



# Towards a GREEN economy

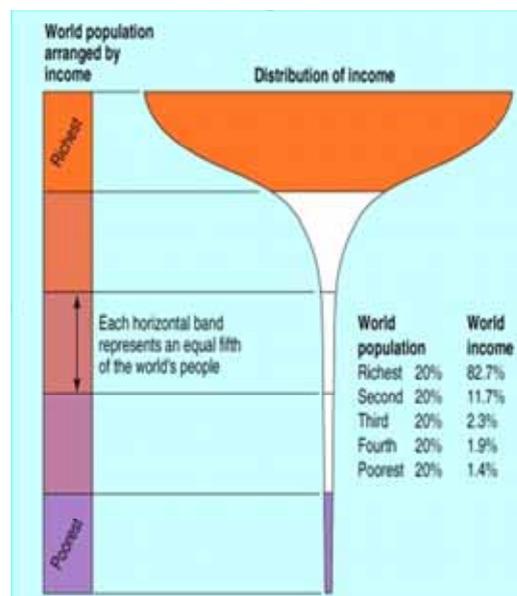


## Income distribution under the current growth scenario

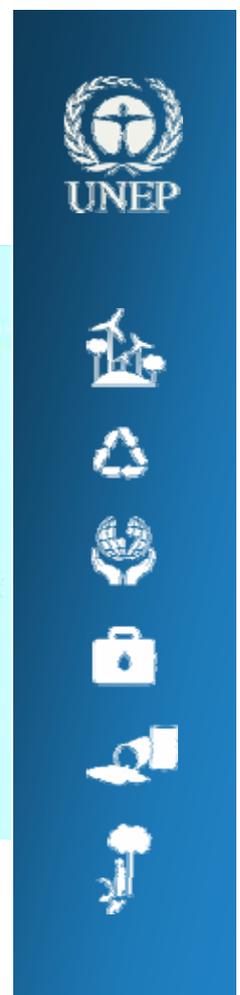
In 2009, global GDP reached US\$58.22 trillion and yet, almost 80% of humanity continues to live on less than US\$ 10/day.

The poorest 40 percent of the world's population produce only 5 percent of global income.

All kinds of services provided by poor people in terms of natural resource management are not being taken into account, and neither is the way in which environmental degradation affects the poor.



The threat to the planet and inequality go hand in hand.



# What is a Green Economy?

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A **Green Economy** is one that results in increased **human well-being & social equity**, while significantly **reducing environmental risks & ecological scarcities**.

A **Green Economy** is the economic vehicle for sustainable development.

A Green Economy has strategies to end the persistence of poverty.

It is a new economic paradigm that can drive growth of income and jobs, without creating environmental risk.



# UNEP's Green Economy Report

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Investing or reallocating just **2%** of global GDP in 10 key sectors can kick-start a transition to a low-carbon, resource-efficient economy.

Investing in **natural capital, resource and energy efficiency** can lead to:

- Higher rates of GDP growth over time and enhanced wealth
- Natural capital stocks
- Reduced poverty
- Decent employment

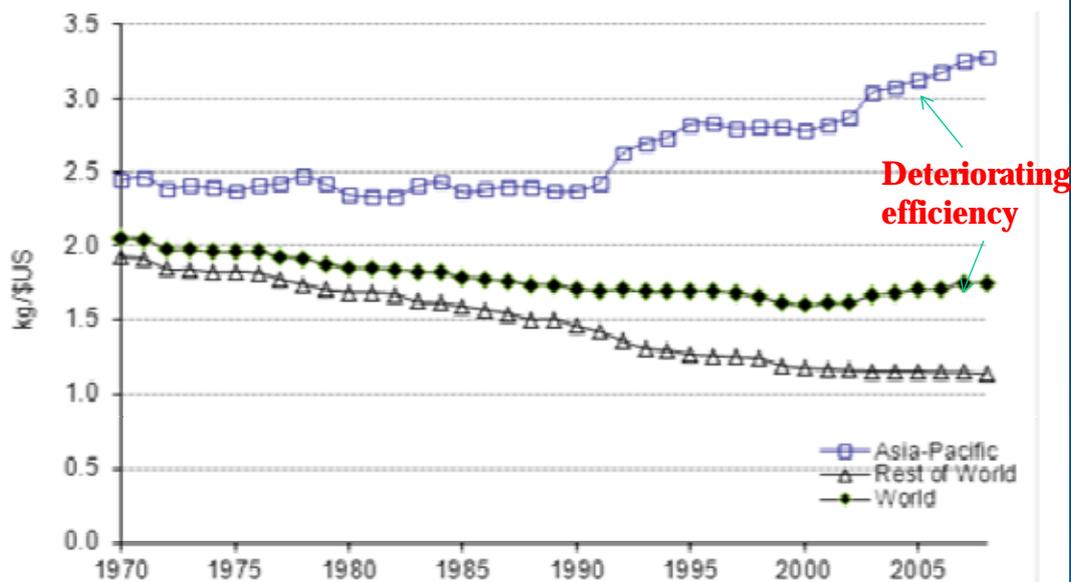


UNEP makes use of system dynamics modeling tools to assess the impact of policies in terms of economic growth, social inclusion / job creation and environmental sustainability.

# Green economy examples – Asia



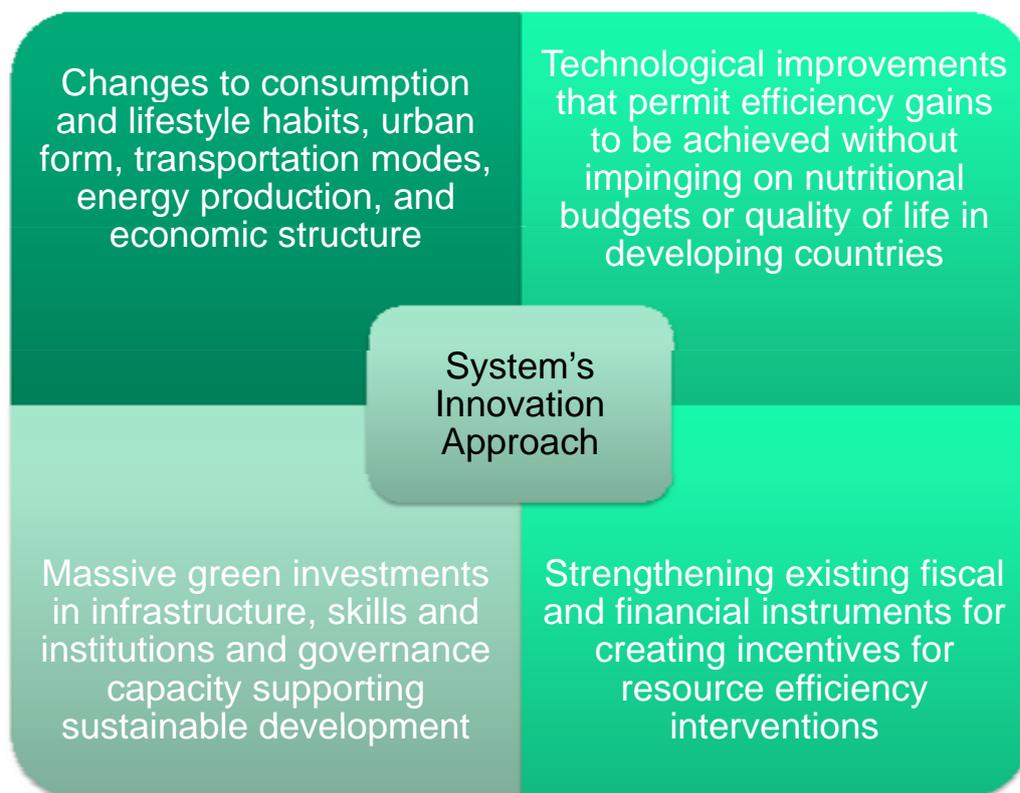
# Green economy – Challenges in Asia



Material intensity for the Asia-Pacific region, Rest of the World, and World



## What's the answer and the components of Green Economy approach for Asia?



## Green economy – Challenges

1. Conceptual clarity: Parallel political and substantive debates on GE led to various interpretations and precautionary negotiating positions compromising the conceptual clarity which still exist even after Rio+20.
2. Missing macroeconomic link of environmental measures: While environmental considerations have been incorporated into various policies and plans, their macroeconomic implications are not well analyzed.
3. GE is a transformational change, it needs broad partnerships: It requires thinking beyond GDP and actions beyond three pillars of SD put in silos.



**You cannot solve the problem with the same kind of thinking that created the problem.** *Albert Einstein*

**Thank You**



[www.unep.org/greeneconomy](http://www.unep.org/greeneconomy)