

3GF2013 – green growth through a value chain lens

With this year's title "Improving resource efficiencies in the value chain" 3GF2013 is building on the focus of last year's forum "resource efficiencies and growth" and seeks to get a step deeper in **how to** promote green growth. By applying a value chain approach we aim to facilitate a better understanding of where in the value chain we can maximise resource efficiencies and minimize the negative impact on sustainability. A value chain approach means a better understanding of the full life cycle of a product or a process. Understanding the impact on sustainability in this life cycle is key to determining where the resource efficiencies and thus the green growth potential is. In other words, if we can identify and address the sustainability impact in the value chain, we can promote the most effective green interventions and create sweet spots for green growth.

3GF is promoting Public-Private Partnerships (PPPs) considered to have a scalable, transformative green growth potential. By seeing the PPPs through a value chain lens, 3GF aims to identify where PPP interventions are most transformative in the value chain and thus have the greatest effect for green growth.

At this year's forum we want to apply the value chain lens to the full 3GF agenda. This means also seeing government actions through a value chain lens. By linking government actions on addressing sustainability impact to the full life cycle of the value chain, these actions can be targeted to greening the chain. Furthermore, to scale up and accelerate the effect, an alignment between government and company actions should be pursued. Civil society is playing a key role in this context e.g. through advocacy and developing voluntary certifications. Are the alignments successful, then even more transformative and efficient sweet spots for green growth will be created.

