



**GREEN
ENTREPRENEURSHIP
TRAINING**

Module 4 – Orientation in the field of Green Economy

Green Economy & Green Business

Learning Outcomes

Part A

- ◆ To have the main information on **Green Economy** including the **definitions** as well as the **characteristics**

Part B

- ◆ To have the main information on **Green Business** including the **definitions** as well as information on the different **markets**



Part A - (1) Green Economy - Definitions

What does Green Economy stand for?
What does Green Economy entail?
What does Green Economy mean?

no internationally consistent definition of Green Economy available, therefore **UNDESA (2012)** developed a guidebook to the Green Economy where they list a range of definitions...



Part A – (1) Green Economy – Definitions

“One that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. It is low carbon, resource efficient, and socially inclusive. In a green economy, growth in income and employment should be driven by public and private investments that reduce carbon emissions and pollution, enhance energy and resource efficiency, and prevent the loss of biodiversity and ecosystem services **(UNEP 2011).**”

“Green economy is “a resilient economy that provides a better quality of life for all within the ecological limits of the planet.” **(Green Economy Coalition, 2011)**”

“A system of economic activities related to the production, distribution and consumption of goods and services that result in improved human well-being over the long term, while not exposing future generations to significant environmental risks or ecological scarcities. **(UNEP, 2009).**”

“An economy that results in improved human well-being and reduced inequalities, while not exposing future generations to significant environmental risks and ecological scarcities. It seeks to bring long-term societal benefits to short-term activities aimed at mitigating environmental risks. A green economy is an enabling component of the overarching goal of sustainable development **(UNCTAD, 2011).**”



Part A – (1) Green Economy – Definitions

“The green economy involves largely new economic activities and must provide an important entry-point for broad-based black economic empowerment, addressing the needs of women and youth entrepreneurs and offering opportunities for enterprises in the social economy **(Government of South Africa, 2011).**”

““Green Economy” is described as an economy in which economic growth and environmental responsibility work together in a mutually reinforcing fashion while supporting progress on social development. **(International Chamber of Commerce, 2011).**”

“Green economy can be seen as a lens for focusing on and seizing opportunities to advance economic and environmental goals simultaneously. *(Rio+20 Objectives and Themes of the Conference - UNCSO, 2011)*”

“The Green Economy is not a state but a process of Transformation and a constant dynamic progression. The Green Economy does away with the systemic distortions and dysfunctionalities of the current mainstream economy and results in human well-being and equitable access to opportunity for all people, while safeguarding environmental and economic integrity in order to remain within the planet’s finite carrying capacity. The Economy cannot be Green without being Equitable **(Danish 92 Group, 2012).**”



Part A – (2) Characteristics of Green Economy

“The green economy is a means for achieving sustainable development”

“The green economy should create decent work and green jobs”

“The green economy is resource and energy efficient”

“The green economy respects planetary boundaries or ecological limits or scarcity”

“The green economy uses integrated decision making”

“The green economy measures progress beyond GDP using appropriate indicators/metrics”



“The green economy is equitable, fair and just – between and within countries and between generations”

“The green economy protects biodiversity and ecosystems”

“The green economy delivers poverty reduction, well-being, livelihoods, social protection and access to essential services”

“The green economy improves governance and the rule of law. It is inclusive; democratic; participatory; accountable; transparent; and stable”

“The green economy internalises externalities”



Part A – Green Economy

If you are interested in **further information about** the literature on „**Green Economy**“, „Green Growth“ and „Low-Carbon Development“ have a look at „**A guidebook to the Green Economy, Issue 1: Green Economy, Green Growth, and Low- Carbon Development - history, definitions and a guide to recent publications**“, Division for Sustainable Development, **UNDESA**, August 2012, under the following link:

<https://sustainabledevelopment.un.org/content/documents/GE%20Guidebook.pdf> [28.08.2017]

If you are interested in **further information about the principles** set by **UNDESA** in 2012 have a look at „**A guidebook to the Green Economy, Issue 2: exploring green economy principles**“, United Nations Division for Sustainable Development, November 2012, under the following link:

<https://sustainabledevelopment.un.org/content/documents/743GE%20Issue%20nr%202.pdf>
[28.08.2017]

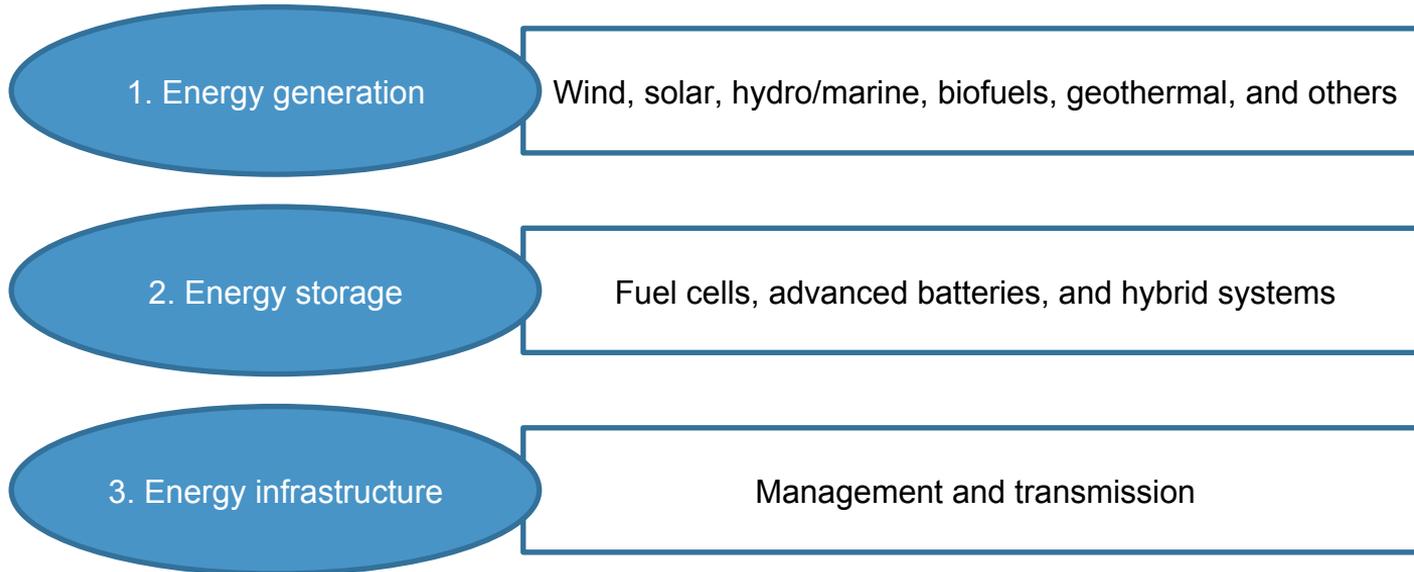


Part B – (1) Green Business – Definitions

“A green business requires a balanced commitment to profitability, sustainability and humanity. **(Koester, 2011)**“

“Green Businesses have more sustainable business practices than competitors, benefiting natural systems and helping people live well today and tomorrow while making money and contributing to the conomy. **(Croston, 2009)**“

“(1) it incorporates principles of sustainability into each of its business decisions; (2) it supplies environmentally friendly products or services that replaces demand for nongreen products and/or services; (3) it is greener that traditional competition; and/or (4) it has made an enduringn commitment to environmental principles in its business operations. **(Cooney, 2009)**“





4. Energy efficiency

Lighting, buildings, glass, and others

5. Transportation

Vehicles, logistics, structures, and fuels

6. Water and wastewater

Water treatment, water conservation, and wastewater treatment



7. Air and environment

Cleanup/safety, emissions control, monitoring/compliance and trading and offsets

8. Materials

Nano, bio, chemical, and others

9. Manufacturing/industrial

Advanced packaging, monitoring and control, and smart production



10. Agriculture

Natural pesticides, land management, and aquaculture

11. Recycling and waste

Recycling and waste treatment



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Thanks!