



# A Business perspective on greening the global economy

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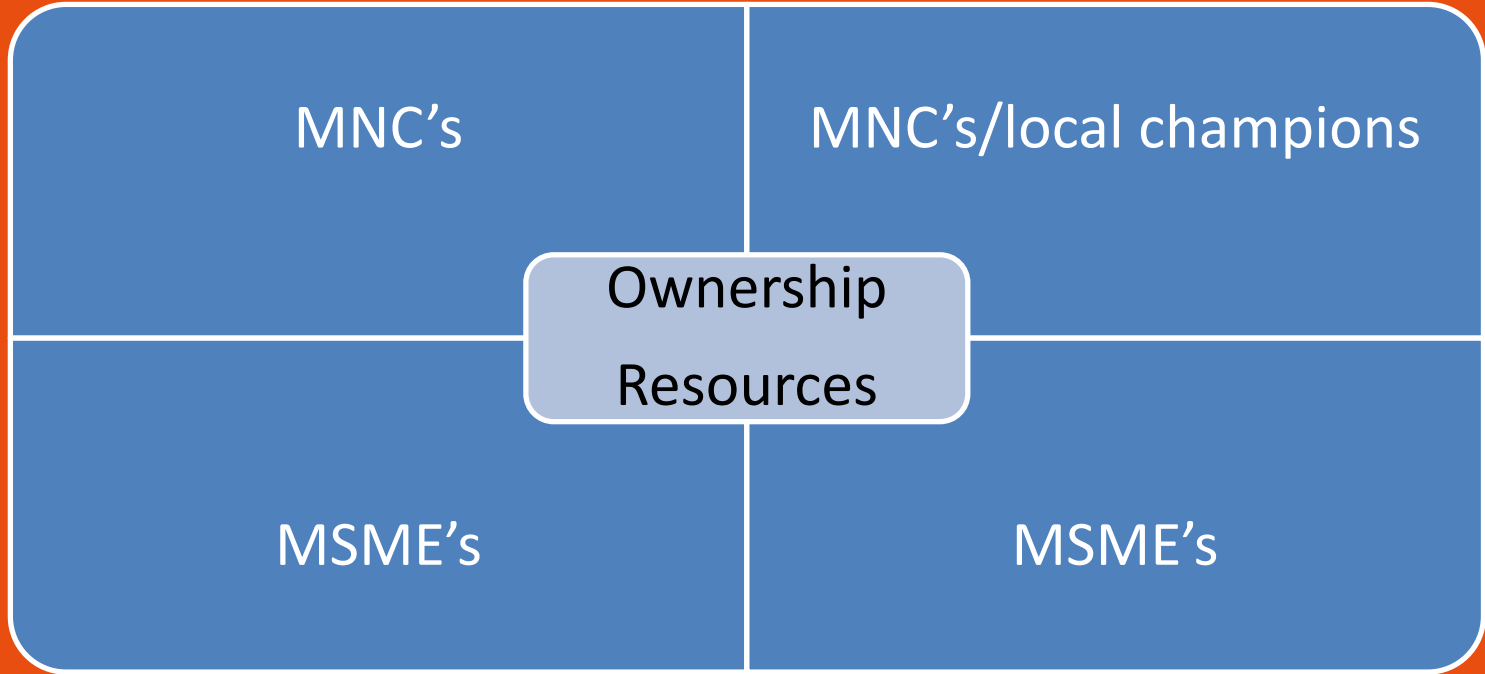
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- We are talking about Green Growth. Defined by the World Bank as:  
“Growth that is efficient in its use of natural resources, clean in that it minimizes pollution and environmental impacts, and resilient in that it accounts for natural hazards and the role of environmental management and natural capital in preventing physical disasters”.
- More narrow than “sustainable development” which also looks at a wider range of social issues and poverty.
- However, no universally agreed concept that could fundamentally alter business models. Hence, there are different interpretations and perspectives.
- Perspective depends on who you are and where you are!

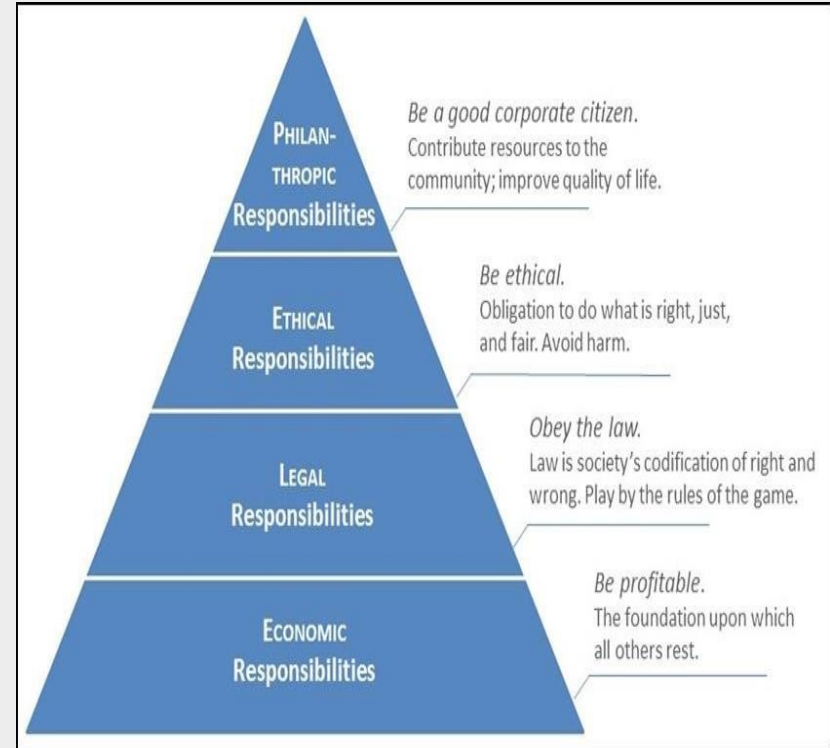
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# Conclusion; we still have a long way to go!

- Businesses in the developed economies are changing their ways, but not fast enough!
- For most businesses in developing countries, it is still business as usual and “Green Growth” is not at the top of their agenda.
- To move forward, let's look at Carroll's pyramid of CSR → and focus on getting the bottom two right.
- Use an economic rationale for Green Growth, not moral or ethical, and use incentives instead of conditionality and protectionism (exclusion).
- Concrete interventions are possible at scale, at both the micro (company) and meso (GVC's) levels



Thank you!

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