

**EEA AND NORWAY GRANTS
FUND FOR BILATERAL RELATIONS**

INITIATIVE PROPOSAL

Title of the initiative: Cross-sector Action Plan of Green Tiger for 2040

Implementing entity (beneficiary state entity): *Green Tiger Foundation (Sihtasutus Rohetiiger)*

- **Partner(s) (minimum one donor state entity):**
BJØRK Innovation AS, <https://bjorkinnovation.org>, main contact Marcus Lind Nerhoel, marcus.lind@bjorkinnovation.org

Bilateral priority area identified by the JCBF beyond the programs:

- ☐ promotion of core European values, such as respect for human dignity, freedom, democracy, equality, the rule of law and the respect for human rights for all people, regardless of their racial or ethnic origin, religion or belief, gender, disability, age, sexual orientation or gender identity;
- ☐ E-governance (digitalization)
- ☐ eastern partnership
- ☐ equality and equal treatment
- x competitive business environment, sustainable and adaptive governance (based on “Competitiveness Plan for 2020” approved by the Government of Estonia)

Allocation (total sum): 122 000 EUR

(A more detailed project budget description in the activity plan)

Short description of the initiative:

(background, aim, participants, activity plan, budget outline, communication and dissemination)

See annex 1

Activity plan:

	Activity	Time	Location	Cost	Participants
	Team formation	10.2024	Tallinn	2,000 EUR	30
	Creation of the structure for the Action Plan 2040	1.10 - 30.11.2024	Tallinn, Oslo	10,000 EUR	30
	Engagement events	1.11.2024 - 31.03.2025	Tallinn, Oslo	20,000 EUR	300
	Content creation	1.11.2024 - 30.04.2025	Tallinn	80,000 EUR	20
	Collaboration with the Norwegian team	1.10.2024 - 30.04.2025	Tallinn, Oslo	10,000 EUR	50

Planned results¹

OUTPUT	INDICATOR	TARGET
<p>Cross-sector action plan of Green Tiger for 2040</p> <ul style="list-style-type: none"> - About 120-page document and appendices - short versions for politicians, the press, and interested parties 	<ul style="list-style-type: none"> - Action plan 2040 with specific steps and descriptions of needed changes for 2025, 2030, 2040 - regulations and political decisions – proposals for the state - recommendations for both private and public sectors - dynamic model – evolving document - investment needs and funding sources 	<ul style="list-style-type: none"> - describe Estonia's economic space in 2040 - present a 15-year action plan for public and private sectors - describe interconnections and dependencies of the five most important economic sectors; - indicate how Estonia's economy will become climate-neutral by 2040

Annex 1

Short description of the initiative: (background, aim, participants, activity plan, budget outline, communication and dissemination)

Background:

Rohetiiger (Green Tiger) is an Estonian environmental initiative aimed at promoting sustainability and ecological awareness across various sectors of society. Its activities cover multiple areas.

Sustainable Business Practices: Rohetiiger collaborates with companies to help them implement sustainable and eco-friendly production methods, reduce waste, and support the circular economy.

Environmental Awareness and Education: The initiative raises awareness among individuals and organizations about environmental issues such as climate change and biodiversity loss. It offers educational programs and campaigns that emphasize the importance of sustainability.

Influencing Policy: Rohetiiger advocates for environmentally sustainable policies at both the national and local levels. In collaboration with decision-makers, it helps shape regulations and strategies that support sustainable development.

Community and Collaboration: Rohetiiger encourages collaboration between the public, private, and non-profit sectors to achieve systemic change. The goal is to create a network that leads the green transition in Estonia.

Projects and Innovation: Rohetiiger initiates and supports projects focused on environmental protection, sustainable urban planning, and green innovations.

Overall, Rohetiiger is a leader of the green transition in Estonia, encouraging responsible attitudes towards nature and the development of a more sustainable economy.

To achieve its goals, one of Rohetiiger's actions is to develop a balanced economic model by 2040. The core principle is to agree on the principles of coexistence between the economy and the environment in a way that allows economic growth while preserving or even improving the natural environment.

To this end, Rohetiiger is creating roadmaps for the sectors with the highest carbon content—Energy, Construction, Transport, Land use and Industry & Circular economy. Roadmaps for Energy, Construction, and Transport have already been completed, while the roadmaps for Land use and Industry & Circular economy are under development (see [Rohetiiger Publications](#)). The roadmaps represent the business community's vision of a balanced economic model in each sector, looking ahead to 2040. By creating these roadmaps, businesses commit doing their part to reduce carbon emissions in their respective sectors.

The focus of this application is the preparation of Rohetiiger's cross-sectoral Action Plan 2040, which updates and consolidates the five roadmaps, establishes connections, and describes the economic environment in which society will live in Estonia in 2040.

From October 1, 2024, Rohetiiger will begin developing the Action Plan until 2040, which encompasses the five sectoral roadmaps. The cross-sectoral Action Plan 2040 will follow the model used for the development of the roadmaps. The editor-in-chief of the Action Plan is Rene Pärt, a member of the board of Port of Tallinn and editor-in-chief of the Transport roadmap.

The objectives of the Action Plan are:

- To describe the economic environment of Estonia in 2040
- To outline a 15-year action plan for the public and private sectors year by year
- To describe the interconnections and dependencies between the five key economic sectors (energy, transport, construction, land use, and industry & circular economy)
- To show how Estonia's economy can become climate neutral by 2040

The Action Plan 2040 will document the current situation and set targets for the Estonian economy for 2030 and 2040. The document will analyze various scenarios and be results-oriented.

The foundational principles of the Action Plan 2040 are:

- Minimal environmental impact – maximum added value
- Collaboration and inclusion
- Data- and science-based approach
- Avoiding duplication with existing development plans and roadmaps
- Valuing the circular economy
- Identifying Estonia's competitive advantages

Team:

- **Editor-in-chief:** responsible for team composition, setting the vision and goals, organizing meetings and discussions in Estonia and Norway, consolidating and editing inputs, linking with previous roadmaps, and liaising with the Norwegian partner.
- **Five sector leaders:** responsible for collecting and analyzing content in their respective areas, involving stakeholders (businesses, universities, professional associations, ministries), and coordinating work.
- **Analyst:** responsible for analyzing and modeling data provided by sector leaders and linking with previous roadmaps.
- **State representative:** a senior official from either the Ministry of Climate or Ministry of Economic Affairs and Communication who maintains the state's interest and ensures the roadmap's input reaches state policies and development documents.
- **Council:** a body consisting of visionaries and top executives from the five sectors covered in the action plan, monitoring and advising on the completion of the action plan; the council includes 13 members.
- **Marcus Lind Nerhoel from BJØRK Innovation AS, Norway:** innovating Norwegian and Swedish municipalities with sustainability projects. Main contact: Thor Moen, <https://bjorkinnovation.org> Helps engage people and knowledge from Norway and organizes expert discussions in Norway.

Budget:

- The total budget for the project is 150,000 euros.
- Funds are allocated for team and expert salaries, organizing engagement events, and communication.

122,000 euros will be used for the substantive preparation of the action plan, including the salaries of Estonian and Norwegian experts for seven months and organizing engagement events in Estonia and Norway. 28,000 euros is self-financing, covering communication and lobby after the completion of the substantive work.

Timeline:

The content of the Action Plan 2040 will be completed between October 2024 and April 2025. Starting in May 2025 publication, communication and lobbying of the action plan will take place.

Cooperation with a Norwegian partner:

In cooperation with the Norwegian partner, it is planned to find out whether similar road maps or action plans with a view to the future have been created in Norway as well, and what could be used as an example. The plan is to hold a round table of Norwegian and Estonian entrepreneurs in all five sectors to discuss different visions of the future and see if there is common ground. There will also be a larger meeting for entrepreneurs in Norway, where the prepared Action Plan 2040 for Estonia will be discussed and personal comments will be given. There will be close communication between the project manager and the Norwegian main contact.