

# **‘Mainstreaming’ environment: making it happen**

WWF Government and Aid Agencies  
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**Steve Bass, IIED**

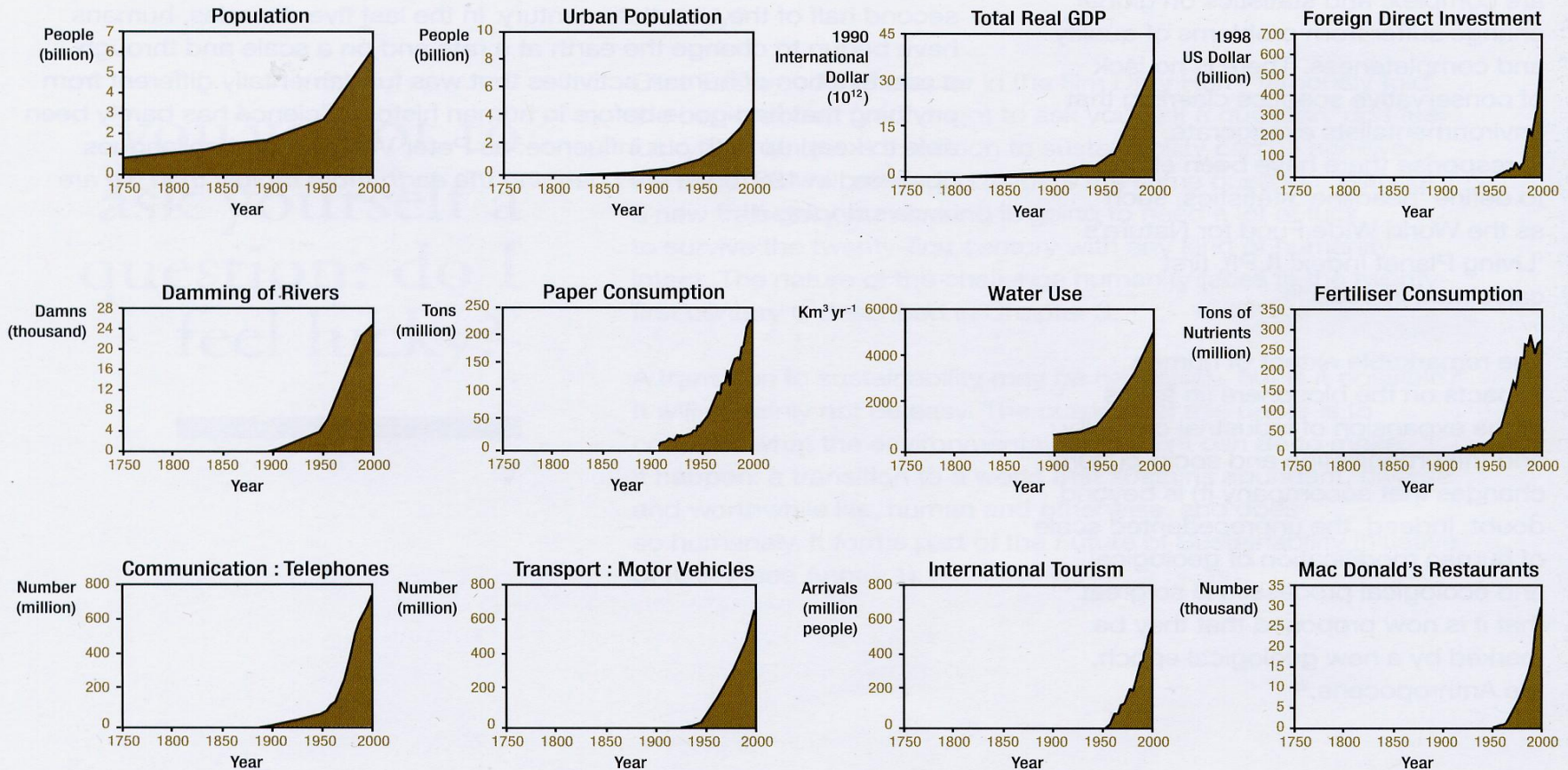
[www.iied.org](http://www.iied.org)

[www.environmental-mainstreaming.org](http://www.environmental-mainstreaming.org)

# 1. Why do we need env mainstreaming?

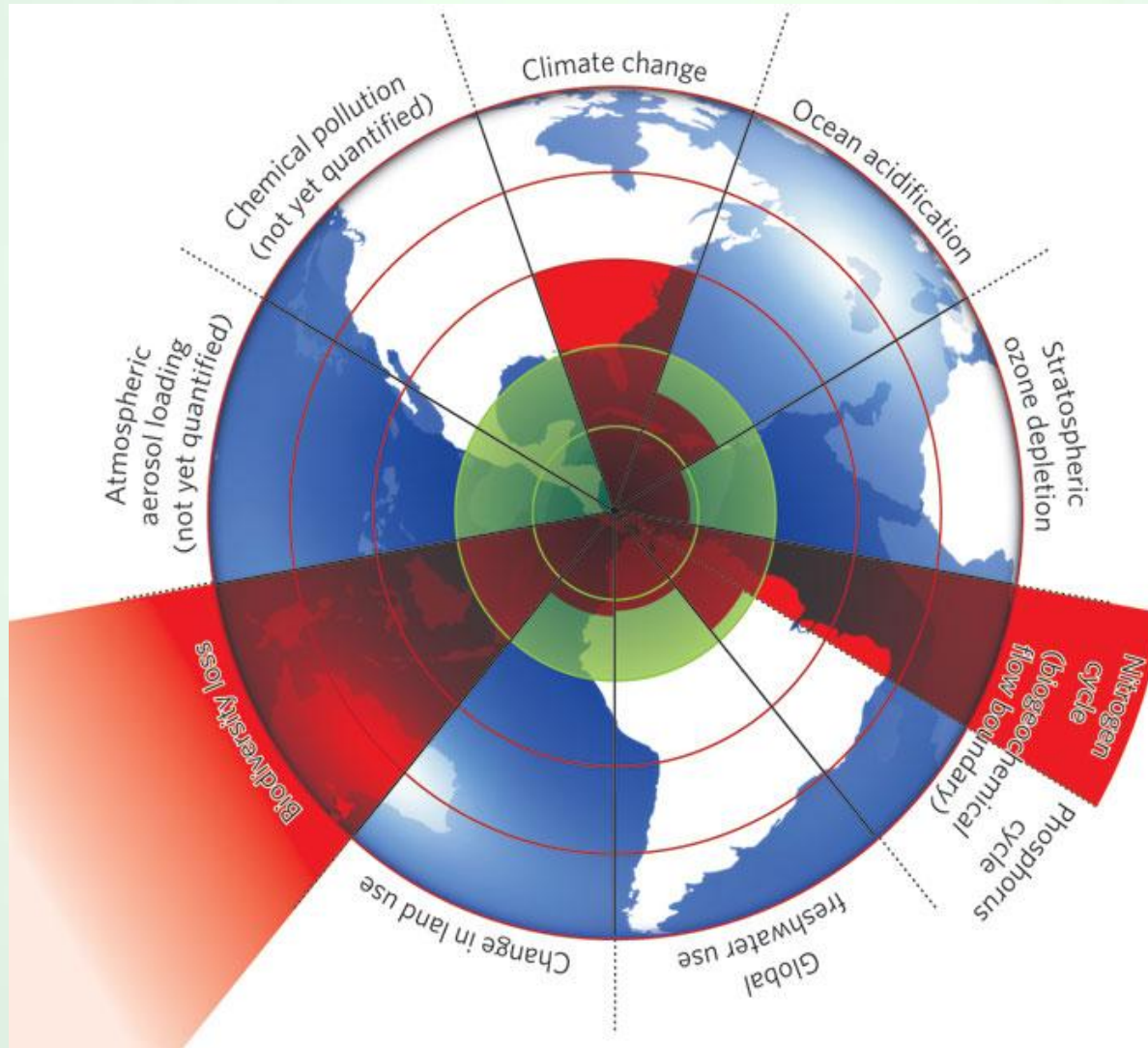


# Rapidly growing economic activity....



Source: Steffen et al. (see note 20)

... is breaching ecological limits...



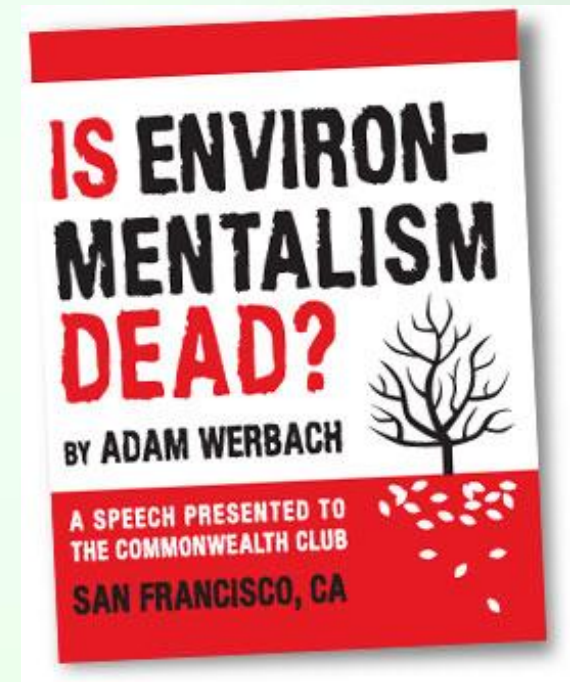
## and env foundations of MDGs are insecure

- 1: Eradicate poverty and hunger – **sustainable NRM...**
- 2: Universal primary education – **sanitation / water / fuelwood**
- 3: Gender equality and empower women – **NR access / IAPoll**
- 4: Reduce child mortality – **sanitation / water / IAPollution**
- 5: Improve maternal health – **water / fuelwood / IAPollution**
- 6: Combat major diseases – **wat-san / biodiversity / climate**
- 7: Ensure env sustainability – **env info / rights / accountability**
- 8: Global partnership – **manage global public goods (BD, CC)**

# Env is still an externality in decisions

In economics, markets, aid, bureaucracies, etc, ***env is...***

- Uncertain
- Uncontrollable
- Unvalued
- Unpriced
- Unowned
- Untraded
- 'Un'visible
- Unscrutinised...



# The political economy of env is weak

- **Env and dev institutions separate** – different worlds!
- **Finance dominates dev** – \$/day, 0.7% aid, budget support
- **But finance ‘missing’ from env** – c. 1% national budgets
- **Env is treated as technical** – but its politics are toxic
- **Env language confuses** – goods/bads? science/values?
- **Env stakeholders ‘push’** – don’t understand mainstream

# We are the problem

‘Who are the bossiest people on earth?’

- Politicians
- Religious leaders
- Right-wing newspapers
- **Environmentalists**



**I'M AN  
ENVIRONMENTALIST.  
THINK LIKE ME!**



## 2. What is env mainstreaming, and what does it achieve?



## Env mainstreaming – a definition

The **informed** inclusion of **relevant** environmental concerns into the **decisions and institutions** that drive national and sectoral development policy, rules, plans, investment and action

(IIED, 2009)

➤ *What is WWF's definition?*

# Env mainstreaming: spectrum of outcomes

- *Improved awareness of env*
- *Improved information base on env*
- *Improved participation and voice on env*
- *Improved policy, law, strategy on env*
- *Improved capacity to address env*
- *Improved budget and finance to tackle env*
- *Improved env conditions*
  - *Where is WWF best placed to help mainstreaming?*

### **3. Making choices about mainstreaming**



# Choice of 'entry point'

## Where to build bridges between env and dev worlds?

1. **Govt authorities, or non-govt (business, watchdogs)?**
  2. **Env authorities, or development authorities?**
  3. **Env as a sector, or cross-cut, or one issue e.g. climate?**
  4. **Existing decision-making (PRS), or special (NSDS)?**
  5. **Plan, or upstream (economic policy / rights) or downstream (pilot projects)?**
  6. **National level, or a district, or a sector?**
  7. **Stop bad practice, or support existing good, or innovate?**
  8. **Via a powerful outsider e.g. donors or national driver?**
- ***Does WWF think the options through in each case?***

# Donors are now demanding EM

- Bilaterals and multilaterals are key EM drivers
  - Upstream policy/budget level and not just projects
  - OECD donors focus on SEA and ‘country systems’
  - Climate change safeguards now key
  - Need to move beyond ‘safeguards’ to positive NR use
  - Bilaterals still not holding multilaterals to account
  - Current cross-UN EM guidance design
  - UN/OECD/IIED ‘sourcebook’ and website in progress

➤ *How is WWF positioned re donors?*

## e.g. UNDP-UNEP PEI-Africa's choices

**'Embedded'** catalyst within the govt mainstream:

- **Finance/planning authorities** – drive African devt decisions
- **Donors**– One UN; help donor in-country harmonisation
- **The national plan** – develop, review or revise PRS
- **Env as cross-cut** – env contribution to all sectors / all MDGs

### **Implications:**

- PEI subject to 'mainstream' strengths/weaknesses...
- and gov assumptions that NGOs weak/business uninterested

# PEI choice of mainstreaming instruments

e.g. PEI encourages national government to use:

- a) **Public Expenditure Review** on environment
- b) **Outcome-based national planning** – env contributions
- c) **Strategic Env Assessments** of policy/programs
- d) **Guidelines and learning** – SS exchange, PEI Handbook

**Being considered in future**

- e) **Wealth accounts, env fiscal reform; C funds and PES**
- f) **Public sector reform processes**



# How can WWF best bridge env + dev?



# How can WWF best bridge policy + field?



**Improve voice,  
evidence, delivery...**



**... so policy can be supportive**

## Some tactics for WWF?

1. **Language:** ‘speak’ economics and dev: e.g. dev is
  1. **Assets** and their productivity/person increased
  2. **People empowered** to access/use/benefit from assets
  3. **Risks** to assets and to people reduced
  4. **Holistic approach** to many issues over **long term**  
*... and environment is key to each*
2. **Focus:** on financial decisions (of last resort)
  - **Present costs, benefits, risks** of WWF policy proposals
3. **Attitude:** positives, not only negatives
  - ‘**Glimpses**’ of desirable outcomes, plus enabling conditions
4. **Authority:** further strengthen moral and scientific:
  - **Involving poor groups;** public opinion surveys; accountability
  - **Specific evidence,** not only generic

## Planning WWF work on mainstreaming, e.g...

1. **Problem mainstream decisions:** Which limit WWF's desired env outcomes? Which country, sector...?
2. **'Hot' mainstream demands:** What is the mainstream interested in? e.g. low-C, CC adaptation, leapfrogging, jobs, resilience?
3. **Effective mainstreaming processes:** What tracks (planning, media, public awareness, business partners) have worked well?
4. **WWF positioning:** What influence (political, financial, informational, moral, etc) does WWF have re these processes?
5. **WWF added value:** What WWF evidence/ideas could improve decisions? (1) stop bad practice, (2) scale up good, (3) innovate
6. **WWF synergies:** What other institutions help mainstreaming? Is WWF a complement or substitute?



**WWF – levelling the playing field for environment...**