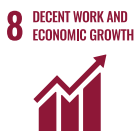


# GREEN TO COMPETE

ACTIVATING GREEN TRADE.





# BACKGROUND

We consume and pollute more than our earth can sustain. Climate change, environmental damage and massive loss of habitat and biodiversity are impacting livelihoods. Our window of opportunity to change this ill-fated cycle is fast closing. We have – quite literally – only a few short years to reverse this trend and begin to create a virtuous circle. Transitioning to a green and inclusive economy is the defining challenge of our time.

And meeting this challenge presents the greatest of opportunities.

Throughout history trade has enriched us in untold ways. And the power of sustainable trade can be used to enrich our planet as well. We are inaterconnected. No one person, business or country can create a virtuous cycle wholly on their own. But by strengthening our links to each other and innovating together, we can use green trade to create enduring prosperity for everyone, everywhere.

Through GreenToCompete, International Trade Centre (ITC) is reinforcing its commitment to trade that is climate-smart, fosters biodiversity and promotes production cycles that are truly circular - and is placing environmental sustainability at the heart of what ITC is and does.

GreenToCompete is an activator. An activator for change on the ground in the form of good, green growth. An activator for strong, future-focused trade. An activator for trade that profits both planet and people. Providing knowledge, practical expertise and the benefits of a global network, GreenToCompete helps small businesses gain a competitive advantage by activating them to “go green”.

Fortunately, the business case for transitioning to a truly green and inclusive economy is clear: Green business builds resilience, new finance streams and secures and opens markets.

**Green business, quite simply....is good business. It's time to go green.**

# GREENTOCOMPETE

## Our interconnected trade principles

Because all is interconnected, GreenToCompete works according to 3 interconnected principles:



→ **Truly circular production:** Enabling SMEs to reduce, reuse and recycle resources to reduce their impact on the environment



→ **Flourishing bio-economy:** support nature-based SMEs to conserve and restore biodiversity



→ **Climate-resilient strategies:** Strengthening SMEs to better cope with climate change.

Fostering the bio-economy while contributing to circular production that produces little or no waste, will help create a more balanced, resilient world where climate change's negative impacts are limited.

## How we activate

**Align Policies** – so that trade and environment related policies align to ensure that the policy ecosystem supports circular, climate resilient and bio-based SMEs

**Enable Support Services** – so that the ecosystem of finance, technologies and services support SMEs' green competitiveness

**Empower Businesses** – so that SMEs gain competitive advantage by going green

**Connect Markets** – so that SMEs can access sustainable markets

**Help us make green more than just a colour. Join us and make it a movement. Come Activate!**

## CONTACT INFORMATION

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ITC sustainability



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