiers

The Economist

60-plus signatories from a variety of industries in Canada and the US have urged the federal government to take over with putting a price on carbon.



Lessons and Challenges: Broader

Challenges

- Alignment: academic system d/n reward policy impact
- Most academics aren't policy change experts
 - Knowledge translation, connection, communication are key
 - Need 'intermediary' skills (bodies)
- Hard to fund in university model
 - Mix of foundations, gov't, companies, research councils
- Individual universities wanting credit (impediment)

Lessons

- Academics *can* have real policy impact, with direction and support
- Creating incentives, training, support = hard, but possible
- Building a powerful platform helps (joint action, mobilization, 'brand')

