

The field of action on Green policies shall improve the framework conditions for a sustainable economic transformation, green private sector development and investments at the macro-level (Output 1). Green economic modelling combined with public-private dialogue on sustainable options will boost the prospects of having holistic policies that enable MSMEs to integrate externalities, be greener and more productive and eventually, generate more long-term income and employment opportunities. This will then be further translated into practice at the meso- and micro-levels in selected value chains, where Green and Sustainable MSMEs will be supported in introducing and maintaining green practices that are economically, ecologically and socially beneficial (Output 2). The further scaling of such green practices will be supported by fostering the access to Green Finance for MSMEs. The field of action on Green Social Change will further promote effective GE policy implementation, green lifestyles and changes in consumer behaviour amongst stakeholders and larger audiences in the population (Output 3). It will do so by building the capacities of civil society organizations and private sector organisations to conduct campaigns which advance the necessary societal acceptance, demand and abilities to produce, consume and invest sustainably.

The underlying impact hypothesis for these three fields of action is:

For Output 1 it is assumed that IF governmental and other relevant stakeholders are convinced about inclusive green economy, equipped with the knowledge and skills to create green economy options and understand the relevance and benefits of evidence-based decision-making, AND there are effective participation and feedback mechanisms for the private sector and civil society to voice their perspectives THEN environmental, social and private sector needs are integrated into relevant regulatory frameworks and green economy policymaking BECAUSE authorities recognise this process as vital for the sustainable economic development of the country leading the private sector and private households to benefit from the incentives to become inclusive and green as a result of upgraded policy.

For Output 2 it is assumed that IF Micro Small Medium Enterprises perceive the benefits of green practices and green business models AND have access to qualified services, markets and financing options THEN they will employ green economic practices to improve environmental and economic performance as well as create employment opportunities BECAUSE Micro Small Medium Enterprises have an interest to create viable, resilient and future-proof business models that ideally also add a sustainable value to the society and the environment.

For Output 3 it is assumed that IF key audiences get motivated and equipped to change lifestyles and investment patterns in line with a green economy AND the framework conditions and options are conducive (outputs 1 and 2) THEN the demand for green products and services will increase BECAUSE relevant informed societal groups are more likely to change social values, norms and behaviour.