

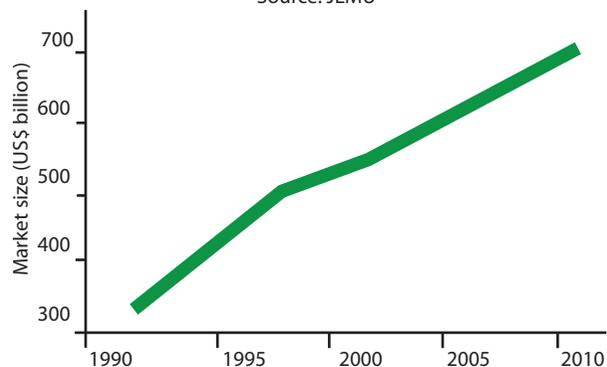
Convincing evidence for policymakers and business leaders to invest in clean technologies, renewable energy and natural infrastructure will be presented in the Green Economy Report (GER), a ground-breaking study being conducted as part of the Green Economy Initiative.

A Green Economy is one in which the vital links between economy, society, and environment are taken into account and in which the transformation of production processes, production and consumption patterns, while contributing to a reduction per unit in reduced waste, pollution, and the use of resources, materials, and energy, waste, and pollution emission will revitalize and diversify economies, create decent employment opportunities, promote sustainable trade, reduce poverty, and improve equity and income distribution.

The report will include macroeconomic analyses, projections, and policy recommendations for the development of major green sectors at global, regional, and country levels. The overall objective is to motivate governments and businesses to significantly increase investment in the environment as an engine for economic

International Environmental Markets (1992–2010)

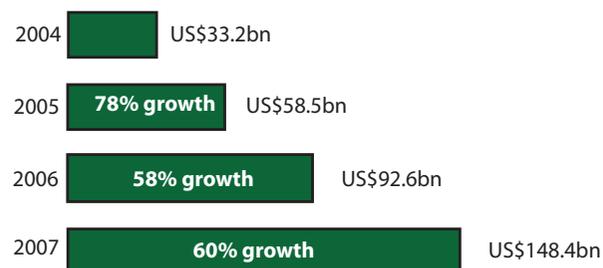
Source: JEMU



Investment in green sectors is growing although much more is needed to reap the full benefits of the new green economy.

Global new investment in sustainable energy (2004–2007)

Source: New Energy Finance



Renewable energy, a key component of the Green Economy, has seen a greater than 50 per cent rise in investment each year since 2004.

recovery and sustainable growth, decent job creation, and poverty reduction in the 21st century.

A shift in economic thinking

The Green Economy Report will be a centerpiece of the Green Economy Initiative, which will engage governments, institutions and individuals to promote this 'green' shift in economic thinking, investment and resource management. It will raise awareness of the important links between environment, job creation, poverty reduction and the attainment of the Millennium Development Goals. UNEP will use the report to facilitate collaboration and synergies within the UN system and with other partners.

World-renowned experts and institutions from both developed and developing countries will work with a UNEP team led by Pavan Sukdhev, a former senior banker with Deutsche Bank.

'Open architecture' framework

This 'open architecture' framework allows the gathering of the widest-possible range of analyses and examples on the significance of environmental investments for sustainable economic growth, decent job creation and poverty reduction. Perspectives will be provided by governments, the private sector, academia, research

institutes, NGOs and civil society together with UN and other intergovernmental bodies.

When published in late 2010 the report will target decision-makers, seek to influence business leaders and solicit the support of workers and the public at large. It will encourage a societal shift away from today's extractive, short-term economy and its wide-ranging market failures in food, fuel and finance, disturbing losses of nature-based assets, and reliance on finite fossil fuels.

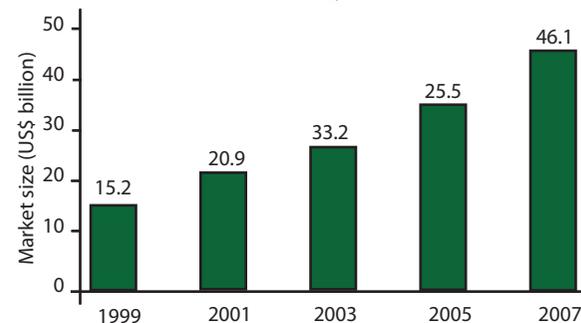
The report will be used to advocate for the enormous economic and social benefits that will follow from investing in natural infrastructure, combating climate change and creating new green jobs in areas such as building, clean technology, renewable energy, waste management, sustainable agriculture and other conservation-based or biodiversity-friendly businesses.

An idea whose time has come

The Green Economy Initiative is growth-positive, jobs-positive and poverty-negative. It is an idea whose time has come and is backed by a host of UN, institutional, private sector and civil society partners with funding support from the Norwegian and Swiss governments and the UN Foundation.

Global market for organic food and drinks

Source: FiBL/IFOAM



Ecologically-conscious consumers are driving the growth of organic products, including food and drink.

An introduction to The Green Economy Report

Structure of the report

Introduction

The Green Economy Report's key message will be that the challenges facing the world today in the form of food, fuel and financial crises are also unique opportunities for a reform of the world economy that refocuses investment, growth and employment towards green sectors, for fairer and more sustainable economic growth. The report will explain the core principles and concepts underlying a green economy.

Investing in the Green Economy

The Green Economy Report will use economic analysis and modelling approaches to demonstrate that investment in 'green' economic, agricultural and industrial sectors can drive economic recovery and lead to future prosperity and job creation, while at the same time addressing global social and environmental challenges.

It will make the case for a fairer and more sustainable inter-generational use of natural, human and economic capital to create and sustain human well-being. The sectors being studied include:

- Agriculture
- Buildings
- Cities
- Fisheries
- Forests
- Industry
- Renewable energy
- Tourism
- Transport
- Waste management
- Water

Conclusions

The final chapters of the report will deal with policy reform, the creation of enabling conditions and conclude with key findings, messages and recommendations. Key recommendations will be made in the areas of:

- Legislation and standard setting; fiscal reform; finance and investment; innovation, technology transfer and capacity building; trade policies; information and education; public-private partnerships; transparency and accountability; sustainable production and consumption; integrated policymaking; and international coordination.

About The Green Economy Initiative

The Green Economy Initiative, led by the United Nations Environment Programme, is designed to assist governments and other decision-makers to reshape and refocus policies, investments, and public spending towards low-carbon and environmentally-friendly sectors such as clean technologies, renewable energies, agriculture and waste management, while sustainably using and preserving natural assets such as the planet's ecosystems.

The Green Economy Initiative has three core elements:

- The Green Economy Report
- The Economics of Ecosystems and Biodiversity study (TEEB)
- The Green Jobs Report

Together they provide the impetus for the Global Green New Deal – which seeks to promote green investments as the best bet for real growth, combating climate change and triggering an employment boom.

About UNEP

The United Nations Environment Programme (UNEP) is the overall coordinating environmental organization of the United Nations system. Its mission is to provide leadership and encourage partnerships in caring for the environment by inspiring, informing and enabling nations and people to improve their quality of life without compromising that of future generations.



The Green Economy Initiative

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