

OECD Workshop MEASURING THE POTENTIAL OF LOCAL GREEN GROWTH IN CHILE

Indicators of local transition to a low-pollution, low-carbon and
resource-efficient economy

Regional and sectorial approaches:
Sustainable Tourism – Sustainable Construction – Consumption
and Production of Firewood

Santiago, Chile, 29-30 November 2012

Agenda

Organised by

***OECD LEED Programme, Ministry of Environment of Chile,
Ministry of Labour and Social Protection of Chile***

Hosted by

The Ministry of Environment of Chile and the Ministry of Labour and Social Protection of Chile

Background

Chile continues to experience an increasing integration into the world economy, which implies, among others, that export companies are facing increasing environmental requirements. The environment has become a key aspect of competitiveness in international markets.

Furthermore, to improve the environmental quality of the country requires great efforts to reduce pollution of different types, as well as an efficient use of resources, followed by the reduction of greenhouse gas emissions.

In turn, Chile's OECD membership presents additional challenges, both in the context of changing patterns of production and consumption, and in the framework of a more sustainable economy. Specifically, green growth emphasizes improving growth rates, particularly through greening existing industries, as well as through new eco-businesses.

This process involves the creation of qualified jobs that require appropriate education and vocational training for greening jobs and skills.

The workshop will try to apply this background to the sectors "tourism", "construction", and "firewood consumption and production", focusing on different regions of Chile. In all these areas the Government of Chile has taken important commitments and is making significant efforts – together with other stakeholders – to move towards sustainability in these and other sectors.

In this context, Chile needs to identify measurable indicators for a local transition to a low-pollution, low-carbon and resource-efficient economy.

The workshop and the related case study are proposed within the framework of the [OECD Green Growth Strategy](#). The results of the whole OECD-LEED project – especially the above mentioned indicators – will be the base for different regional and local decision makers.

More information on the project can be found at this website: www.oecd.org/cfe/leed/lowcarbon.htm.

Venue: Hotel Gran Palace, Huérfanos 1178, Santiago, Chile

■ Thursday, 29th November 2012

Morning Session

8:30 – 9:00 *Arrival and registration*

9:00 – 9:30 **Welcome and Opening**

[Leonel Sierralta](#), Undersecretary of the Ministry of Environment (s)

[Bruno Baranda](#), Undersecretary of the Ministry of Labour and Social Protection

[Sergio Arzeni](#), Director, OECD Centre for Entrepreneurship, SME's and Local Development and Head, OECD LEED Programme

9:30 – 10:30 **Introduction Session**

■ **The OECD project on 'Measuring the Potential of Green Growth'**

[Dr. Cristina Martínez](#), Senior Policy Analyst, OECD LEED Programme

■ **The case of Chile**

[Dr. Alwine Woischnik](#), Sustainability Coordinator, Ministry of Environment

10:30 – 11:00 *Coffee break*

11:00 – 13:30 **Conceptual approaches** (approx. 15 min. for each presentation)

■ **Green growth and innovation**

[Prof. Dr. Hans Bruyninckx](#), HIVA- University of Leuven, Belgium

■ **Greening production and consumption**

[Mara Murillo](#), Subdirector, Regional Office for Latin America and the Caribbean, United Nations Environmental Programme (UNEP)

■ **Green entrepreneurship**

[Humberto Salinas](#), Pi-Partner Group, EmprendeVerde, Chile

■ **Green jobs and green skills**

[Linda Deelen](#), Specialist Enterprise and Local Economic Development, International Labour Organization (ILO)

Chair: [José Luis Samaniego](#), Director, Sustainable Development Division, Economic Commission for Latin America and the Caribbean (ECLAC)

Questions and Answers

13:30 – 15:00 *Lunch*

Afternoon Session

15:00 – 15:15 **Explanation of presentations and roundtable sessions**

Experts in the art will present theme notes about "sustainable tourism", "sustainable construction", and "consumption and production of firewood", focused in the items: quality of the environment; environment-related research and innovation; environmental policy; environmental requirements in international markets and voluntary measures; greening production and consumption, with emphasis on eco-labels; challenges and opportunities for small and medium enterprises; creation of green jobs and challenges for green skills.

The next step will be to work in roundtable sessions. The roundtable sessions are one of the primary forms suggested by OECD for data collection for the local case studies. Each sector and selected regions will be analyzed according to the following issues: 1. Green environmental assets. 2. Greening production and consumption. 3. Green jobs and skills for transition to a low-pollution, low-carbon and resource-efficient economy. 4. Sustainable strategies for local public and private actors.

There are three one-hour and 15 minutes sessions on this program with eight working groups. Two

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working groups ran in parallel each time. Each session will serve to invite participants to respond to the material they have heard in the presentations before (theme notes) and first suggestions for local indicators of transition for this topic. The local session leader introduces each topical session. Discussions then take place amongst all workshop participants grouped around the tables in order to identify priorities of what matters for local/regional transition and what might be measured. Each table has a discussion leader (facilitator) and a rapporteur, which will present the results of his/her group in the plenary. A member of the OECD expert delegation will also be on each roundtable to welcome participants, pose questions, and add commentary to the roundtable discussions.

Then, an expert panel discussion (one by sector) will be focused on identifying measurable indicators for a local/regional transition to a low-pollution, low-carbon and resource-efficient economy.

Roundtable session 1.

Green environmental assets

Every region and sector will start the process of transitioning to a low-carbon, low-pollution and resource-efficient economy with different endowments of assets – environmental, industrial and human capital. This roundtable session investigates the environmental assets and addresses issues of environmental quality such as air, soil and water quality, and availability of green spaces and biodiversity. Also how the local areas and sectors contribute to this quality by improvements in different environmental aspects, implementation of innovations, voluntary measures (environmental certifications), etc. The theme notes will present some analysis of the environmental quality of the selected regions and the advances and current situation of the tourism and construction sectors and the firewood area.

Key questions to be addressed include: How important are these environmental assets to the selected Chilean regions? How will they assist to local/regional area in transitioning to a low-pollution, low-carbon and resource-efficient future? What are the concrete efforts and advances of the tourism and construction sectors and the firewood area in Chile? Which indicators can be used?

Roundtable session 2.

Greening production and consumption

This roundtable examines the local/regional industry base, its links with the wider economic and labour markets to surrounding areas and highlights key competitive advantages. This session will also look at the prevalence of start-up and spinout businesses. On the other hand, this session discuss the potential of the selected sectors and area (tourism, construction and firewood) for “greening” economic development, by increasing economic activities that ensure lower pollution, lower carbon and resource efficiency of production and operation. Identifying emerging opportunities for the region and selected sectors for economic development that do not rely on increased material production and consumption will also be discussed.

Key questions to be addressed include: What is the potential of the tourism and construction sectors and the firewood area for “greening” in Chile? What is the potential of other related industrial sectors for “greening”? How will this affect the competitiveness of Chile as a whole? Which indicators can be used to monitor the transition?

Roundtable session 3.

Green jobs and skills for transition to a low-pollution, low-carbon and resource-efficient economy

The development of new “green” sectors and the “greening” of existing industrial sectors is closely related to the ability of the region to attract and retain the right pool of talent and skills, create the right labour market conditions and support and retain “green know how”. Moreover, many work skills have become obsolete, while other new skills are now required by the production and service sectors, which we can observe also in the environmental field. In this context, of special interest in this theme is the situation of green jobs and skills in the tourism and construction sectors, as well as in the firewood area in Chile. On the other hand, this session will examine the operation of local training and skills development organizations regarding this new demand.

Key questions to be addressed include: What are the characteristics of green jobs and skills in the tourism and construction sectors, and in the firewood area in Chile? What are the challenges of these sectors regarding green jobs and skills? What is the demand of the local/regional labour market about it and does this demand for qualified personnel meet the offer of professionals in the labour market? What support and mechanisms are required for transition to a low-pollution, low-carbon and resource-efficient economy in Chile? Which indicators can be used for monitoring the transition?

Roundtable session 4.

Sustainable strategies for local public and private actors

Policy makers and other regional, local and sectorial stakeholders are faced with the challenges of combining a business-friendly and competitive local and sectorial economy that offers employment and skills development opportunities for inhabitants but at the same time protects and enhances the natural environment.

Key questions to be addressed include: What should the policy priorities be for local/regional public authorities and for enterprises to stimulate a new economy? How do we identify these priorities? What should the role of government and other stakeholders be in understanding and acting on issues such as job creation for young people, access to capital, emissions reduction, environmental protection, and social integration? What are the specific challenges, priorities and necessary support for sectors such as tourism, construction and firewood consumption and production in Chile? Which indicators can be used for monitoring this process?

15:15 – 15:30 **Theme 1: Sustainable Tourism in Easter Island, Center and South of Chile (Regions: Valparaíso, Región Metropolitana, Los Lagos)**

[Francisco Allard](#), Sustainability Coordinator, Secretariat of Tourism, Ministry of Economy

15:30 – 16:45 **Roundtable session related to indicators for sustainable tourism**

1. Green environmental assets
2. Greening production and consumption
3. Green jobs and skills for transition to a low-pollution, low-carbon and resource-efficient economy
4. Sustainable strategies for local public and private actors

Facilitator: [Mauricio Castro](#), Professional, National Council for Clean Production (CPL)

Expert: [Dr. Lutz Franzke](#), Mayor, Königs-Wusterhausen, Brandenburg, Germany

16:45 – 17:00 **Presentation of working groups results**

17:00 – 17:30 *Coffee break*

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17:30 – 18:30 Panel session: comments and proposals

[Sergio Arzeni](#), Director, OECD Centre for Entrepreneurship, SME's and Local Development and Head, OECD LEED Programme

[Javier Obach](#), Head Research Division, National Tourism Agency (SERNATUR)

[Omar Hernández](#), Coordinator Innovation Programs, Chilean Economic Development Agency (CORFO)

[Eduardo Katz](#), Director, Protected Wild Areas, National Forestry Corporation (CONAF)

[Alexandra Petermann](#), Biological Reserve Huilo Huilo

Chair: [Eugenio Yunis](#), Vice-Executive Pres. FEDETUR; Ex-Coordinator Sustainability UNWTO

Questions and Answers

18:30 Closing first day

Evening Session

19:00 Cocktail reception hosted by the Ministry of Environment of Chile

■ Friday, 30th November 2012

Morning Session

10:00 – 10:15 Theme 2: Sustainable Construction in Main Cities

[Ragnar Branth](#), Head Technical Division, Ministry of Housing and Urbanism

10:15 – 11:30 Roundtable session related to indicators for sustainable construction

1. Green environmental assets
2. Greening production and consumption
3. Green jobs and skills for transition to a low-pollution, low-carbon and resource-efficient economy
4. Sustainable strategies for local public and private actors

Facilitator: [Antonia Biggs](#), Technical Coordinator, Ministry of Environment

Expert: [Linda Deelen](#), Specialist Enterprise and Local Economic Development, ILO

11:30 – 11:45 Presentation of working groups results

11:45 – 12:15 *Coffee break*

12:15 – 13:15 Panel session:

[Dr. Lutz Franzke](#), Mayor, Königs-Wusterhausen, Brandenburg, Germany

[Juan Pablo Yumha](#), Professional, Ministry of Housing and Urbanism

[Helen Ipinza](#), Sectorial Adviser, Chilean Economic Development Agency, INNOVA CORFO

[Javier Hurtado](#), Head Research Division, Chilean Chamber of Construcción (CChC)

[Dr. Nicola Borregaard](#), Manager of Energy and Climate Change, Fundación Chile

Chair: [Mauricio Ilabaca](#), Adviser Executive Director, National Council for Clean Production (CPL)

Questions and Answers

13:15 – 15:00 *Lunch*

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Afternoon Session

15:00 – 15:15 **Theme 3: Firewood Consumption and Production in the South of Chile (Regions: VIII, IX, X, XI – Biobío, Araucanía, Los Lagos, Aysén)**
[Marcelo Fernández](#), Head Atmospheric Affairs Office, Ministry of Environment

15:15– 16:30 **Roundtable session related to indicators for firewood consumption and production**

1. Green environmental assets
2. Greening production and consumption
3. Green jobs and skills for transition to a low-pollution, low-carbon and resource-efficient economy
4. Sustainable strategies for local public and private actors

Facilitators: [Jimena Silva](#), Atmospheric Affairs Office, Ministry of Environment
Expert: [Prof. Dr. Hans Bruyninckx](#), HIVA-University of Leuven, Belgium

16:30 – 16:45 **Presentation of working groups results**

16:45 – 17:15 *Coffee break*

17:15 – 18:15 **Panel session:** comments and proposals

[Prof. Dr. Hans Bruyninckx](#), HIVA-University of Leuven, Belgium
[Govinda Timilsina](#), Research Economist, Climate Change & Clean Energy, Development Research Group, World Bank
[Diego Benavente](#), Executive Director, Corparaucanía
[Vicente Rodríguez](#), General Secretary, National System of Firewood Certification (SNCL)
[Ricardo Katz](#), Researcher, Center for Public Studies (CEP), Chile
[Bruno Carriquiry](#), Adviser, Atmospheric Affairs Office, Ministry of Environment
Chair: [Marcos Serrano](#), Head Department of Statistics and Environmental Information, Ministry of Environment

Questions and Answers

18:15 – 18:45 **Concluding panel**

[Dr. Cristina Martínez](#), Senior Policy Analyst, OECD LEED Programme
[Linda Deelen](#), ILO Specialist Enterprise and Local Economic Development, International Labour Organization (ILO)
[Mara Murillo](#), Subdirector, Regional Office for Latin America and the Caribbean, United Nations Environmental Programme (UNEP)
[Dr. Alwine Woischnik](#), Sustainability Coordinator, Ministry of Environment
Chair: [Rodrigo Monardes](#), Head OECD Department, DIRECON, Ministry of Foreign Affairs

18:45 **Closing**

[Leonel Sierralta](#), Undersecretary of the Ministry of Environment (s)
[Bruno Baranda](#), Undersecretary of the Ministry of Labour and Social Protection
[Sergio Arzeni](#), Director, OECD Centre for Entrepreneurship, SME's and Local Development and Head, OECD LEED Programme
