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MODERN PERSPECTIVES OF DEVELOPMENT OF «GREEN» ECONOMY

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The article considers the theoretical, methodological and practical framework for the implementation of «green» economy and its development prospects. Described the world experience the stimulation of transition to «green» economy. Shows the factors in the development sector «green» economy. Analyzed the sources and definition of «green» economy. Shows methodological aspects stimulate the transition to a «green» economy. Lit modern directions of development of «green» economy. Substantiates the importance of «greening» the priority sectors of the economy. Priorities for the formation of public policy through the introduction of innovative environmentally sound technologies that will facilitate sustainable the development of the society in the long term.

Key words: «green» economy, «greening», ecologization, sustainable development, concept, strategy, policy, economic growth.

Introduction. Just as sustainable development is development where the needs of the present are met without compromising the ability of future generations to meet their own needs, a sustainable economy meets the needs of the enterprise and its stakeholders today while protecting, sustaining, and enhancing the human and natural resources that will be needed in the future. Simply put, the economic vitality of our state is grounded in, and dependent upon, our people's well-being and the continued health of our state's rich and diverse natural resources. These tenets are exemplified in an economy that strives for «low carbon, resource efficient and socially inclusive» goals [4].

«The future we want», the main document summarizing the action areas advocated by the Rio+20 conference, advocates «green» economy as a main instrument to eradicate poverty, while maintaining the healthy functioning of the

environment. Rio+20 has the «green» economy as one of its two major themes, so governments have the opportunity to consider adopting it as a practical approach to deliver sustainable development and make commitments to coordinated action, such as reorienting investments towards the greening of their economies [5].

The «green» economy model holds the potential to bring together the needs for economic security and environmental protection, and to integrate an array of reforms in policy initiatives, regulatory actions, business standards and personal lifestyle behaviors.

A «green» economy can be thought of as an alter-native vision for growth and development one that can generate growth and improvements in people's lives in ways consistent with sustainable development. A «green» economy promotes a triple bottom line: sustaining and advancing economic, environmental and social well-being.

A «green» economy is essentially an economy whose aim is to create a sense of social unity and equality while keeping in mind the impact on the environment. Its main goals are to uphold these values while maintaining economic growth by investing in eco-sustainable practices. This is done through governmental means, such as legislation, creation of policy and private and public funding. A strong emphasis is put on helping those people who rely on nature to earn a living and who don't have a lot of other resources or wealth.

Environment can no longer be treated in isolation from mainstream economic policy. In most instances, the environment continues to be addressed as a separate component without clear linkages to the social and economic aspects.

Integrated policymaking remains to be an approach yet to be adopted as the main framework for policy formulation and implementation. Lack of an integrated approach to policy formulation and implementation is therefore one of the main reasons for failing to achieve sustainable development. A «green» economy approach advocates the adoption of integrated policymaking [3].

It therefore provides a strong message to policy and decision makers of the necessity of integrating environmental, social, and economic considerations in framing policies. Advocating the environment in isolation from economic and social objectives have in the past failed to deliver this strong message, which has resulted in considering the environment as a constraint or a liability rather than as an opportunity. Adopting a «green» economy approach highlights these interrelationships thus making a strong case for the transition.

Analysis of recent researches and publications. Analysis of monographic and periodical literature shows that in general scientific publications a «green» economy highly diverse approach and topics and covers a wide range of issues. Successful resolution of the modern ecological-economical issues and find ways out of extreme nature and household crisis largely determined by the degree of elaboration of the

widest range of environmental-economical issues and analysis inherent in the works of scientists following: V. Baranovska, A. Bondar, T. Galushkina, M. Hvesik, Ie. Khlobystov, L. Melnik, V. Potapenko, O. Prokopenko etc. In the European Union adopted a system of strategic and policy documents that guide all member countries on a green and resource-efficient development.

Previously unsettled problem constituent. Climate change, manifested in the increased number, intensity and duration of natural disasters, environmental degradation and consequently, the health status of the population through intensive use of environmentally «dirty» technologies of production, the gradual exhaustion of irreplaceable natural resources and a further rise in energy prices in conditions of high energy intensity economy – all of these challenges, which is extremely topical today the world faces require a speedy transition to a «green» economy – that is economic development through greater adoption of energy efficient technologies, methods of cleaner production, the use of renewable energy sources, etc. In modern conditions the developed countries are trying to combine economic and environmental problems through active participation in the implementation of the concept of «green» economy.

Main purpose of the article is to research and study theoretical and methodological approaches to «green» economy and prospects of its development.

Results and discussions. Global economic thinking is current experiencing a paradigm shift from the current capital-focused resource-intensive development towards what is being called the «green» economy. A «green» economy is one in which business processes are infrastructure reconfigured to deliver better returns on natural, human and economic capital investments, while at the same time reducing greenhouse gas emissions, extracting and using fewer natural resources, creating less waste and reducing social disparities. Thus a «green» economy grows by reducing rather than increasing resource consumption. These economies have also been termed low-carbon economies [7].

The last two years have seen the idea of a «green» economy float out of its specialist moorings in environmental economics and into the mainstream of policy discourse. It is found increasingly in the words of heads of state and finance ministers, in the text of G20 communiqués, and discussed in the context of sustainable development and poverty eradication.

There are several schools of thought as to what constitutes a «green» economy, but most include an overall holistic approach. Many other movements or ideologies are often included within the definition of a «green» economy, largely depending on which particular green economist is providing that definition. Some of the more common themes have to do with social justice, politics and renewable energy sources. The underlying theme of all schools of thought, however, is the harmonious

interaction with nature and economic growth.

«Green» economy includes green energy generation based on renewable energy to substitute for fossil fuels and energy conservation for efficient energy use. The «green» economy is considered being able to both create green jobs, ensure real, sustainable economic growth, and prevent environmental pollution, global warming, resource depletion, and environmental degradation [1].

The «green» economy encompasses both new and traditional sectors. Innovation in the «green» economy might thus occur through the creation of new products, the transformation of production processes, or the development of new markets. Energy provides a simple example. New industries, such as biofuels, may be innovating new products that reduce dependence on traditional or dirty sources of energy. Traditional industries, such as utilities, may be changing the way they source power, relying more on renewable energy and alternative fuels – innovating how they produce energy. And individual households might install solar photovoltaic panels, thus joining an emerging market of energy consumers.

We offer during the formation of the economic development of the state to take into account modern trends of world development, namely the introduction of the principles of «green» economy in various sectors of the economy. We developed a framework for a «green» economy that allocates a new «green» sector of the economy, as well as those who are in the process of greening (Fig. 1).

The figure 1 presents the range of green business categories along two axes. The vertical axis shows the range from traditional businesses, such as utilities, and professional services that are greening their operations, to businesses in emerging industries, such as nanotechnology research, solar panel manufacturing and eco-tourism. On the horizontal axis, businesses move from those that produce green products, such as manufacturers and food processors, to those that sell green products or participate in the green lifestyle economy, such as farmer's markets and local park maintenance operators. Production industries produce goods that can be exported and imported between regions.

UNEP defines a «green» economy as one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. In its simplest expression, a «green» economy can be thought of as one which 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. These investments need to be catalyzed and supported by targeted public expenditure, policy reforms and regulation changes [6].

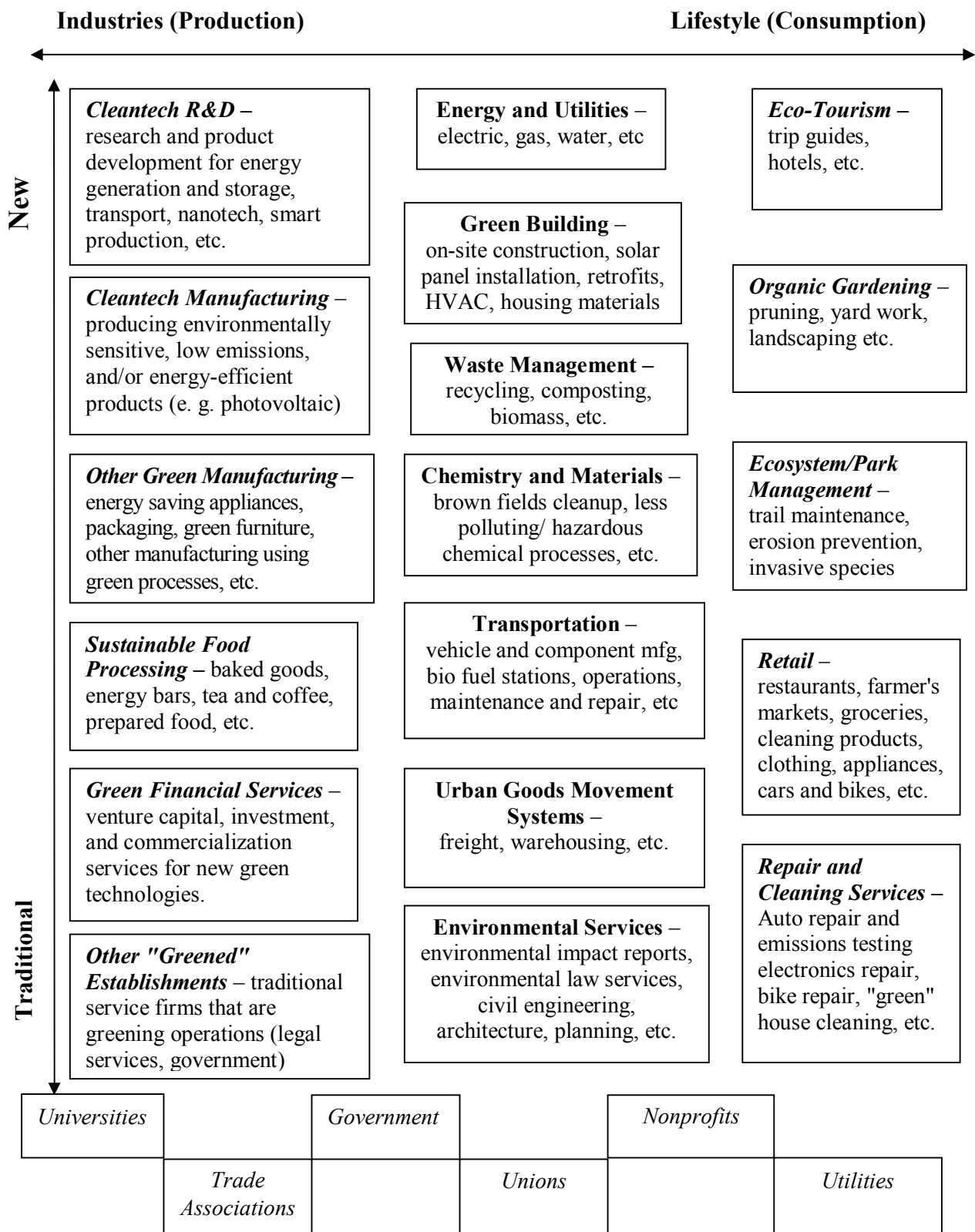


Fig. 1. The structure of the «green» economy
 (developed by the author)

The concept of a «green» economy does not replace sustainable development, but there is now a growing recognition that achieving sustainability rests almost entirely on getting the economy right. Decades of creating new wealth through a “brown economy” model have not substantially addressed social marginalization and resource depletion, and we are still far from delivering to the Millennium Development Goals. Sustainability is still a vital long-term goal, but we must work on greening the economy to get us there.

To make the transition to a «green» economy, specific enabling conditions will be required. These enabling conditions consist of the backdrop of national regulations, policies, subsidies and incentives, and international market and legal infrastructure and trade and aid protocols. At present, enabling conditions are heavily weighted towards, and encourage, the prevailing brown economy, which, inter alia, depends excessively on fossil fuel energy.

Economic growth is the increase in the production of goods and services, and the income associated with that. Without growth, there will be no new jobs, and governments won't have additional revenue to spend on essential health services, education and social safety nets.

Growth is generated by investment. Traditionally, this has focused on highways, automobiles, oil and gas, buildings, manufacturing, logging, fishing etc. A «green» economy promotes different sorts of investment – in public transport, low-carbon vehicles, renewable energy, green buildings, clean technologies, sustainable forestry and the restoration of fishery stocks.

Green economics views the current downturn as a clash between ecology and economy and argues that the commodity instability is a symptom of the exhaustion of natural resources. The markets are correctly reflecting that and are indicating that traditional economics instruments and derivatives are no longer working and new methods of creating a natural economics of abundance need to be urgently developed [2].

«Green» economy is a fast growing new economic development model in contrast to the existing «black» economic model based on fossil fuels, such as coal, petroleum, and natural gas. The «green» economy is based on a knowledge of Ecological economics that aims at addressing the interdependence of human economies and natural ecosystem and the adverse impact of human economic activities on climate change and global warming. In the midst of the global economic crisis, the UNEP United Nations Environment Program called for a global Green New Deal according to which governments were encouraged to support its economic transformation to a greener economy.

The development path should maintain, enhance and, where necessary, rebuild

natural capital as a critical economic asset and as a source of public benefits, especially for poor people whose livelihoods and security depend on nature.

Conclusions and further researches directions. No country in the pan-European region has yet produced an assessment specifically focused on the «green» economy. Nonetheless, many countries are developing broad strategies for greening the economy, or have undertaken sectoral or topic-based assessments.

Rio+20 offers a rare opportunity for governments and major groups including business and industry, to announce new and measurable commitments to make sustainable development a reality. From climate change to the loss of biodiversity, and from land degradation to depleting freshwater, many of the challenges that were already apparent in 1992 have become even more alarming.

A «green» economy focuses on improving human well-being and reducing social inequity over the long term, while not exposing future generations to significant environmental risks and ecological scarcities. It seeks to do this in two ways. First, by increasing investment in the sustainability of ecosystem services upon which much of the world's poor depend, it ensures that the environment can continue to be used for the benefit of current and future generations. Second, by basing strategies for economic growth on the sustainable use of natural resources and the environment, a «green» economy generates the long-term jobs and wealth that are needed to help eradicate poverty. A «green» economy also recognizes that conventional economic indicators, such as GDP, may provide a distorted lens for economic performance. This is because such indicators fail to reflect the extent to which production and consumption activities may be drawing down natural capital.

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СУЧАСНІ ПЕРСПЕКТИВИ РОЗВИТКУ «ЗЕЛЕНОЇ» ЕКОНОМІКИ

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У статті розглянуто теоретичні, методологічні та практичні засади впровадження «зеленої» економіки та перспектив її розвитку. Описано світовий досвід стимулювання переходу до «зеленої економіки». Показано фактори розвитку сектора «зеленої економіки». Проаналізовано джерела і дано визначення поняття «зелена економіка». Показано методичні аспекти стимулювання переходу до «зеленої економіки». Висвітлено сучасні напрями розвитку «зеленої» економіки. Обґрунтовано значення «озеленення» пріоритетних галузей господарства. Визначено пріоритети формування державної політики на основі впровадження інноваційних екологічно безпечних технологій, які зможуть забезпечити сталий розвиток суспільства в стратегічній перспективі.

Ключові слова: «зелена» економіка, «озеленення», екологізація, сталий розвиток, концепція, стратегія, політика, економічне зростання.

СОВРЕМЕННЫЕ ПЕРСПЕКТИВЫ РАЗВИТИЯ «ЗЕЛЕННОЙ» ЭКОНОМИКИ

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В статье рассмотрены теоретические, методологические и практические основы внедрения «зеленой» экономики и перспектив ее развития. Описан мировой опыт стимулирования перехода к «зеленой экономике». Показаны факторы развития сектора «зеленой экономики». Проанализированы источники и дано определение понятия «зеленая экономика». Показаны методические аспекты стимулирования перехода к «зеленой экономике». Освещены современные направления развития «зеленой» экономики. Обоснована значимость «озеленения» приоритетных отраслей хозяйства. Определены приоритеты формирования государственной политики на основе внедрения инновационных экологически безопасных технологий, которые смогут обеспечить устойчивое развитие общества в стратегической перспективе.

Ключевые слова: «зеленая» экономика, «озеленение», экологизация, устойчивое развитие, концепция, стратегия, политика, экономический рост.