



MYSEA - Mediterranean Youth, NEETs and women advancing Skills, Employment and Awareness in the blue and green economy



MYSEA





“ Introduction

This course provides fundamental information on the Blue and Green Economy, an overview of the trends in the agri-food and waste management sectors, information on the supply chain and elements of innovation, sustainability and environmental conservation.





Green & Blue Economy Fundamentals

(Module 1)



Green Economy



Green Economy

"[A] green economy [is] one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities."

- United Nations Environment Programme -

"Green economies must include everyone. No society, no man or woman can be left behind. We must all protect the planet for the future we want."

- Irina Bokova, Director-General of UNESCO -

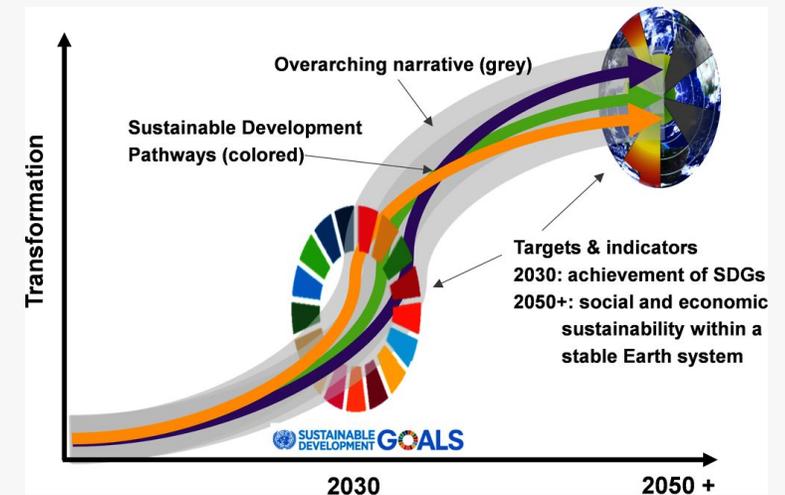




A pathway to sustainable development

A green economy can be seen as **a pathway to sustainable development**, which is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

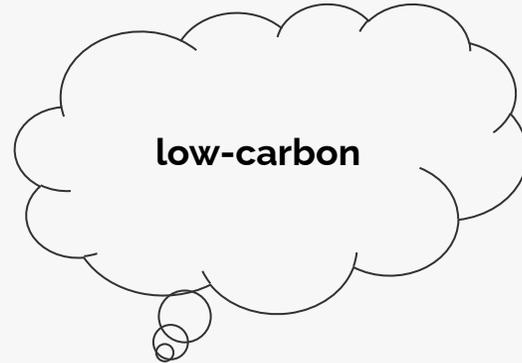
In a green economy, the environment is a determining factor of economic production, value, stability, and long-term prosperity, as a source of growth and a spur to innovation.





What does a green economy look like?

The United Nations Environment Programme (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.”





Brown economy versus green economy

The **green economy** is characterized from the outset as a new development model that counteracts the '**brown**' **economic** model based on fossil fuels (such as **coal, oil and natural gas**) by drawing on the knowledge of various ecological economies that address the interdependence between the human economy and the natural ecosystem by immediately considering the adverse effect of economic activity on climate change and recent global warming.

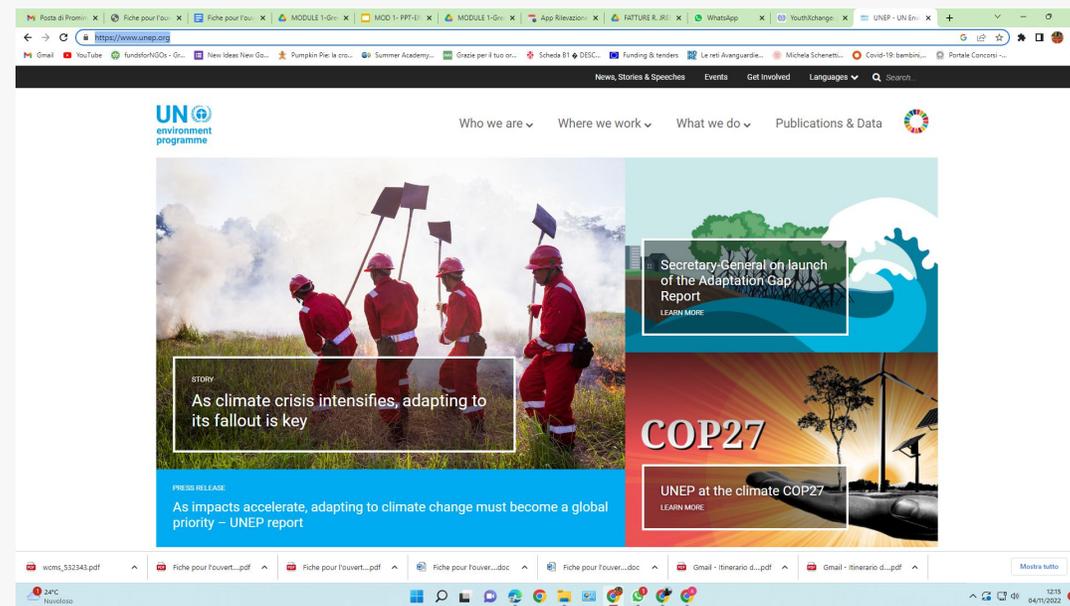




Do you know what has been happening to our environment? Have a look at UNEP's website

<https://www.unep.org/>

– UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.





A green economy is not a substitute for sustainability!!

Restructuring the economy is key for achieving sustainability.

It is part of sustainable development, a way to achieve a resource-efficient, socially inclusive and environmentally sustainable world.

It is an economy that responds to the issues of climate change, the need for “closed-loop systems,” meaning for example that we can reuse and recycle through the life cycle of products, and also redesign these products in order to minimize waste and pollutants and other environmental impacts from their production to their use and end of life



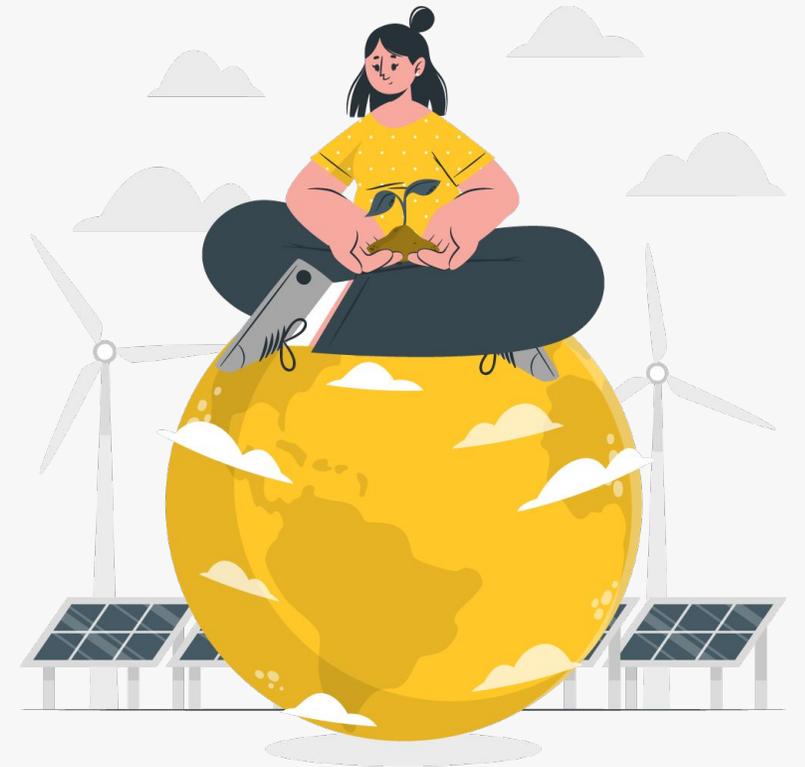


Renewable Energy

WHAT IS IT?

Energy which collected from resources that are continually replenished in nature without human intervention are considered renewable energy.

This includes sources such as sunlight, moving water, wind, and heat from the earth.





Renewable Energy

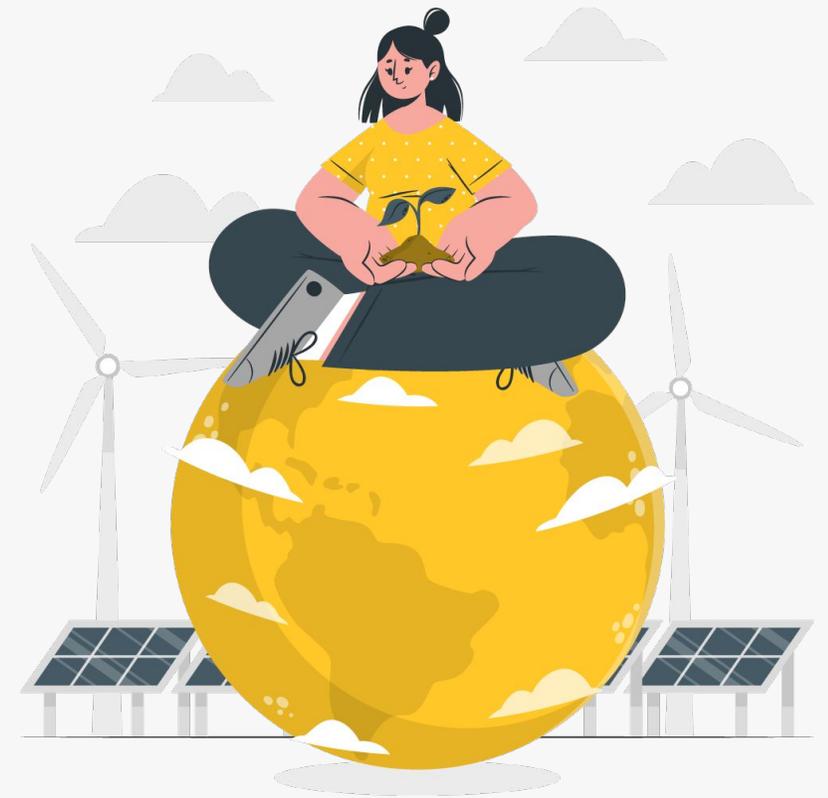
RENEWABLE ≠ SUSTAINABLE

It is important to note that not all renewable resources are sustainable.

Biomass sources (plant-based materials used as fuel to produce heat and/or electricity) are one such example.

Examples of such biomass resources include wood, and agricultural products.

The reason these are not considered sustainable is that their rate of exploitation exceeds their natural rate of replenishment.





Wind Energy Parks

Groups of wind turbines occupying the same location for the purpose of producing electrical energy through the power of wind.



Wind Energy Technology



Horizontal axis wind turbine
(Reference: [insidescience.org](https://www.insidescience.org))

Horizontal-axis turbines

They are the most prevalent type of wind turbine.

They regularly have three large, thin blades.

Some units have just two blades.

They are very comparable in appearance to an airplane propeller.

Wind Energy Technology



Vertical axis wind turbine
(Reference: arborwind.com)

Vertical-axis turbines

They are typically a newer technology than their horizontal-axis equivalents.

Their blades are smaller and wider.

They are not like airplane propellers; instead, their shape matches the electric mixer beaters.

Wind Energy Advantages

1. Wind Power is Economical

Wind is one of the cheapest viable energy sources today.

Wind energy alleviates the price volatility that fuel prices contribute to traditional energy sources since electricity from wind farms is exchanged at a fixed price over a long period of time (typically more than 20 years) and its fuel (wind) is free.



Wind Energy Advantages

2. It's a Clean Fuel Source

Unlike fossil fuels and gases, wind energy does not pollute the air.

Acid rain, greenhouse gases, and smog are not caused by the pollutants that wind turbines release into the atmosphere.



Wind Energy Advantages

3. Wind Energy Offers Employment

According to the Wind Vision Report, the wind sector can support more than 600,000 positions in installation, maintenance, manufacturing, and supporting services by 2050.



Wind Energy Advantages

4. It's Sustainable

The Earth's rotation, the irregularities on its surface, and the atmosphere's heating by the sun all contribute to the production of winds.

As long as the sun is out and the wind is blowing, the energy produced may be used to transmit power across the grid.



Wind Energy Advantages

5. Wind Turbines Can Be Constructed on Existing Farms

The rural economies where the majority of the best wind locations are found greatly benefit from this.

Since the wind turbines only use a small percentage of the land, farmers and ranchers may continue to operate the area.

Landowners receive additional money from wind power plant operators who pay a farmer or rancher a rent fee for the usage of their property.





Solar Energy Parks

A large-scale group of solar panels that gather energy from the sun for the purpose of generating electrical energy.





Solar Energy Technology

Photovoltaic Power (PV) Station

PV stations are grid-connected systems of solar panels which use solar power to generate electrical energy on a large scale.

These systems are made up of solar panels that **convert light** directly to electricity.

Currently, PV stations remain the most popular way for collecting solar power on the public utility scale.



Photovoltaic power station
Reference: [Perovo Solar Park](#)



Solar Energy Technology

Concentrated Solar Thermal (CST) System

Unlike the Photovoltaic (PV) power system, which uses solar power to generate electrical energy from light, the Concentrated Solar fields use lenses and mirrors to concentrate the solar power, and **convert the generated heat** into thermal and electrical energy.

In order for this to happen a CST is made of two parts: one that collects solar energy and converts it to heat, and the other that converts the heat energy to electricity.



Concentrated Solar Thermal System

Reference: [Crescent Dunes Solar Energy Project](#)



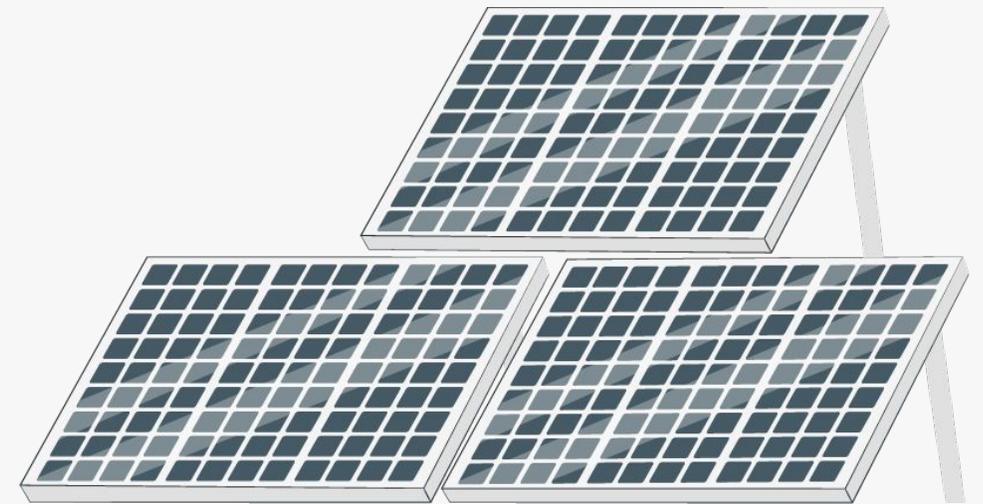
Solar Energy Advantages

1. Environmental Benefits

Compared to fossil fuels, solar energy has a less negative impact on the environment.

This is because, unlike fossil fuels, solar energy doesn't produce gases which pollute air and water.

Another great advantage is that it does NOT create noise, which makes it suitable for rural areas.



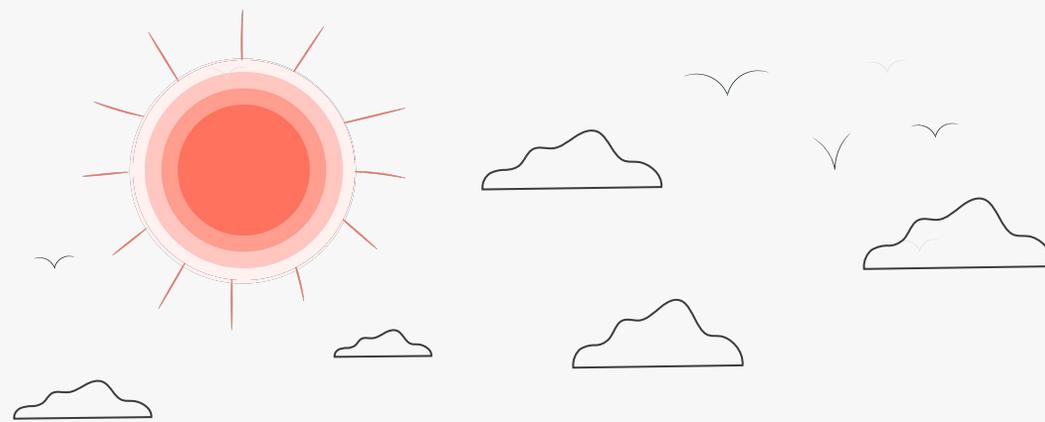


Solar Energy Advantages

2. Highly Renewable

Solar energy is a renewable energy source that will not end anytime soon.

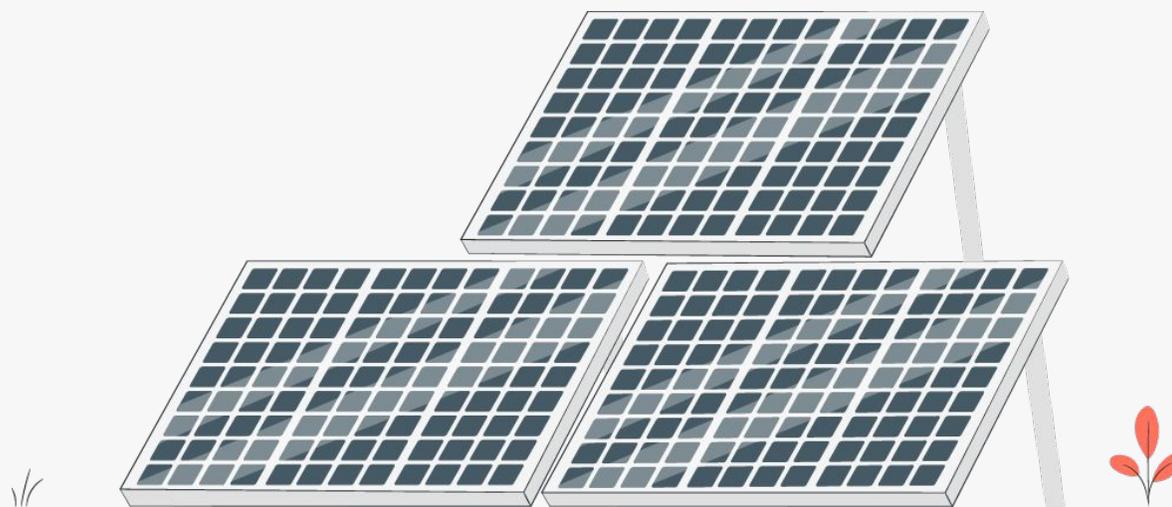
You can rest assured knowing you'll probably never run out of fuel to supply your electricity needs for a very long time.



3. Water Waste Prevention

Using solar energy also helps save water.

Unlike nuclear power plants, which need a lot of water for their maintenance, solar panels require very little.





Solar Energy Advantages

4. Money Waste Prevention

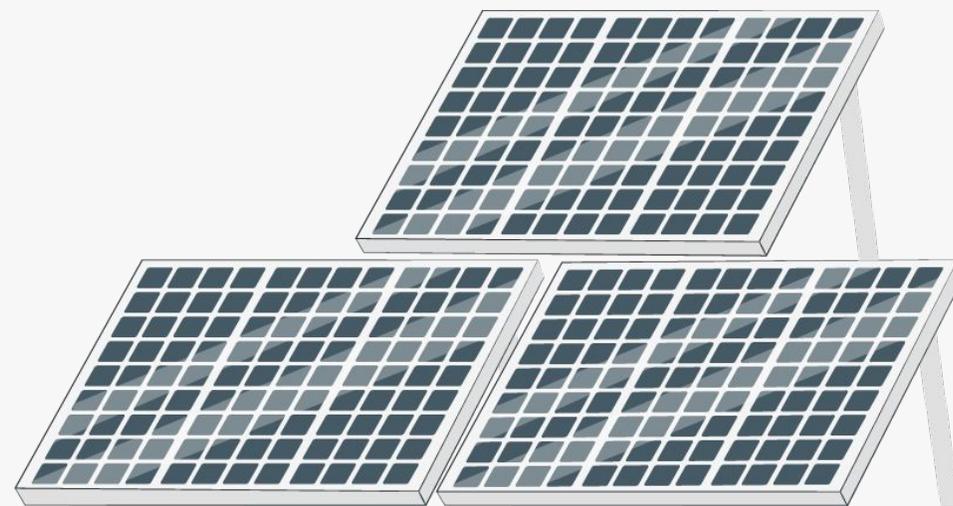
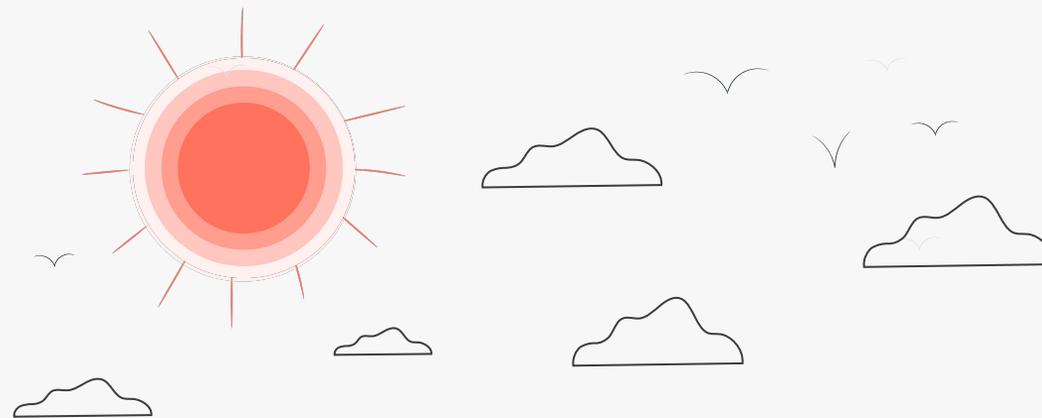
The more energy one collects using solar panels, the lower the electrical bill will be.

Naturally, this will depend on the heat and electricity usage, as well as the size of the solar system.

5. Money Gain Opportunity

If you generate a surplus of energy and return it to the grid.

Naturally, this is possible when your solar panel system is connected to the grid and your supplier has accepted such an agreement with you.





Solar Energy Advantages

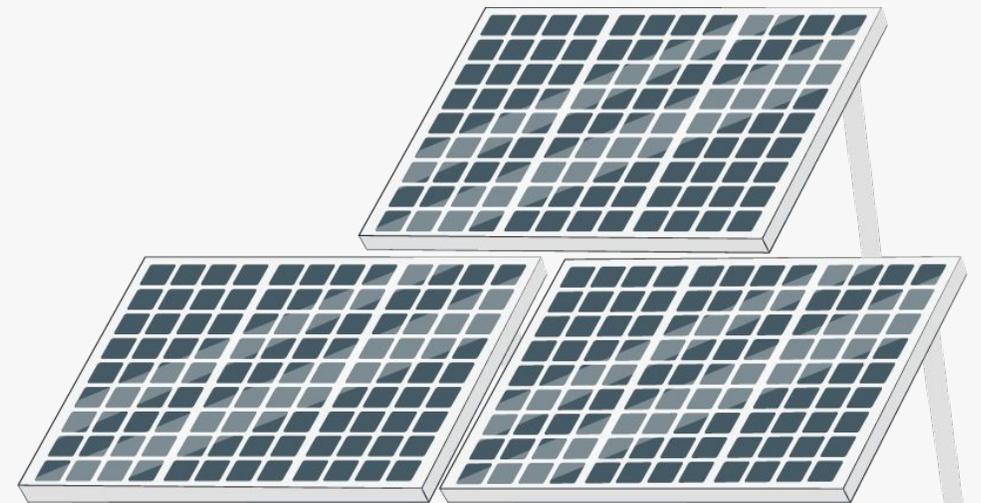
6. Low Maintenance

Solar panels a low maintenance cost and require very little effort to be maintained.

Panels don't need lots of time to be cleaned or repaired.

As long as you make sure that there are no debris or snow on the panels, the majority of work is done.

Of course, you'd want to ensure a professional check-up every so often, in order to confirm that the panels are providing the expected energy.





Solar Energy Advantages

7. Improving Grid Security

Having lots of solar panels spread in an area reduces the chances of a blackout.

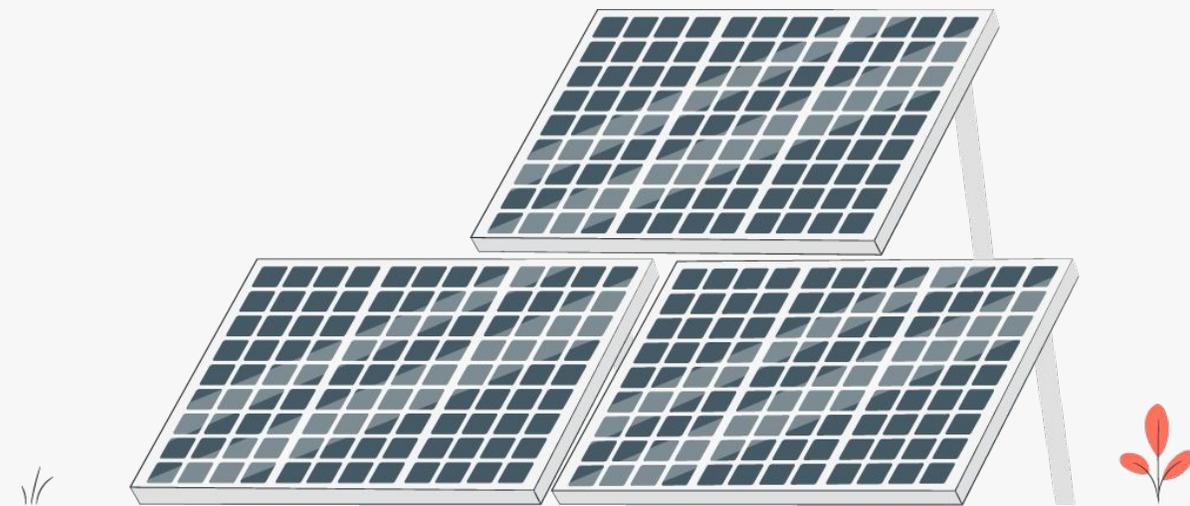
This is because solar systems work as power centers for the grid. As a result, the grid security is improved and accidents like grid overload are less likely to cause a blackout.



8. Installation Flexibility

You can place your solar system at any place where there's sunshine.

This includes places where standard electricity solutions are not available.





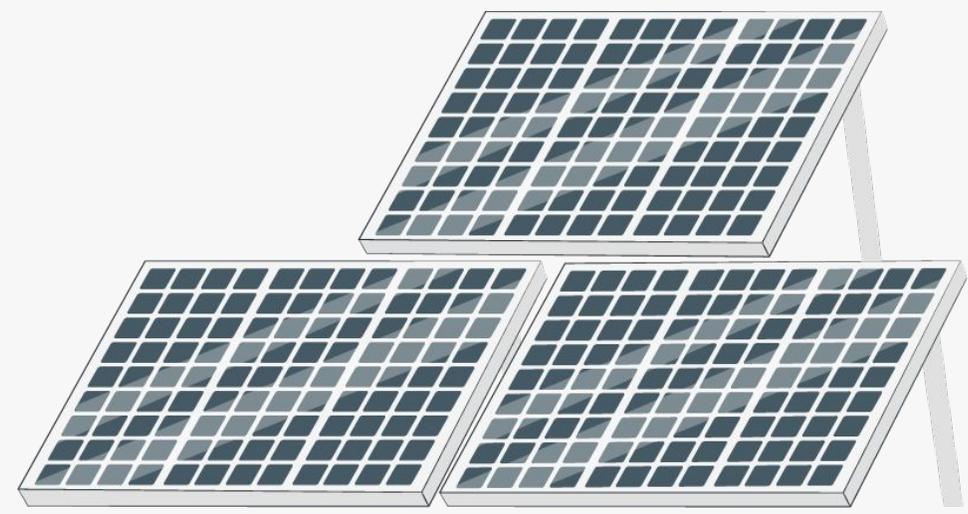
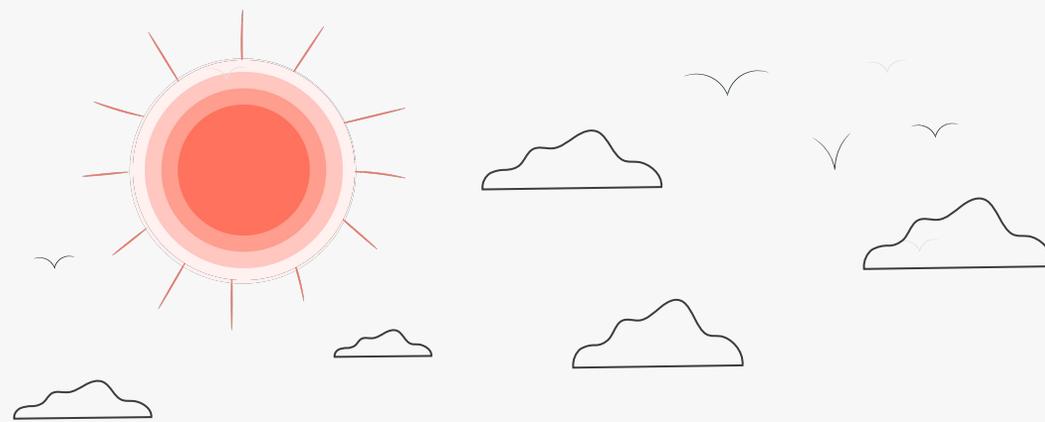
Solar Energy Advantages

9. High-Demand Solution

Having lots of solar panels spread in an area reduces the chances of a blackout.

This is because solar systems work as power centers for the grid.

As a result, the grid security is improved and accidents like grid overload are less likely to cause a blackout.





Solar Energy Advantages

11. Creating Jobs

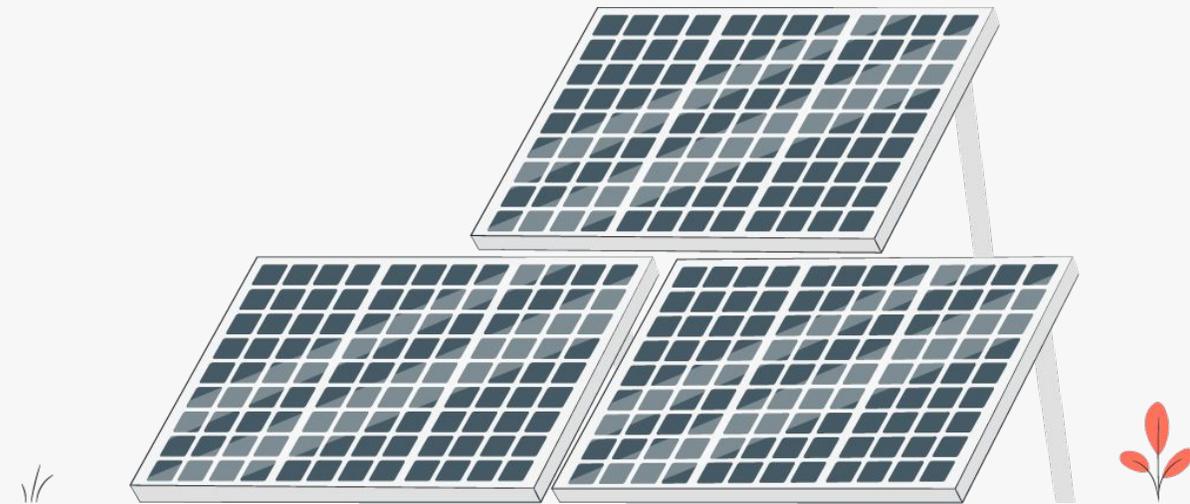
The demand increase for solar systems has created different job opportunities relating to installing the systems, cleaning them, their maintenance, solution consultancy, etc.. As a result, solar energy provision has a great positive impact on society.



10. Different Applications

There are different things you can do with solar energy such as using it for generating electricity or heat.

You can use them where there's no electricity and you can even take advantage of them to power satellites in space.





Solar Energy Advantages

12. Store the Extra Power

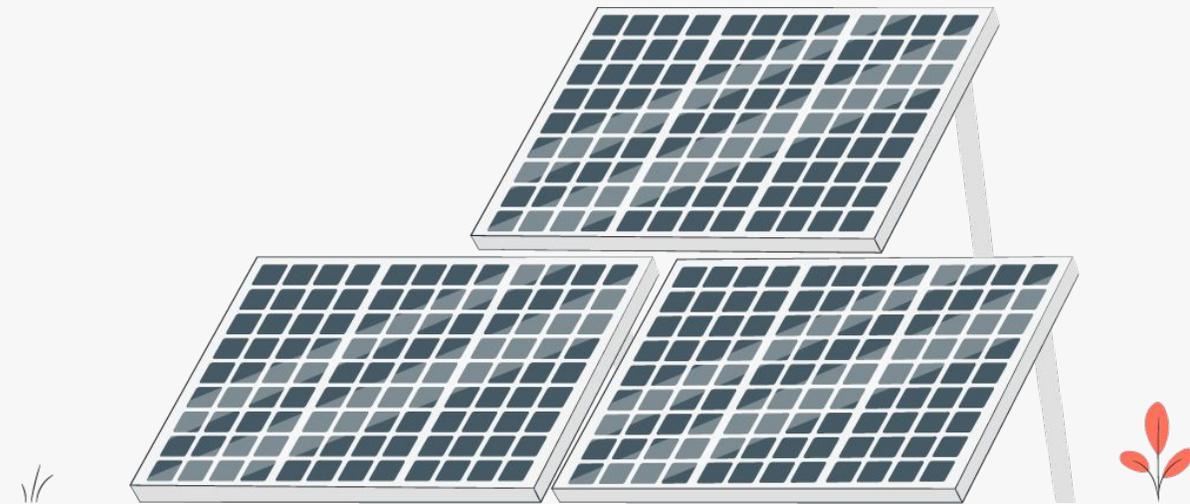
If you want to use the energy panels produce even after sunset, then you should consider batteries.

Batteries allow you to store the excess of energy that your solar panels have collected and use it during night hours.



13. Living Grid-Free

If your solar system is strong enough and can handle generating power enough for you to go on each day and night, then you can easily live grid free!





Green Buildings



Green Building

WHAT IS IT?

Green buildings represent architectural constructions whose building process and structure are environmentally responsible and resource efficient.

Green construction encompasses the whole lifecycle of the building:

- Planning
- Design
- Construction
- Operation
- Maintenance
- Renovation
- Demolition





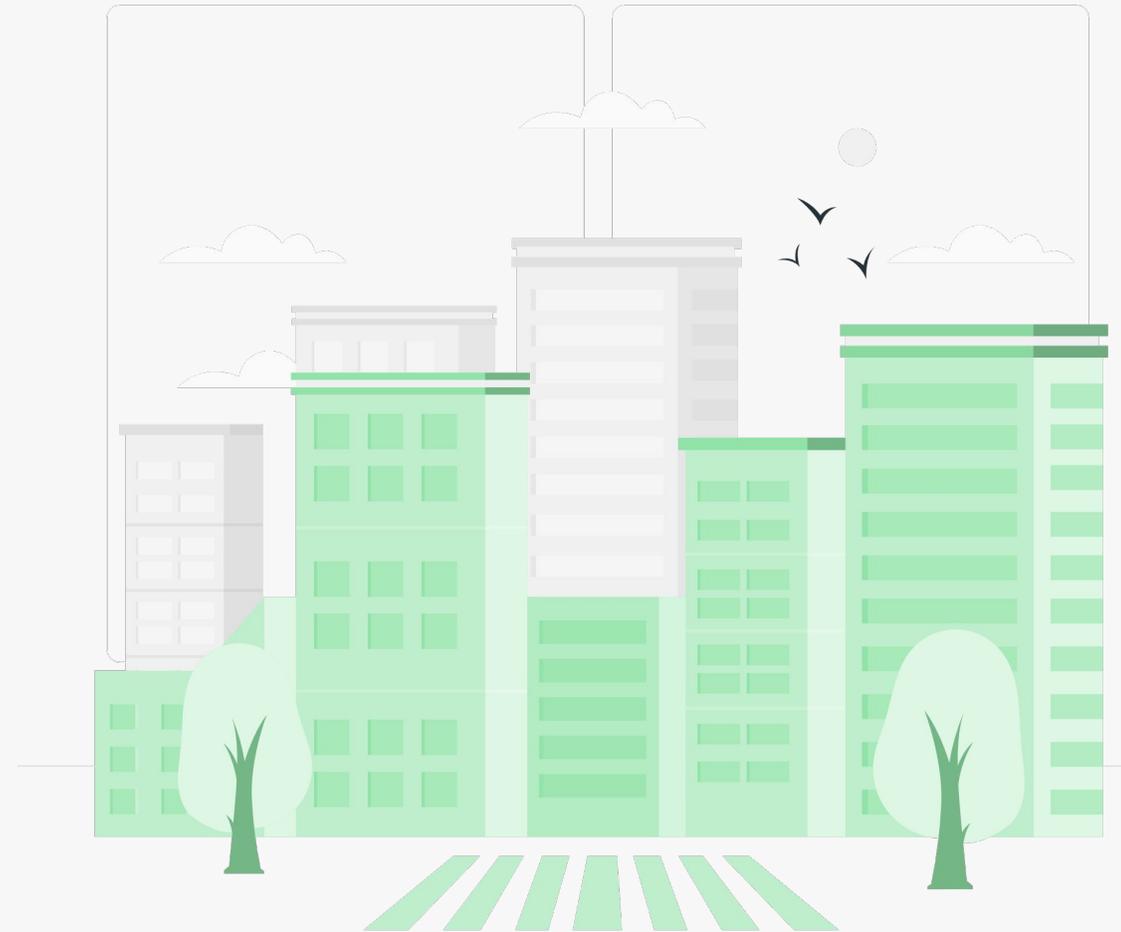
Good Green Building Practices

1. Energy Efficient Windows

Windows are one of the most significant sources of heat loss in a home, so it is essential to choose windows that will help keep the heat inside.

2. Weather Resistant Panels

Aluminum panels help regulate indoor temperature and prevent moisture and pests from entering. It is essential to use an aluminum weather-resistant insulated access panel to create a tight seal that will keep the inside of your building comfortable and dry.





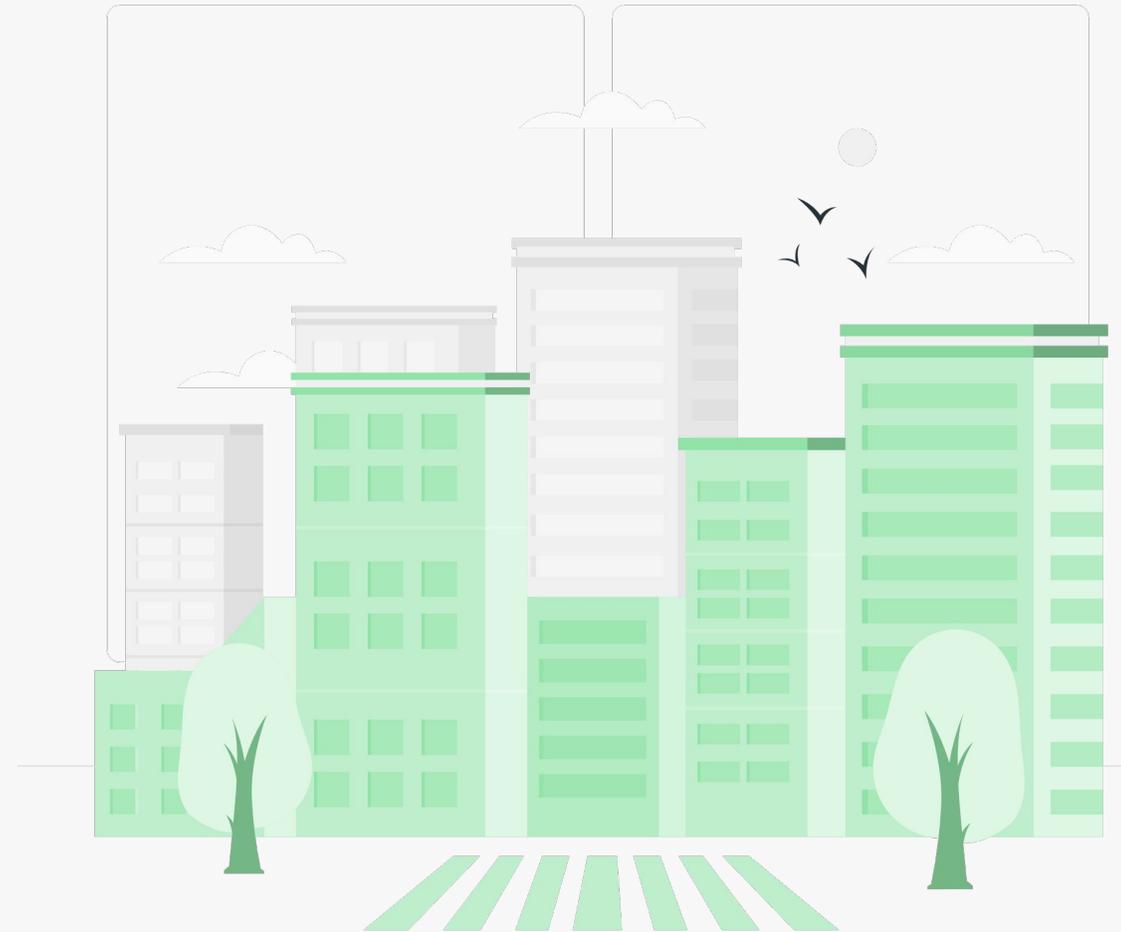
Good Green Building Practices

3. Green Roofs

Green roofs have become more popular because they help insulate a home and reduce the amount of heat lost through the roof. They also help reduce stormwater runoff and provide additional living space for plants and animals.

4. Solar Power Solutions

Solar power is a renewable energy source that heats and cools a home and provides electricity. Solar power is becoming increasingly affordable, and it is a great way to reduce your carbon footprint.



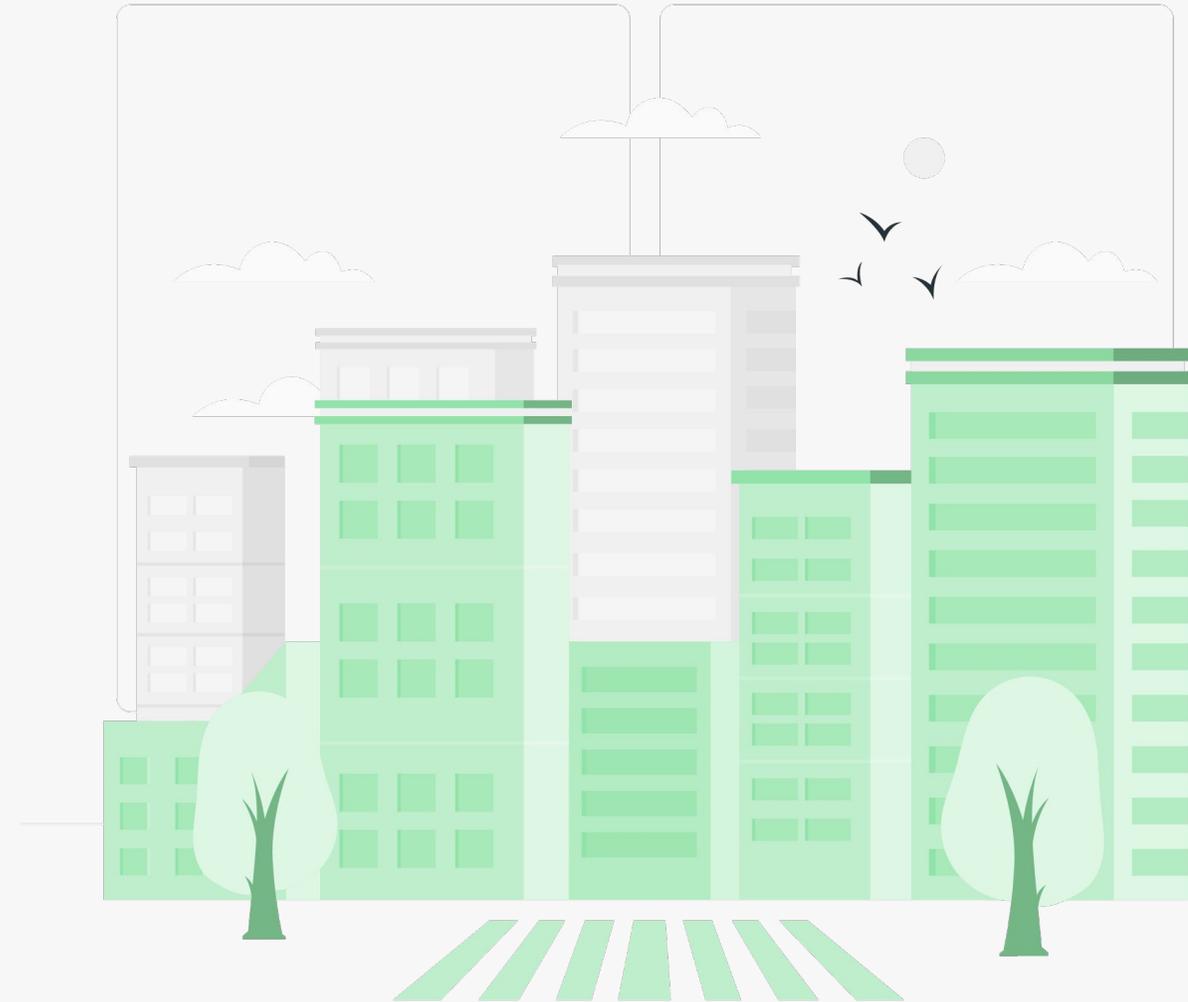


Good Green Building Practices

5. Water Conservation

Installing reduced showerheads and toilets, collecting rainwater in barrels, and xeriscaping your landscaping are all great ways to help conserve water in your home.

It is also important because it helps reduce the amount of water used in a home, and as a consequence saves money on water bills.





Good Green Building Practices

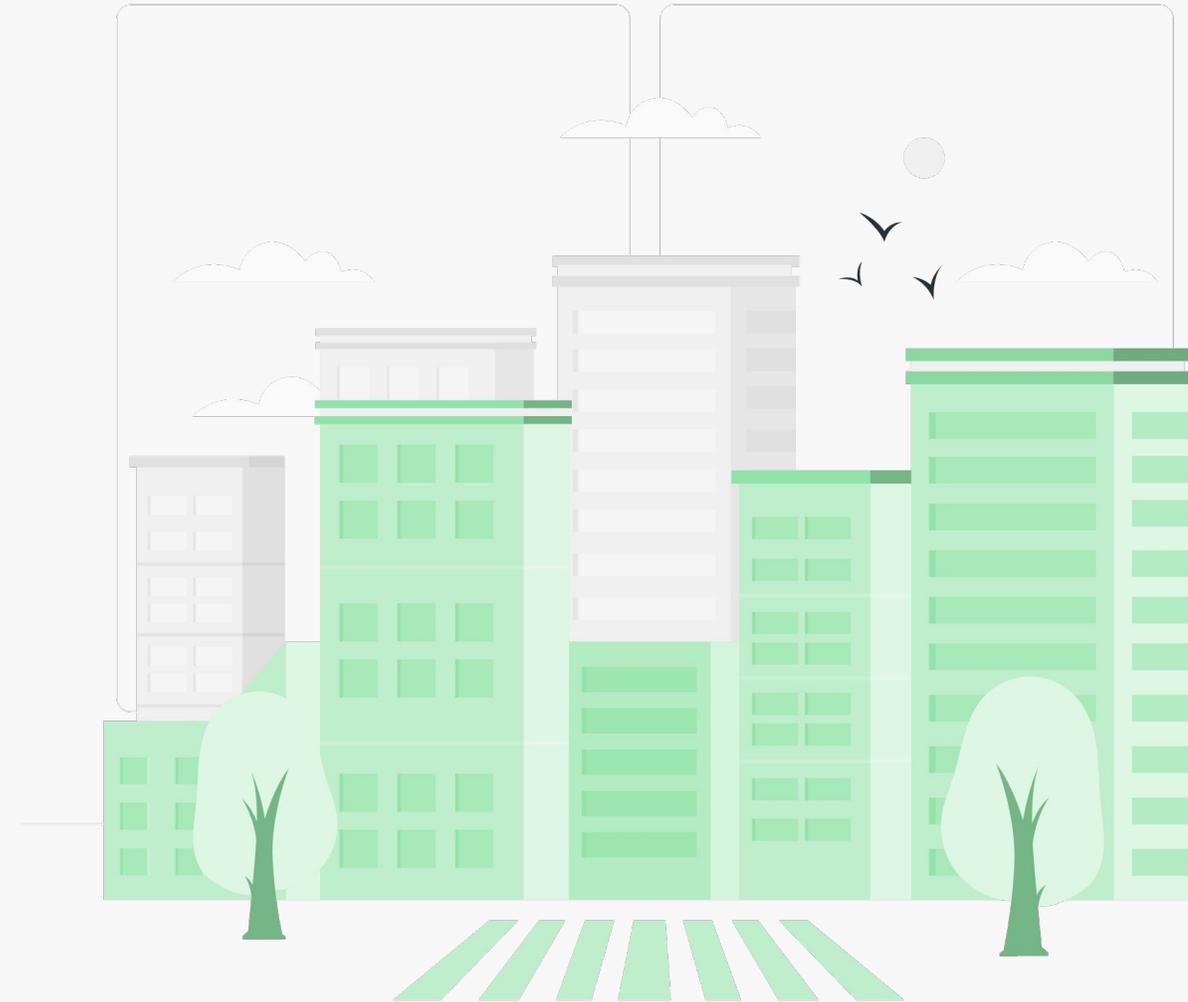
6. Recycling

Recycling is an excellent way to both minimize the amount of waste generated in a home by reusing materials or home composting.

7. Landscaping

Landscaping can help reduce the amount of heat absorbed by a home, and it can also allow cooling of the air around a house.

Trees and shrubs can provide shade and windbreaks, and they can also help filter pollutants.





Sustainable Transportation

Sustainable Transportation

WHAT IS IT?

Sustainable transport refers to ways of transportation that are sustainable in terms of their social and environmental impacts.

It includes all modes of transportation:

- Roads
- Railways
- Airways
- Waterways
- Canals
- Terminals

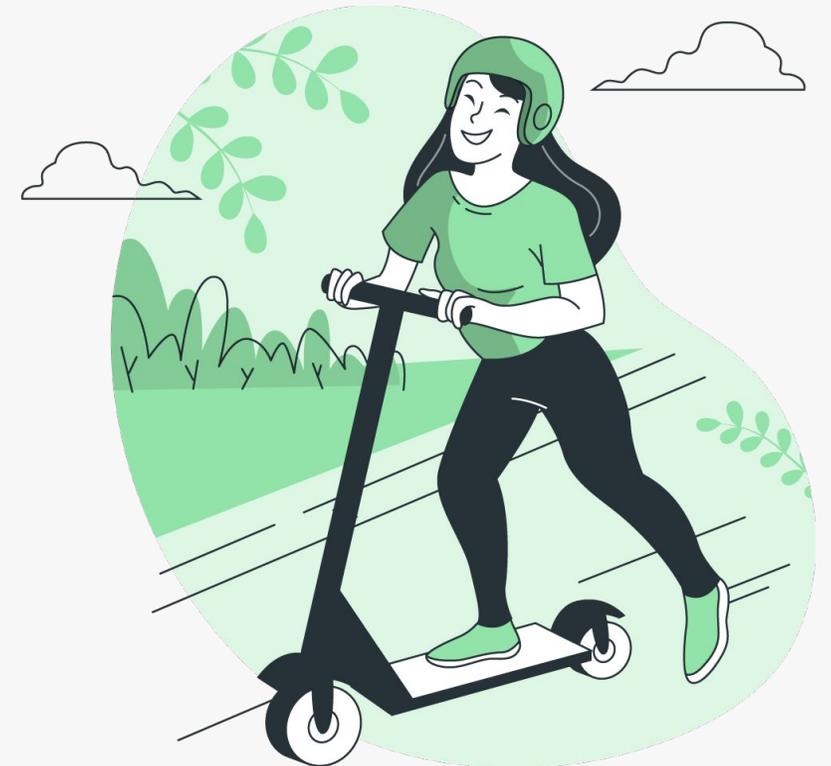




Principles for Sustainable Transport

1. Plan dense and human scale cities

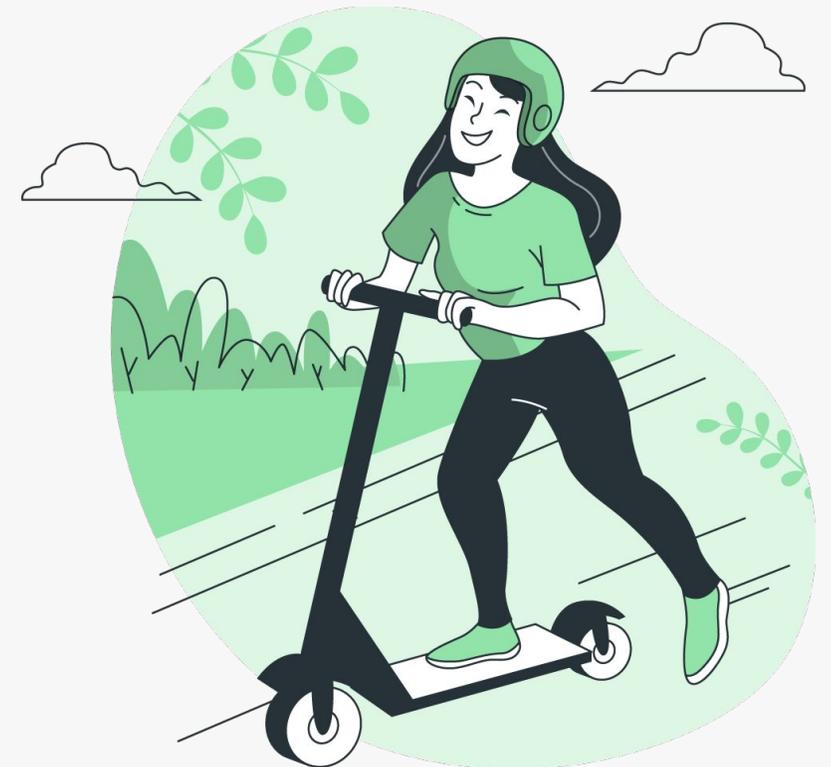
- Support projects to create affordable housing in city centers
- Prioritize human-scale modes of transport
- Integrate urban and transport development
- Small urban fabric
- Develop mixed-use city quarters
- Create urban plazas
- Traffic calming
- Car-Free Housing



Principles for Sustainable Transport

2. Developing Transit-Oriented Cities

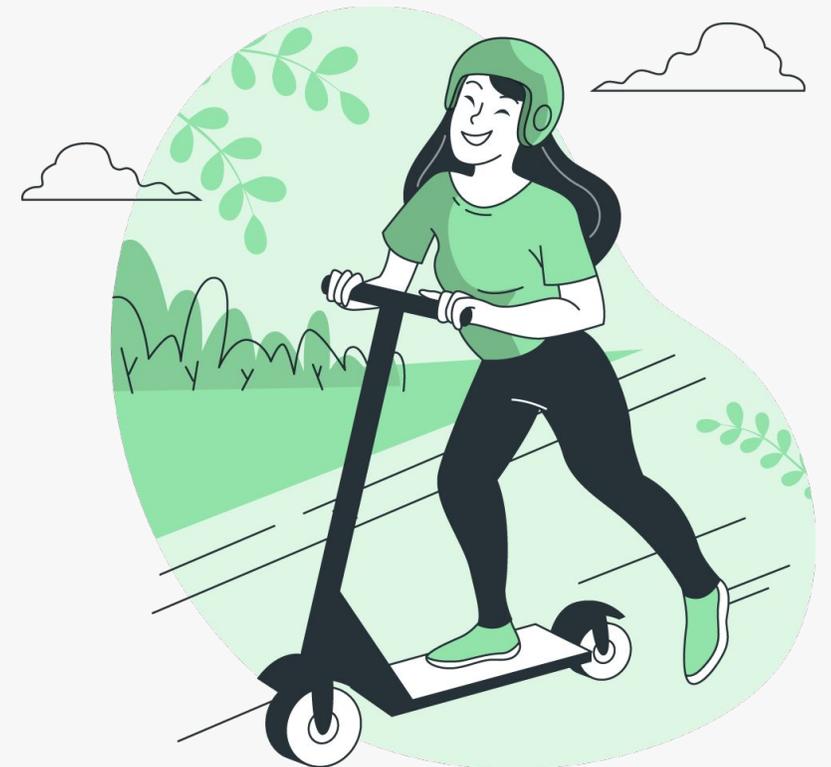
- Develop urban sub-centers
- Add shopping facilities in major transit stations
- Place office space close to transit stations
- Provide bike parking facilities at transit stations
- Create high density apartments around transit stations



Principles for Sustainable Transport

3. Road network Use Optimization

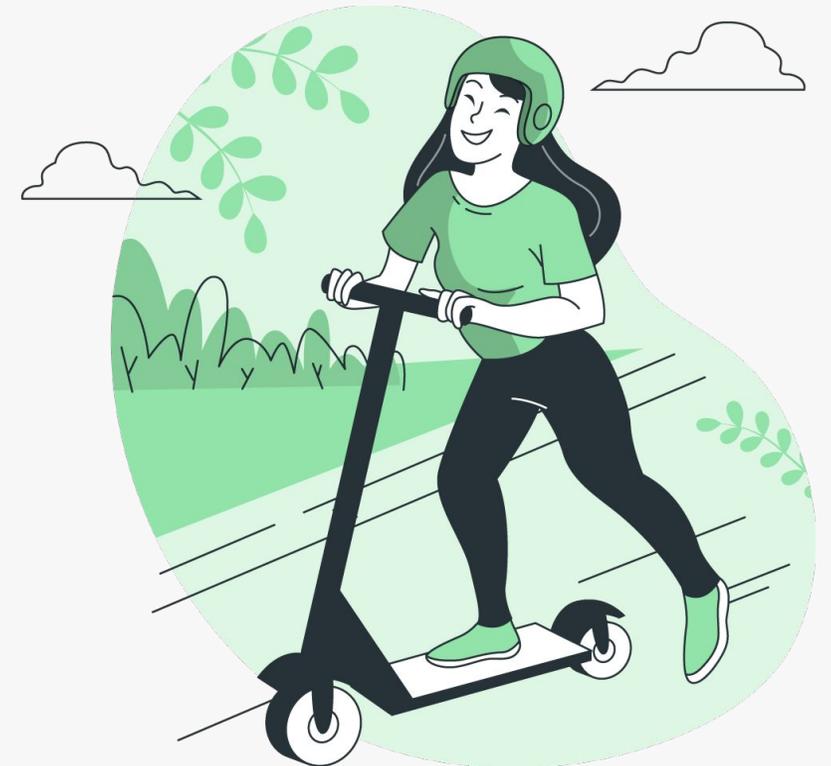
- Enforce traffic rules
- Provide traffic information
(on-time performance, congestion, parking)
- Reduce speed limit in residential areas
- Ensure land value capture around transit
- Enhance urban connectivity and reduce detours
- Improve critical intersections for pedestrians, cyclists and public transport



Principles for Sustainable Transport

4. Encourage Working and Cycling

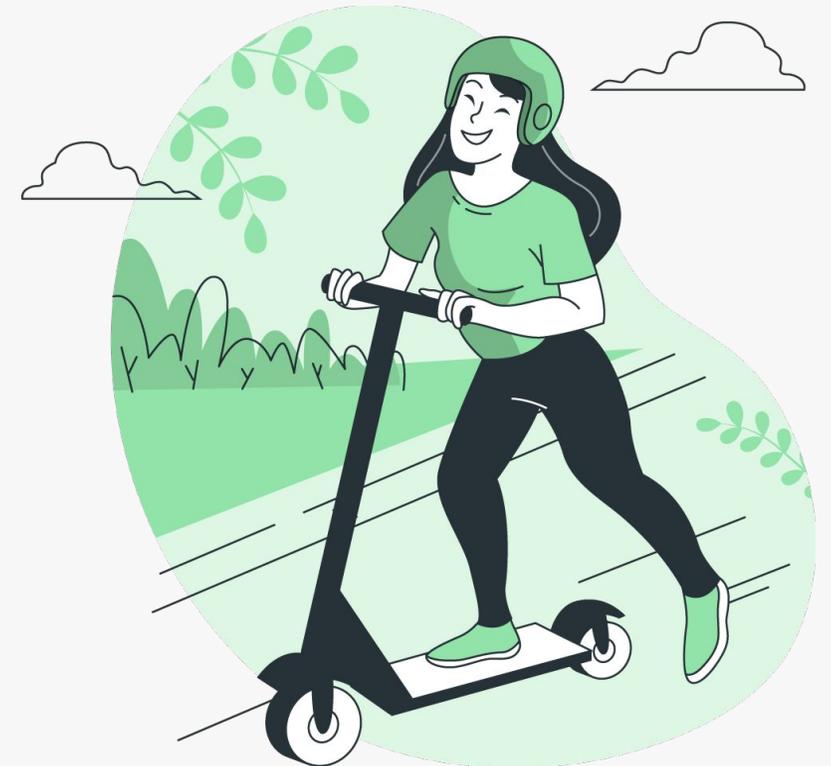
- Conduct transport impact assessment for new developments
- Create a complete urban cycling network and cycling highways
- Realize comprehensive cycling and walking concepts
- Remove barriers for pedestrians
- High-quality street design standards for sidewalks, cycle paths and complete streets
- Improve safety for pedestrians and cyclists at intersections
- Appoint cycling and pedestrian advisors in traffic administrations



Principles for Sustainable Transport

5. Controlling Vehicle Use

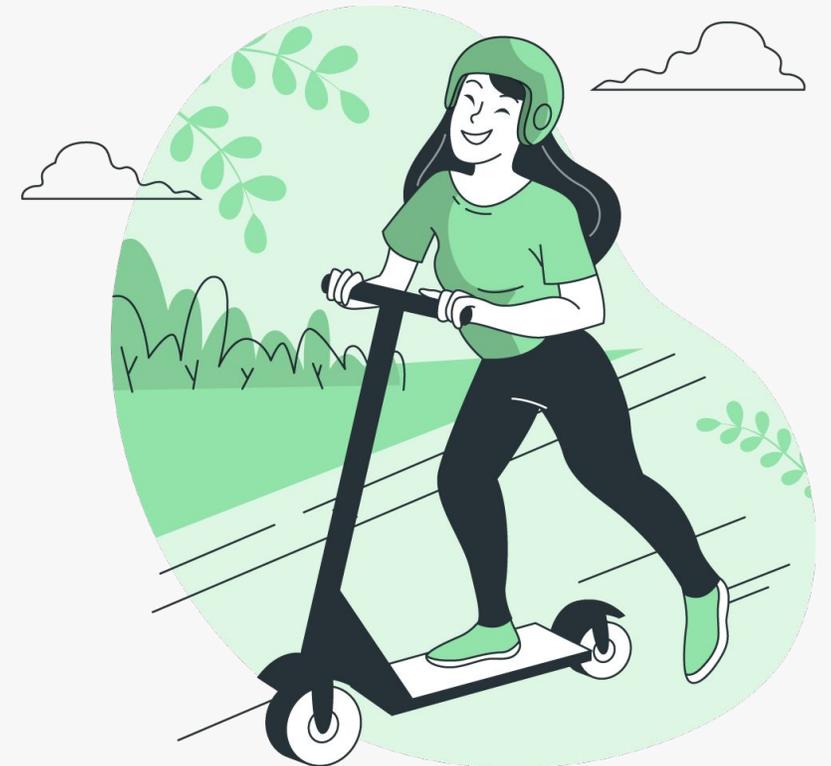
- Urban logistic distribution centers
- Travel restrictions
- Corporate parking policy
- Distance-based fees/pricing
(*pay-as-you-drive*)
- Job tickets
- Incentives to commute by bike or public transport
- Telework and flexible working hours
- High-quality street design standards for sidewalks, cycle paths and complete streets



Principles for Sustainable Transport

6. Implementing Transit Improvements

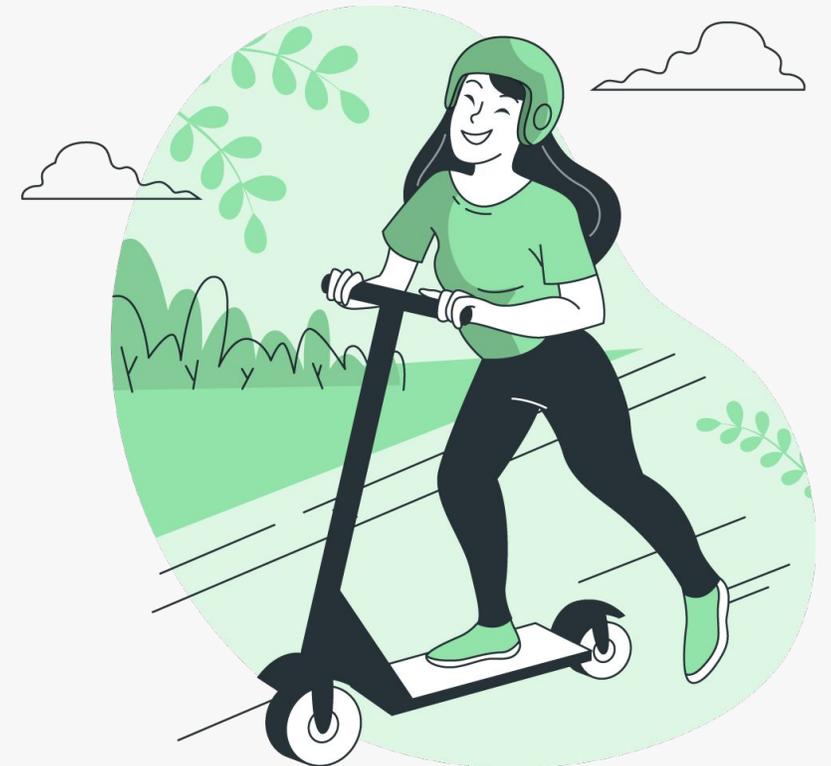
- Simple and fair ticketing
- User-friendly taxi services
- Comfortable interchange facilities
- Corporate parking policy
- Facilitate integration of car sharing into transit systems
- High performance public transit networks based on BRT and rail
- Set up public transport associations integrating timetables, fares and tickets
- Ensure high service quality in public transport based on performance indicators



Principles for Sustainable Transport

7. Manage Parking

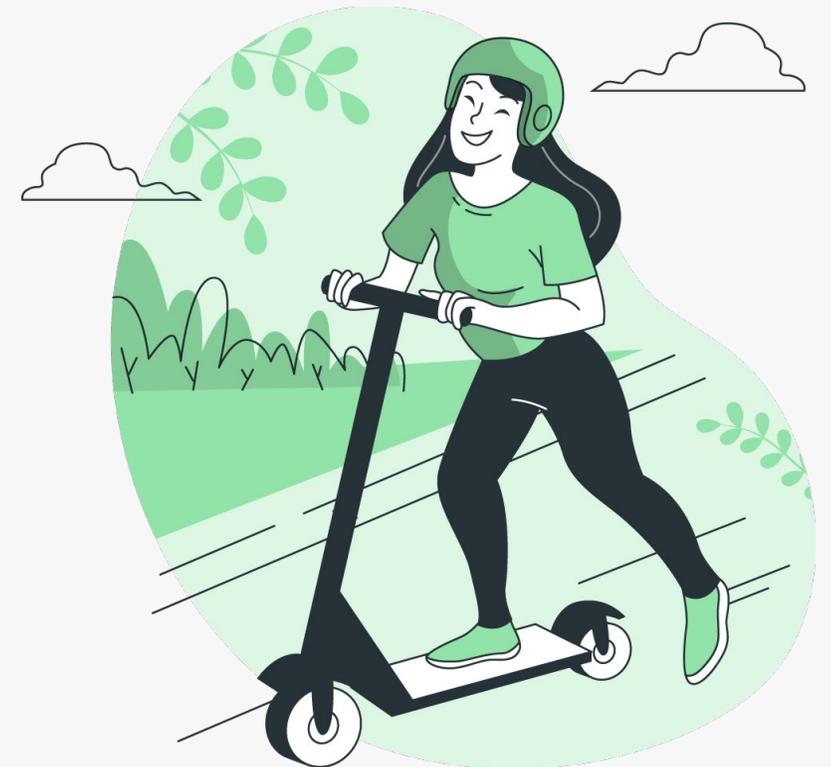
- Establish parking fees
- Limit parking duration
- Enforce parking rules
- Parking regulations
(e.g. maximum parking requirements)
- Parking information
- Clear marking of on-street parking
- Balance parking supply



Principles for Sustainable Transport

8. Promoting Clean Vehicles

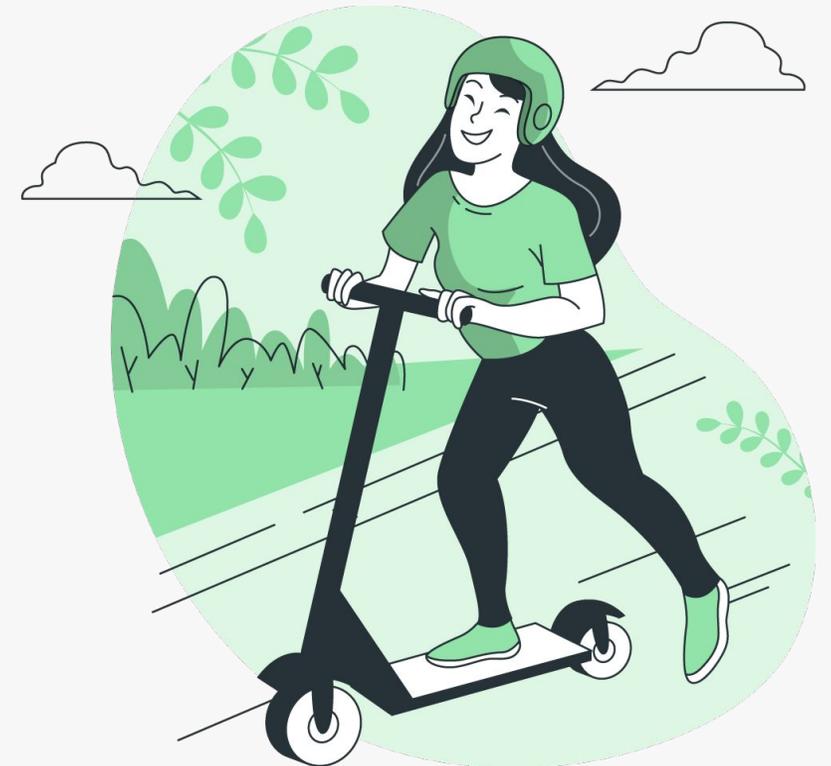
- Vehicle scrapping/retrofit schemes
- Inspection & maintenance
- Low emission zones
- Feebates
(rewards for efficient vehicles)
- Tax transport fuels appropriately
- Promote clean fuels
- Infrastructure for clean fuels and electric vehicles
- Green procurement for vehicles



Principles for Sustainable Transport

9. Approach Challenges Comprehensively

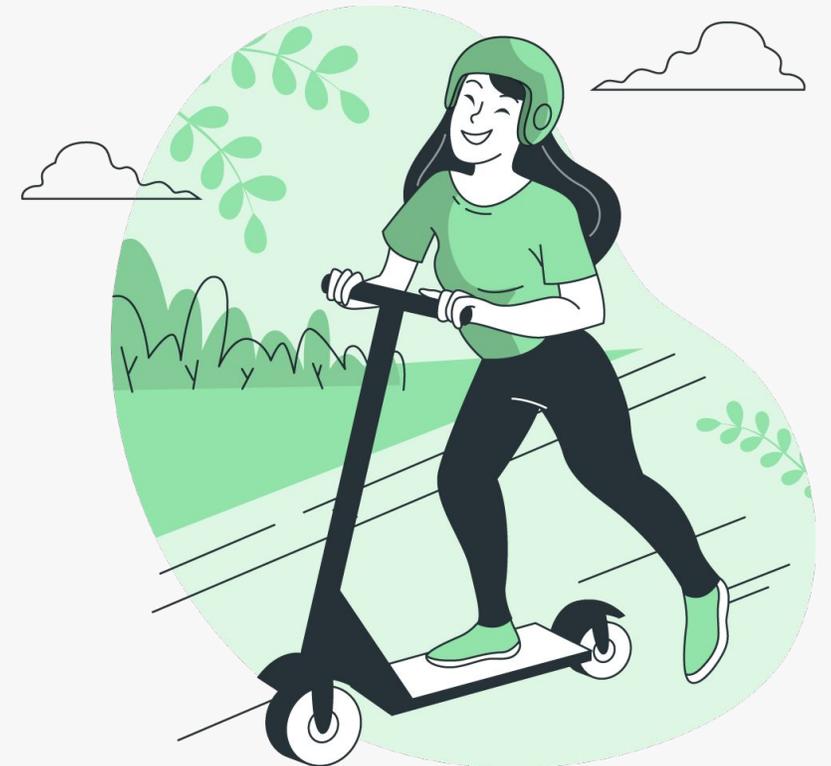
- Create institutions responsible for Sustainable Urban Transport
 - Integrated city and transport planning authority
 - Public transport alliances
 - Encourage citizens to start NGOs
 - Customer associations
- Integrate transport into climate change action plans
- Quantify emissions
- Develop, implement and communicate comprehensive sustainable urban mobility plans
- Monitor implementation and performance of measures
- Start a stakeholder process to assess and discuss measures



Principles for Sustainable Transport

10. Communicate Solutions

- Promote regional products
(less need for transport)
- Promote local leisure activities
- Bike-friendly companies awards
- Marketing campaigns for cycling
- User-friendly websites of public transport operators
- Provide access to data for app developers
- Marketing for better public transport
- Rideshare programs





Blue Economy



Blue Economy

"... the overall contribution of the oceans to economies, the need to address the environmental and ecological sustainability of the oceans, and the ocean economy as a growth opportunity for both developed and developing countries."

- Middlebury Institute of International Studies at Monterey -

Ensuring ocean ecosystem health, supporting livelihoods and driving economic growth requires targeted support for key sectors, including fisheries and aquaculture, tourism, energy, shipping and port activities, and seabed mining, as well as innovative areas such as renewable energy and marine biotechnology.





What does a truly sustainable blue economy mean?

Despite of the lack of a universally accepted definition of the term blue economy, the **World Bank** defines it as *"the sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of the ocean ecosystem"*.

A blue economy prioritizes **all three pillars of sustainability: environmental, economic, and social**. When talking about sustainable development, it is important to understand the difference between a **blue economy** and an **ocean economy**. The term implies that the initiative is environmentally sustainable, inclusive and climate resilient.

In addition to providing goods and services measurable in monetary terms, coral reefs, mangroves, seagrass meadows and wetlands deliver critical ecosystem services such as coastal protection and carbon sequestration.



© Unsplash Seagrass, which evolved over 70 million years ago from terrestrial grass, is one of the most diverse and valuable marine ecosystems on the planet.





Waves as Renewable Energy

1. Waves are Constantly Moving

Wave energy has the potential to be one of the most consistent sources of renewable energy.

Waves provide a more consistent power source compared to wind or solar. The reason being that, unlike wind and solar, waves are constantly moving and therefore they can produce energy 24/7.

With the appropriate equipment, wave energy can be converted into electricity and added to an electric utility power grid.

Despite certain unique challenges, wave energy can provide a more consistent power source compared to wind or solar



Waves as Renewable Energy

2. An Enormous Energy Potential

An average wave on the US West coast contains around 10 kW of power in each foot of wave crest.

This means that a one-mile section of coastline will receive enough energy to power 40,000 homes.

According to Science Direct, waves at the world's coastlines together have enough energy to provide as much 80,000 TWh of electricity per year if they could be efficiently tapped.





Waves as Renewable Energy

3. Waves are More Predictable

Current weather forecasting is able to predict weather patterns with high accuracy.

Even with this, it is still difficult to predict wind speeds accurately more than 5-6 hours in the future.

However, because waves are created by winds blowing for long distances across the ocean surface, this effectively averages out much of the uncertainty, and allows waves to be predicted with much greater accuracy.

In fact, computer models of waves can be used to accurately forecast incoming wave energy intensity up to five days in advance.





Waves as Renewable Energy

4. Ocean Waves are Closer to Demand

Areas of high solar and wind intensity are often located in land-locked states in the center of the country.

This means that populations located along the coasts require power to be transmitted to them using the national power grid.

These transmission lines result in significant power losses and disruption of the local environments.

However, more than 40% of the world population lives within 100km of the coastline.

This means that power generated from ocean waves has to travel much shorter distances to reach the end user than solar or onshore wind.





Waves as Renewable Energy

5. Waves Provide Less Stress on The Grid

One of the most expensive elements of the current power structure is storage and distribution.

Knowing when large amounts of energy will become available allows for more effective grid management.

Seasonal peaks and troughs of wave energy are not in sync with those from wind or solar in many locations.

Because of that, combining the power from wind, solar and wave can act to even out their combined output, leading to a more predictable and steady renewable energy mix.





Waves as Renewable Energy

6. Waves Emit No Emissions

Aside from the energy expended in the manufacture and installation of ocean wave energy devices, the energy captured from ocean wave farms produces no greenhouse gas or toxic emissions.

Combined with the synergistic advantages of combining wave energy with other renewable energy sources and the added efficiencies to the grid overall, greenhouse gas emissions are reduced dramatically.





Get active!!

The Blue Economy in the Green Transition –
European contributions to sustainable ocean management

In this webinar we will discuss European policies and initiatives for a sustainable blue economy and how these initiatives contribute to the global efforts for sustainable ocean management.

In May, the European Commission presented the initiative A new approach for a sustainable Blue Economy in the EU.

Click here:

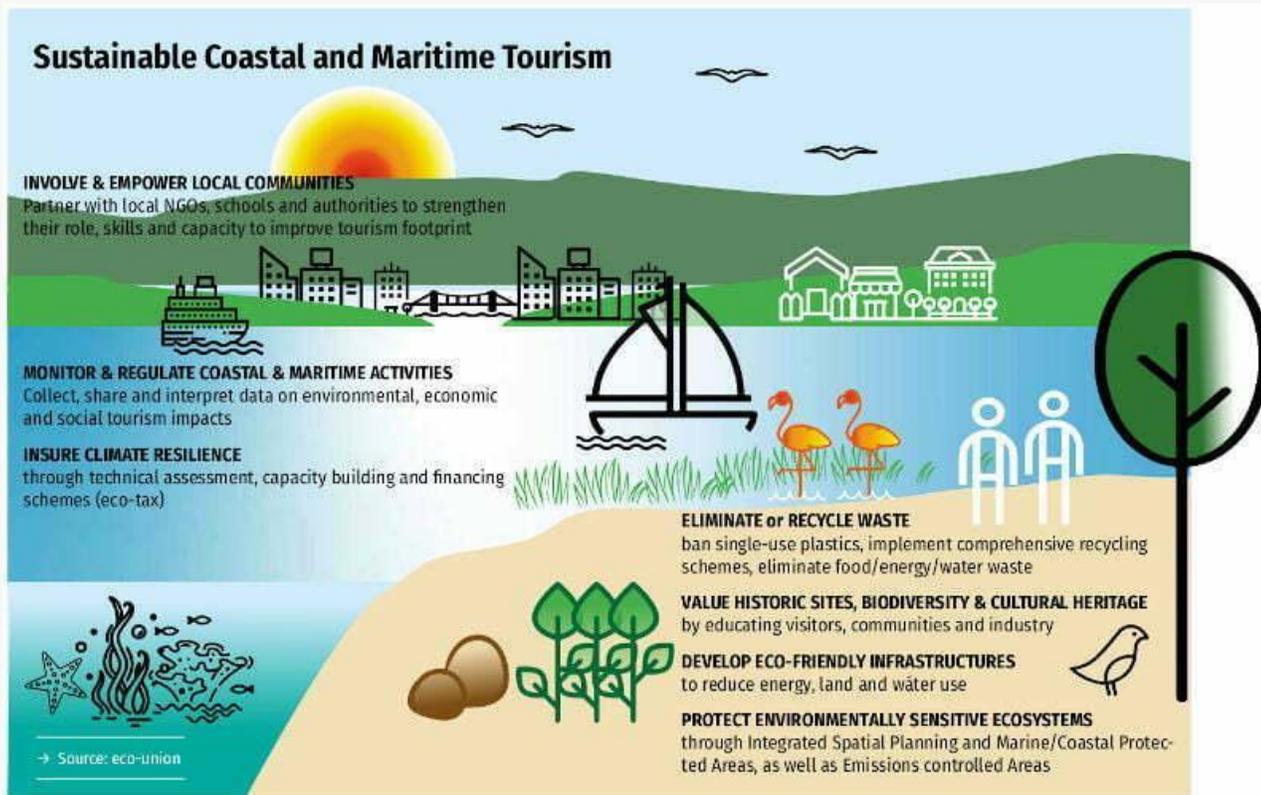
[https://www.youtube.com/watch?v=WExUm46U
hbc](https://www.youtube.com/watch?v=WExUm46Uhbc)





Marine Tourism

"those recreational activities (...) which have as their focus the marine environment t (where the marine environment is defined as those waters which are saline and tide-affected)."



Marine Tourism Examples

1. Sustainable Fishing

Sustainable Fishing Tourism is one of the solutions that WWF is promoting.

It is only intended for professional fishers, allowing the diversification of their activities while continuing their traditional trade.

This alternative income stream should reduce the intensity of fishing activities, contribute to sustainable management of fishery resources, and promote the cultural heritage of artisanal fishing.

WWF MMI has developed a set of principles and recommendations for making fishing tourism truly sustainable.



Marine Tourism Examples

2. Green boating

Practicing sustainable boating requires conscious effort, but it ensures that marine life can keep thriving long after we're gone. Here are 10 ways to do that.

- Maintain your boat engine well
- Manage blackwater and grey water efficiently
- Choose non-toxic cleaning products and toiletries
- Use eco-friendly antifouling
- Inspect and maintain your bilge
- Fit the boat with renewable energy power systems
- Don't anchor in coral, seagrass, or shellfish beds
- Fish sustainably
- Wear eco-friendly sunscreen
- Don't disturb marine life



Marine Tourism Examples

3. Sustainable Surfing

Surfers spend a lot of time in the ocean. And while it's true that the act of surfing doesn't affect the oceans negatively, There are things that surfers can do to enjoy their water activities more sustainably:

- Check out and buy Sustainable Equipment and Support Brands Trying to Make a Difference
- Prolong the Life of your Equipment
- Reduce your dependence on single use plastics
- Join or Help an Organization that Promotes Sustainable Surfing
- Start Your Own Sustainable Surf Movement



Marine Tourism Examples

4. Eco-Friendly Diving

- Behave responsibly
 - Don't step on coral as it grows very slow
 - Avoid touching and don't chase marine life
 - Consider critters that live in the sand by not stirring the sediment too much

- Avoid toxic Sunscreens

- Watch what you take home

Everything in the ocean (even an empty shell) plays a role in the ecosystem – even dead species break down and are recycled into the sea. While taking a pretty shell doesn't seem like a lot, if hundreds, or even thousands, or tourists are thinking the same thing each day, it will have a significant impact.

- Don't feed the fish

In many destinations, fish feeding is a common way to attract marine life for tourists to see. It might seem harmless enough but is dangerous to fish health and the wider ecosystem.



Marine Tourism Examples

4. Eco-Friendly Diving

- Report Environmental Violations

If you see any destructive practices or violations of environmental laws, tell your dive guide, dive operator or government officials. By informing key authorities, you are being part of the solution as your actions can lead to appropriate action.

- Don't litter the ocean

You can also collect any litter you see on the beach (or while swimming, snorkeling or diving) and take it back to shore for proper disposal. Why not take part in an organized beach clean-up event too?

- Get Involved with Citizen Conservation Projects

Take part in clean-up events and look out for conservation projects you can participate in – for example, helping with reef monitoring or contributing to citizen science



Fisheries & Aquaculture

Fisheries

The harvesting of already existing populations of fish and other aquatic animals.

Aquaculture

The purposeful cultivation and subsequent harvesting of both freshwater and marine aquatic plants and animals. The cultivation of marine animals is by far the most important sector of aquaculture.



Women and the ocean

Focusing on the interlinkage between the SDG14 and [SDG 5 \(gender equality and the empowerment of women and girls\)](#) a panel of [experts advocated](#) for increasing women's participation and leadership at all levels.

With women critically under-represented in the field of ocean actions, particularly in decision-making roles in ocean science, policy-making, and blue economy, the panel called for more action and a radical change in society.



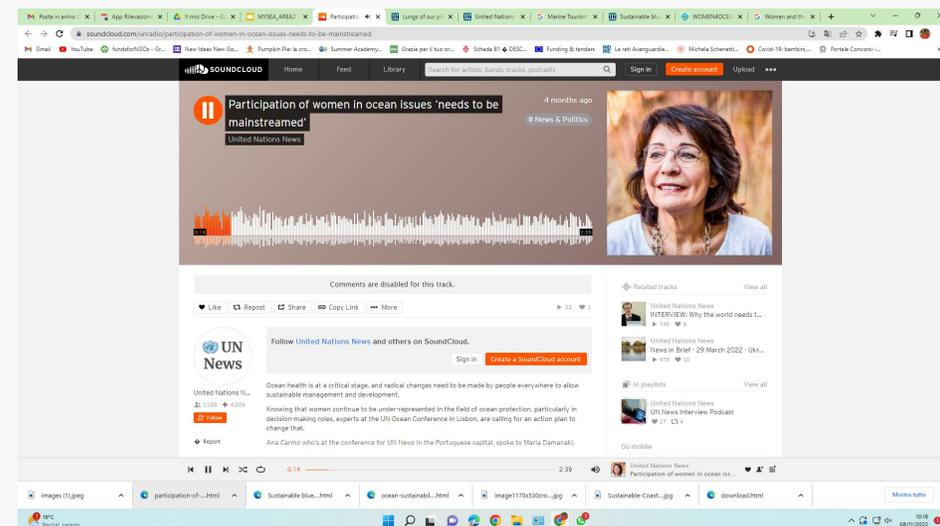


Mainstream women's participation

"We need to see women as part of the blue economy, we need to see them everywhere, to mainstream their participation, because without their leadership, humanity as a whole is going to lose a lot,"

For Maria Damanaki, founder of Leading Women for the Ocean, concrete action plan is needed, along with legislation.

Play Participation of women in ocean issues 'needs to be mainstreamed' by United Nations here below!!



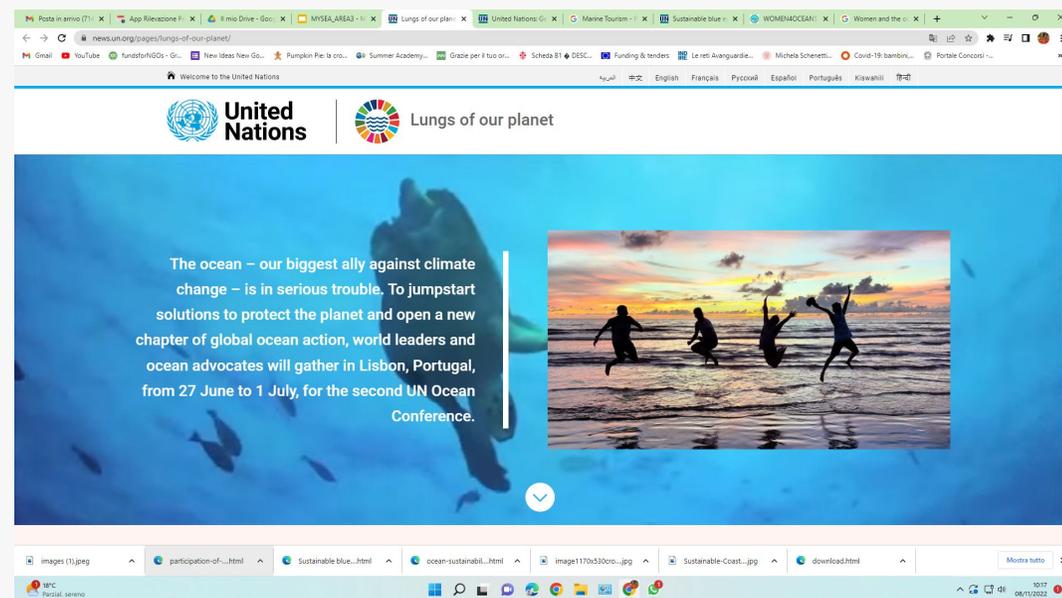
[Participation of women in ocean issues 'needs to be mainstreamed'](#)



Mainstream women's participation

“With the expected participation of over 12 thousand ocean advocates, including world leaders, entrepreneurs, youth, influencers, and scientists, the Conference will continue to ignite fresh impetus for advancing SDG14, at the heart of global action to protect life under water.

Concrete measures will be adopted to build ocean resilience and more sustainable communities, underpinned by a new wave of commitments to restore the ocean's health.



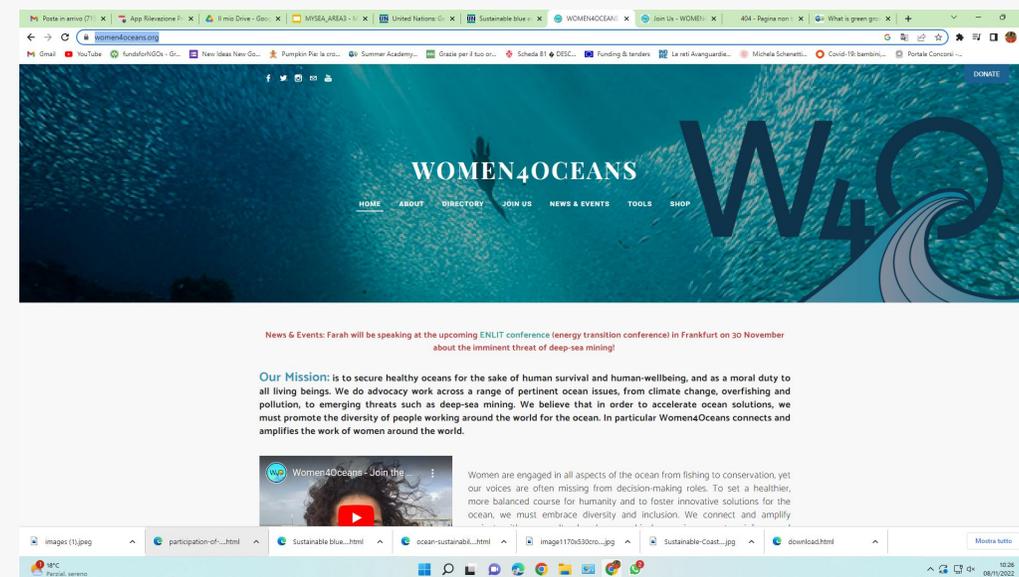
UN News will bring you coverage on the Conference as well as interviews, podcasts, and features, which you can access [here](#).



Mainstream women's participation

Women for oceans are an ever-evolving concept designed to benefit ocean health through the empowerment of "women".

In this view it seeks to be inclusive of non-binary individuals: please do not hesitate to contact us if you have any doubts regarding your eligibility.



<https://www.women4oceans.org/>

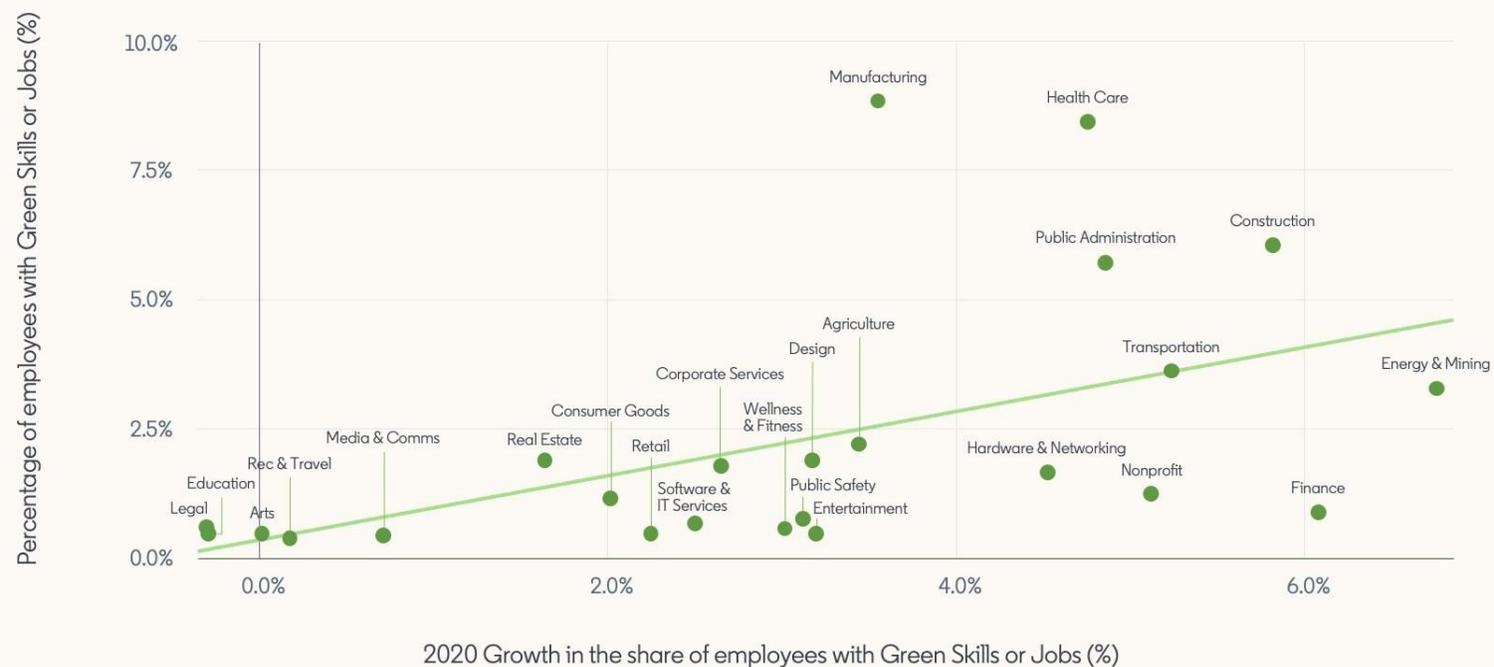


Green Growth Best Practices & Sectors



Key sectors with high greening potential

Green skills growing across most industries



Green jobs and green skills are increasing in most industries Image: LinkedIn



The Green Growth Best Practice (GGBP)

A synthesis of key findings from the GGBP reveal 9 key actions that enable effective green economy growth

- Use well-designed planning and coordination processes
- Establish clear visions, targets, and baselines
- Undertake robust analysis and balanced communication of the benefits of green growth
- Prioritize options and develop credible pathways toward targets
- Design policies to address multiple goals and respond to specific market failures
- Design public finance instruments to overcome barriers and mobilize private investment
- Tap the power of public-private collaboration
- Pursue mutually reinforcing action across all levels of government
- Build and maintain strong monitoring and evaluation systems



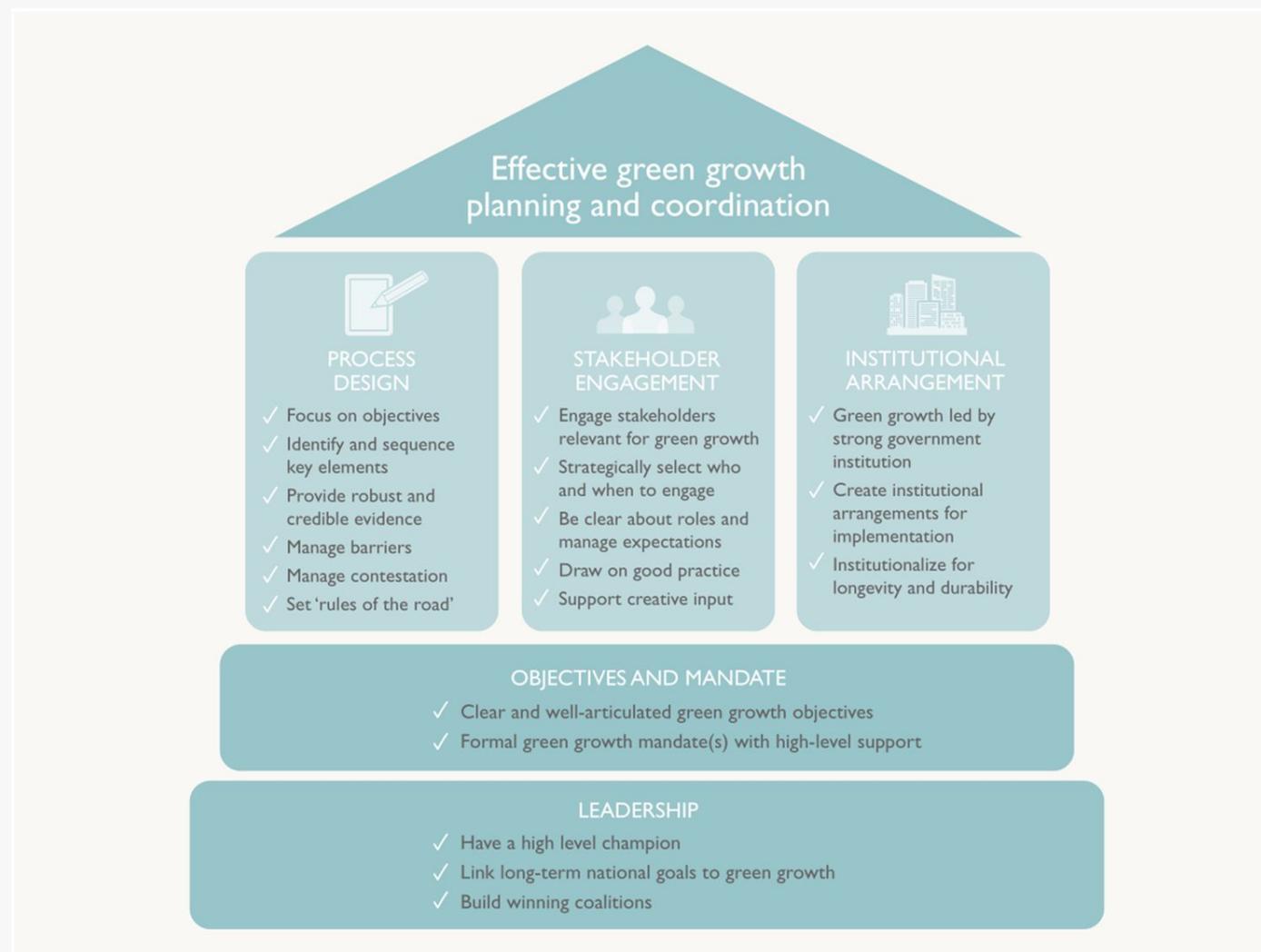


The Green Growth Topics Addressed by GGBP



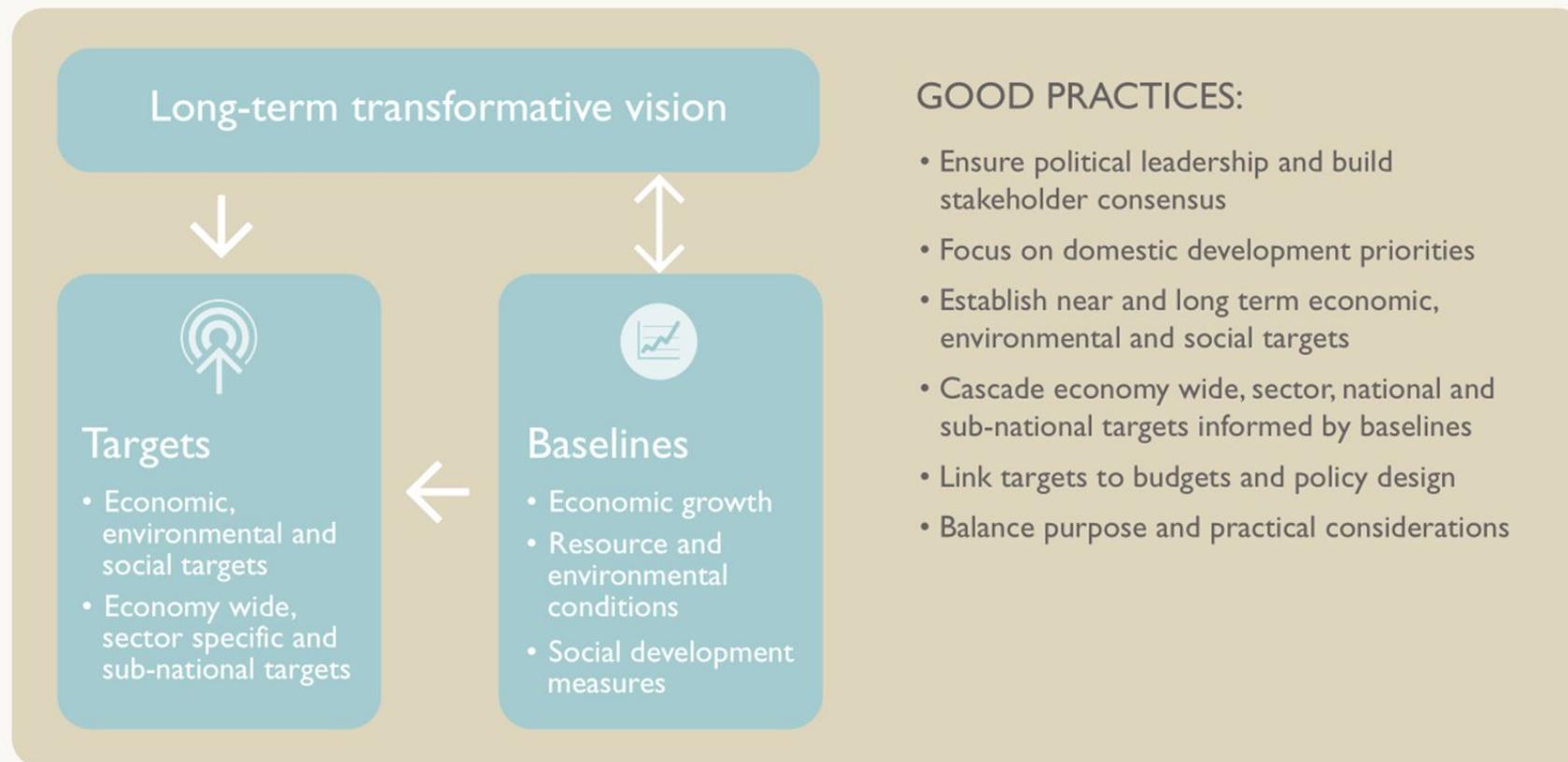


Planning and coordination of green growth



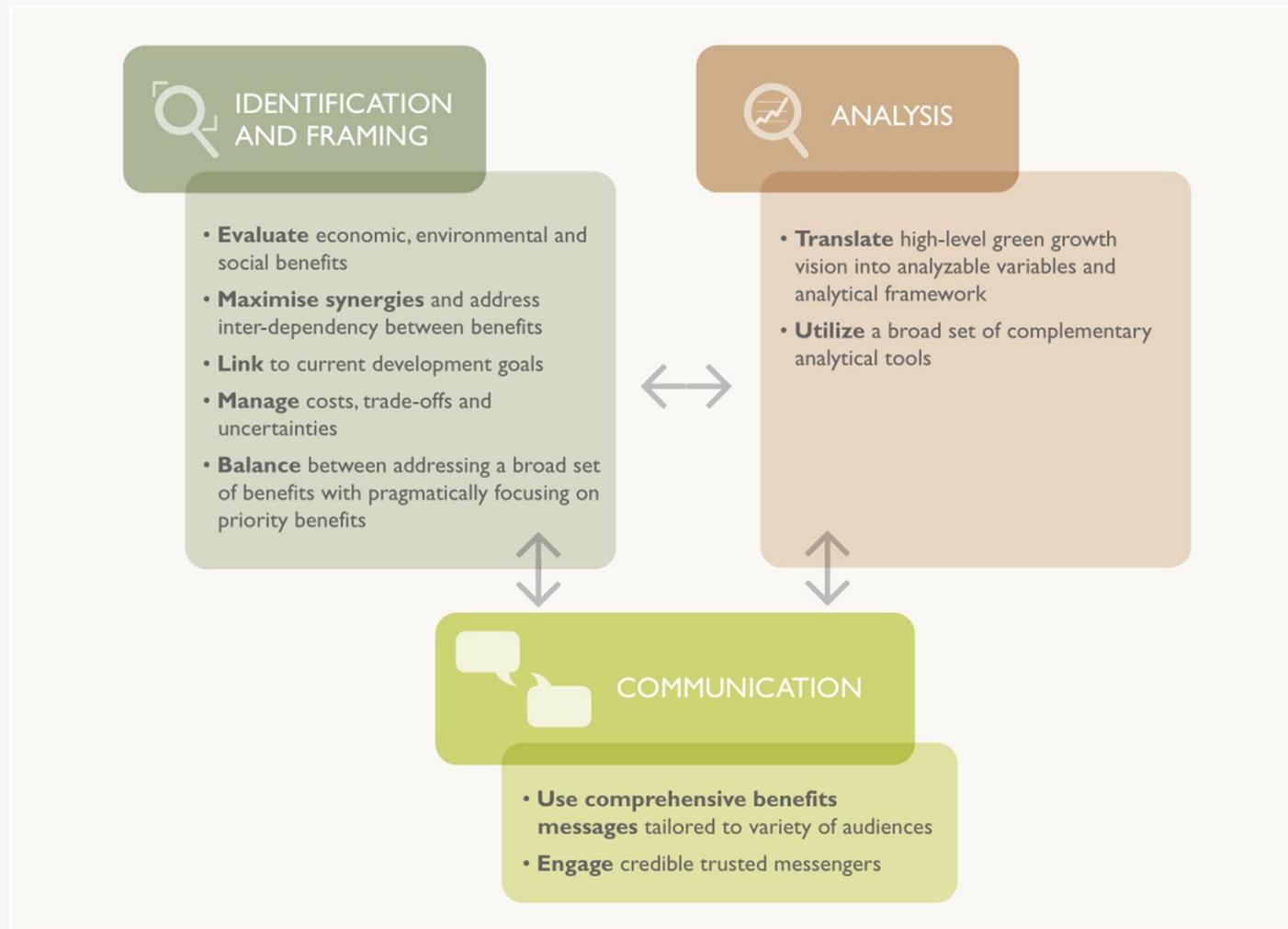


Developing a high-level vision purpose, practice, and links to other green growth analyses



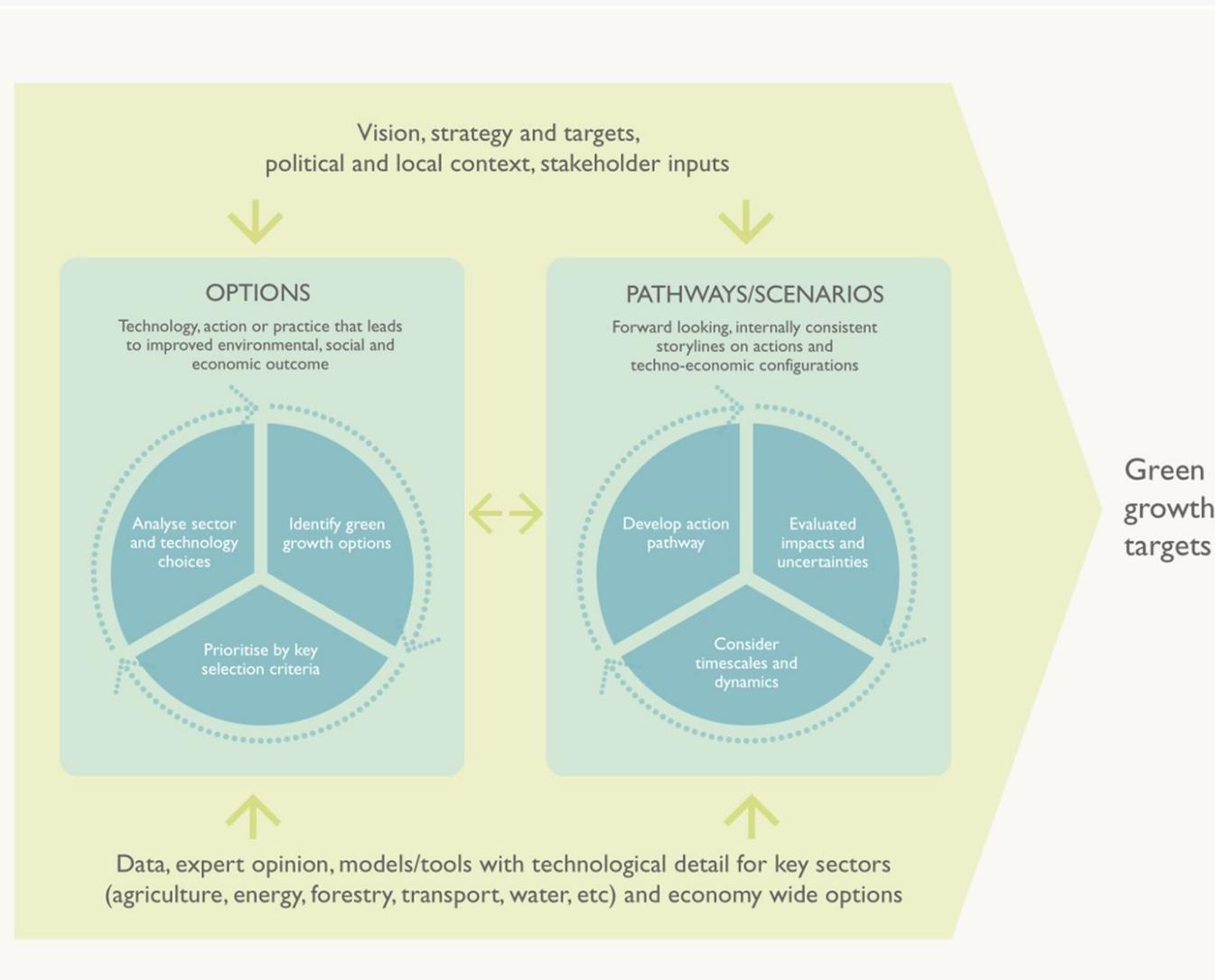


Assessment and communication of green growth benefits



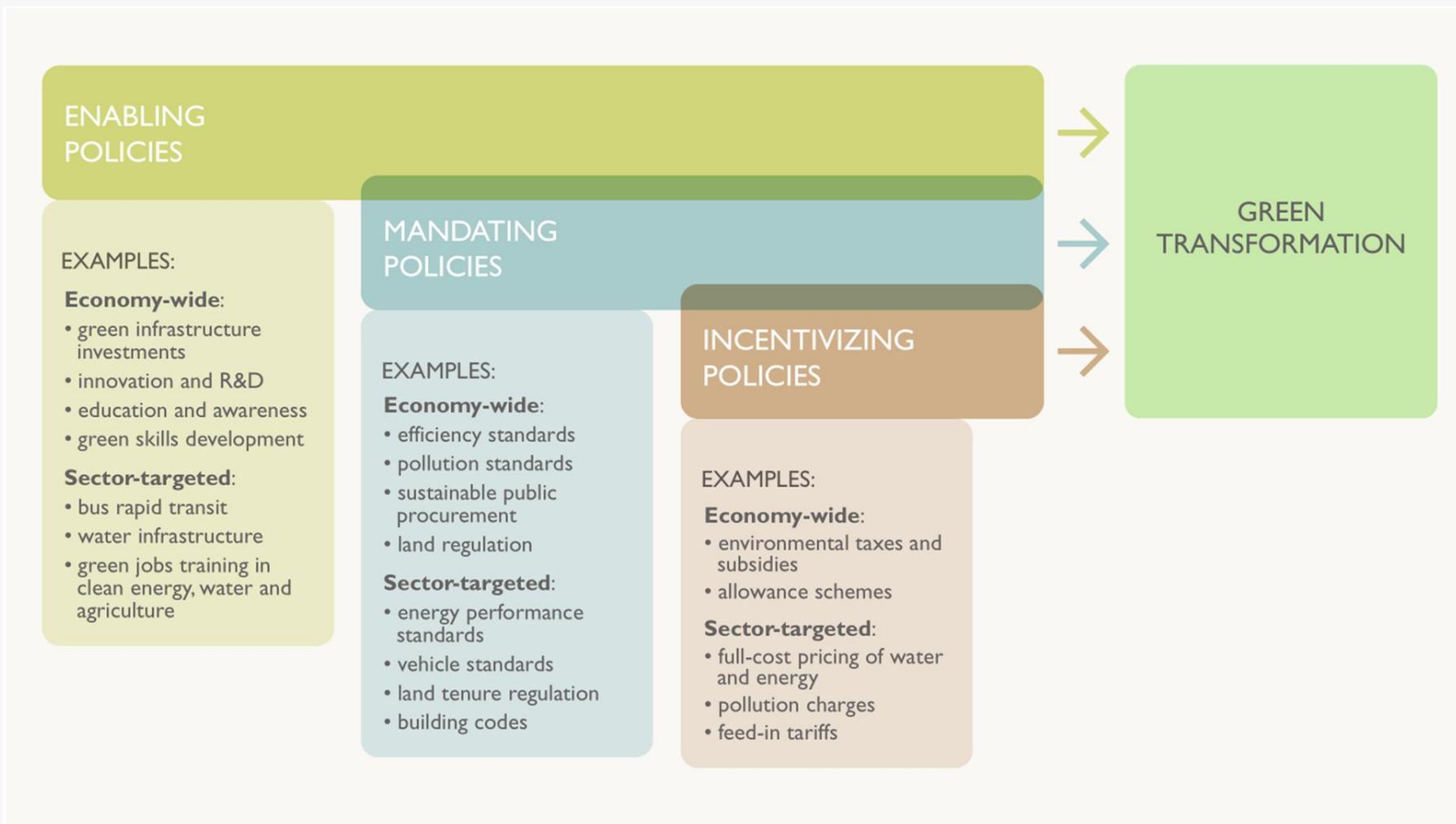


Setting green growth options and pathways



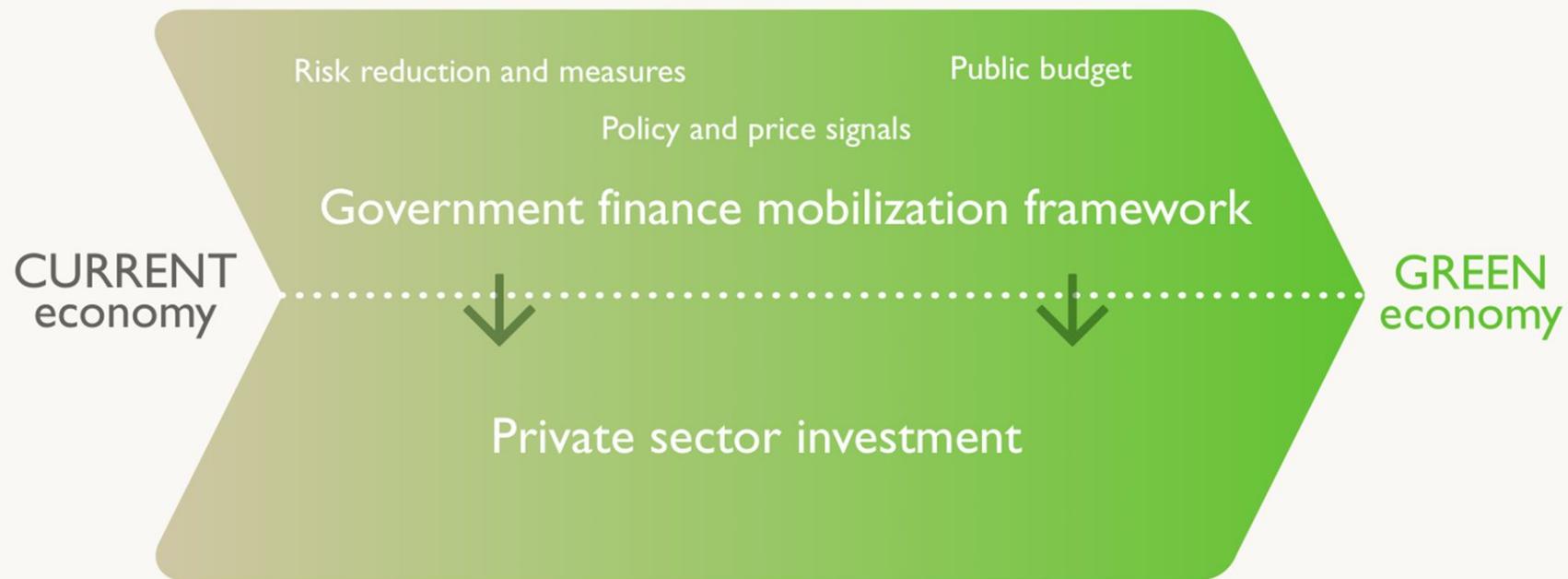


Overview of green growth policies by type and application



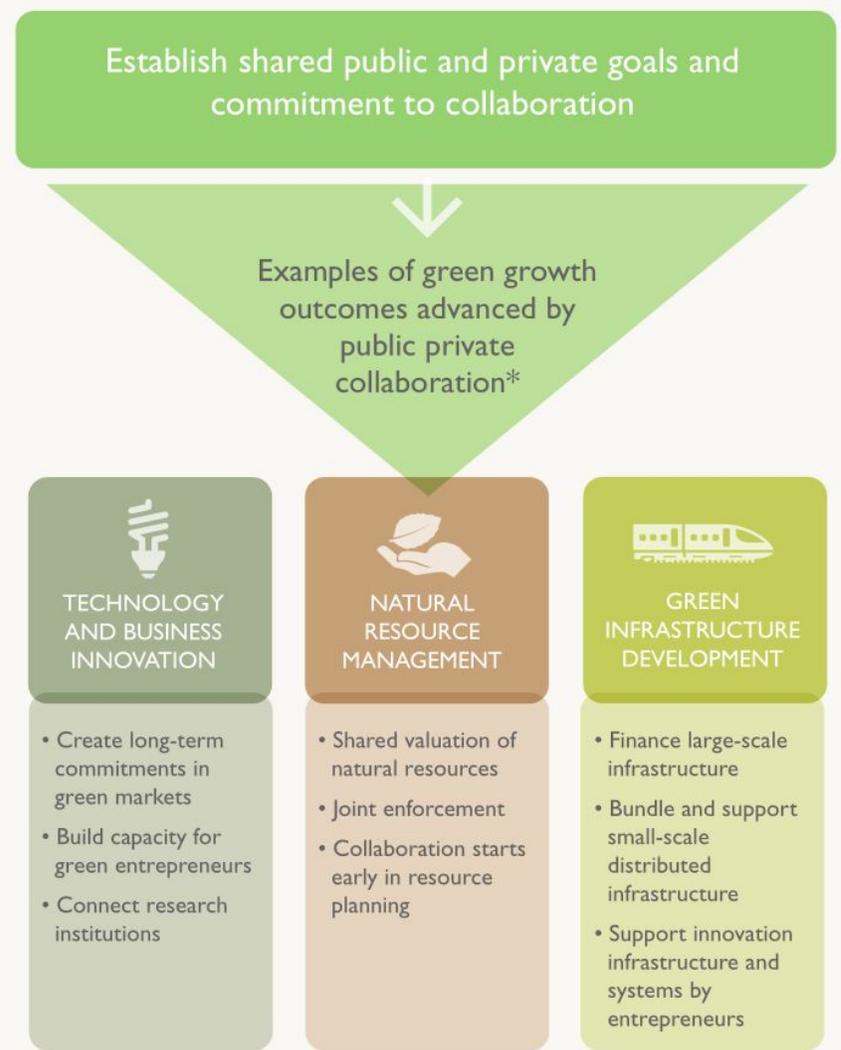


Role of public policy and finance in unlocking private investment in green growth



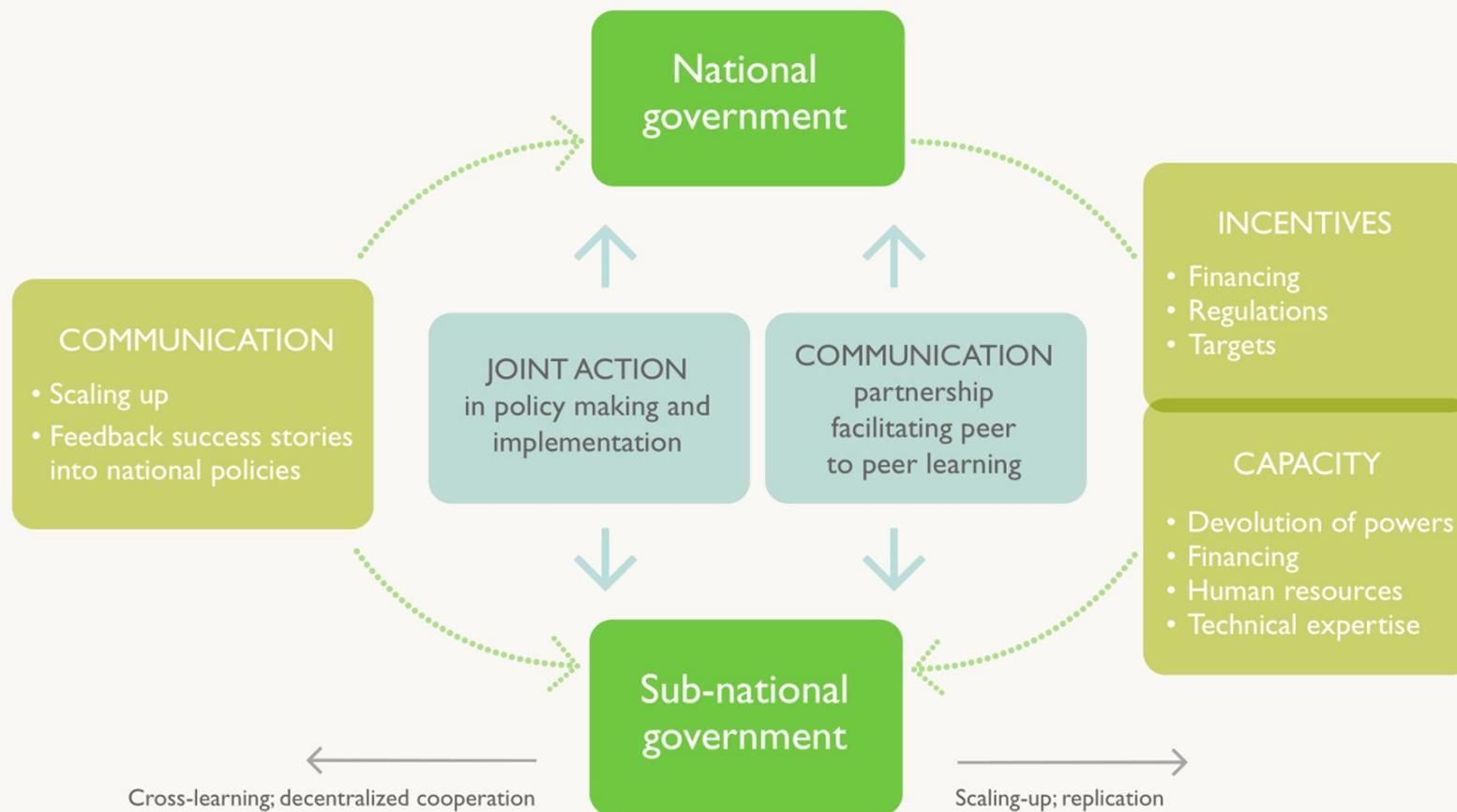


Areas of green growth outcomes achievable through public-private collaboration



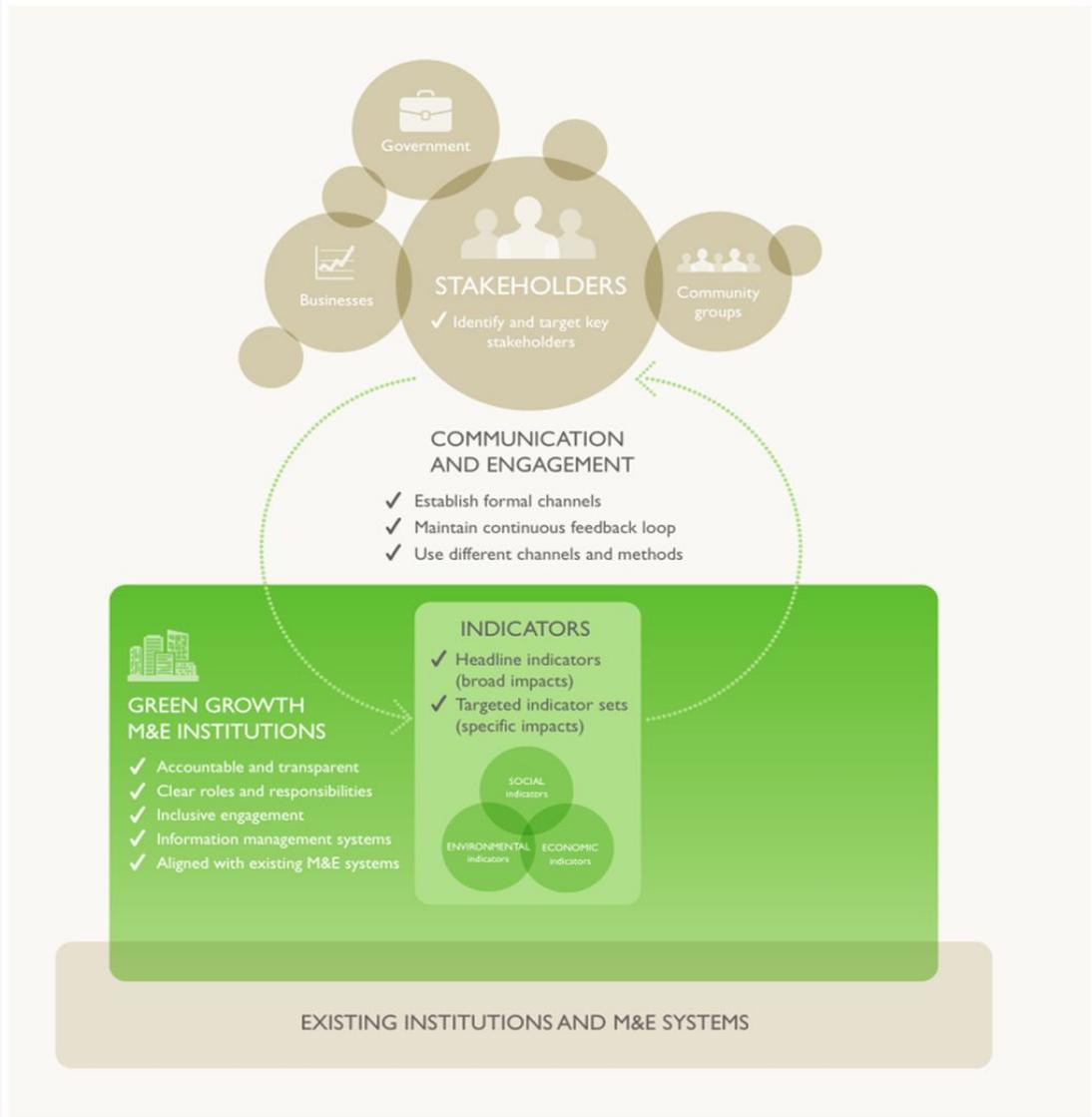


Effective model of national and sub-national integration





Components of an effective green growth M&E system





Strategies and planning the Green economy: making it happen



Strategies and planning of policy objectives

"The current development model has proven to be inefficient and unsustainable, not only for the environment, but for economies and societies as well. We urgently need to move to a sustainable development path with a coherent set of policies with people and the planet at the centre."

Juan Somalia, former Director-General of ILO

Even if the state of the environment is globally deteriorating, in the last 60 years, there have been some positive global environmental changes. **FOR EXAMPLES:**

- removing lead from petrol helped improve air quality and has had a positive impact on young people's health;
- recycling quotas in Europe and other places have encouraged waste sorting and collection systems so that fewer items are thrown away,
- removing ozone-depleting substances has had a positive impact, reducing the thinning of the ozone layer

These examples, which need to be scaled up, show that we can recognize risk, collaborate and develop new strategies that can change technology, industry behaviour and products, to benefit our environment and pave the way to a green economy





The green economy needs support to make it happen. Where is this support coming from?

These examples, which need to be scaled up, show that we can recognize risk, collaborate and develop new strategies that can change technology, industry behaviour and products, to benefit our environment and pave the way to a green economy



It starts with you!!

Can you move to a **personal green economy**, one where you have minimal impact on the planet, and **your consumption is more sustainable**?

How can you support local food, more sustainable products and ethical trading?

What electricity or water bills do you have?

How could they be reduced?

What mode of transportation do you use?

How do you reduce waste?



The transition to a green economy

ILO and the European Centre for the Development of Vocational Training (CEDEFOP) identified key requirements for developing a green economy:

- Environmental awareness as an integral part of education and training;
- Effective cooperation between government and civil society;
- Decentralizing resources to enhance local impact;
- Prioritizing skills and classroom training; and
- Improving training and incentives for the workforce.





The transition to a green economy may mean alterations to the types of jobs that are available or that existing jobs may require new knowledge and application of current skills in new ways, as new working methods are introduced. This will involve some sectors reducing employment, while others increase employment.

Think of these examples:

- Existing jobs are transformed and redefined as work methods are greened;
- When packaging is reduced or changed then the demand for jobs decreases in the packaging sector;
- New markets around technologies and services to reduce greenhouse gas emissions create new jobs;
- Changing demand due to regulations and purchasing patterns can create new jobs.

Follow the 2022 World Trade Organization (WTO) FORUM Delivering a Trade Agenda for a Sustainable Future

https://www.wto.org/english/forums_e/public_forum22_e/pf22_session_fullpage_e.htm?session=255



What are governments doing?

The ILO and CEDEFOP suggest that governments stimulate their markets by providing incentives and regulatory frameworks for green services, adopting new sustainable technologies and investing in skills training.

The UNEP Green Economy Initiative website gives a wealth of examples of how countries are implementing national strategies, through engaging with the UNEP Green Economy Initiative advisory services.





Encouraging greener trade and consumption

Trade is an important part of the economy, but we need policies to encourage the exchange of environmentally friendly goods and services.

The use of credible certification schemes can be helpful, for example, the certification of sustainable produced forest or marine products or eco-labelling of products.



**GET
ACTIVE**

- Support companies and products that are attempting to turn things green.
- Make a list of everything you buy or use.
- How many of them are locally produced or environmentally friendly?
- Research your local companies and see what products are local or fairly traded.
- Next time you are shopping, look for products that have eco labels and certification schemes that indicate the products are produced more sustainably.



What are businesses doing? Sustainability strategies, CSR and financial resources

Corporate social sustainability (CSR) is defined as the voluntary activities undertaken by a company to operate in an economic, social and environmentally sustainable manner.

CSR activities are easy to summarize: they should have positive impacts on people and the environment and minimize the negative ones.

As the EU Strategy document states, "To fully meet their corporate social responsibility, enterprises should have in place a process to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders."





What are businesses doing? Sustainability strategies, CSR and financial resources

However, we need to be aware of “**greenwashing**”, the act of misleading consumers about the environmental practices of a company or the environmental benefits of a product or service.

A global green economy transformation requires substantial financial resources. Financial investment, banking, and insurance are the major channels of private financing for a green economy. Long-term public and private institutional investors, banks, and insurance companies are increasingly interested in minimizing environmental, social and governance risks, while capitalizing on emerging green technologies





Young people as part of a green economy

Young people are key stakeholders who are affected by businesses large and small. They are children of employees, young workers, consumers, future employees and leaders of business, and they share the community and environments in which business operates.

How can you make a difference to the green economy, while companies and governments are developing everything from CSR strategies to policy frameworks?





Young people as part of a green economy

Research the companies in your area and find their sustainability-related policies. How do these policies benefit your community? What proposals for community projects could you develop to help the companies meet their social responsibilities?

The UN Global Compact hosts local business networks in over 100 countries; these are forums for businesses interested in learning about and engaging in social, environmental and human rights issues. Contact your local network so you can provide a youth perspective on sustainability, human rights and the green economy. Find a UN Global Compact Local Network near you.





Young people as part of a green economy

Do you want to reduce your ecological footprint? As a consumer, you are part of the supply chains of the goods and services you buy! Why don't you apply CSR principles to the way you manage your household, focusing on four key areas: energy, food, waste and water?

Think about the following questions:

1. What services and suppliers do you use? How do your purchases affect the environment?
2. What actions can you now take to live more responsibly? Think about the small steps first, as the whole transition and support to a green economy can be daunting.

Try not to act alone, find a few friends to join in with, join an NGO or networks, online or community or better still, both.





Resources

Green economy initiatives

[**PARTNERSHIPS FOR THE SDGs**](#)

The link above consists of various initiatives that were collected either by Secretariat staff or uploaded directly into the database by member states, international organizations and major groups through the online form.

Mainstream women's participation

[Empowering women to conserve our oceans](#)

[UNEP - Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication \(2011\)](#)

[UN - Blue Economy Definitions \(2017\)](#)

[Kluza, Krzysztof & Ziolo, Magdalena & Bak, Iwona & Spoz, Anna - Achieving Environmental Policy Objectives through the Implementation of Sustainable Development Goals. The Case for European Union Countries. Energies. \(2021\)](#)

[Maytree, Overview - What is a Policy Strategy \(2011\)](#)

[UN - The 17 GOALS, Sustainable Development \(2015\)](#)

[Knowledge Sharing Platform - UN CC:Learn](#)

Martin Geissdoerfer, Paulo Savaget, Nancy M.P. Bocken, Erik Jan Hultink, The Circular Economy – A new sustainability paradigm?, Journal of Cleaner Production, Vol 143 (2017)





Resources

[*Analytics Steps. What is Green Economy?*](#)

[*Green Growth Best Practices \(GGBP\), Synthesis of Key Findings \(2014\)*](#)

[*Robert Gasch, Jochen Twele \(editors\). Wind Power Plants: Fundamentals, Design, Construction and Operation. Springer, 2011. p.11*](#)

[*Liquip Technews, Examples of Wind Energy: 2022 Ultimate Guide*](#)

[*"Solar Energy Perspectives: Executive Summary"*](#)

[*The Green Age, Introduction to Solar PV*](#)

[*Liquip Technews, Advantages of Solar Energy and Why You Should Switch Into Solar Panels*](#)

[*Liquip Technews, A Complete Guide To Solar Panel Output*](#)

[*Solar Paces, How CSP Works: Tower, Trough, Fresnel or Dish*](#)

[*EPA, Definition of Green Building*](#)

[*Construction 21, The 7 Green Building Components*](#)

[*Hisour, Sustainable City*](#)

[*IISD, The Road to Sustainable Transport*](#)

[*SUTP, 10 Principles for Sustainable Transport*](#)

[*Pebble, 10 Simple Ways to be an Eco-Friendly Diver*](#)

[*Alterenergymag, 6 Ways That Ocean Wave Energy Compliments Other Renewable Energy Sources*](#)

[*WWF, Sustainable Fishing Tourism*](#)

[*Deckee, Sustainable Boating*](#)

[*Sailors For The Sea, Green Boating Guide*](#)

[*Warm Winds, A Surfer's Guide to Sustainable Surfing*](#)

[*Images: Freepik*](#)

[*Images: StorySet*](#)

Discussion & Remarks



IDEAS



REMARKS

SUGGESTIONS



FURTHER
QUESTIONS





Contact us

www.enicbcmmed.eu/projects/mysea

Promimpresa Società Benefit SRL

Via Trieste 80-84-90

P.O.Box: 93017

San Cataldo - Italy

Tel: +39 0934 572555

Website: www.promimpresa.it

Email: info@promimpresa.it

SPEHA FRESIA

**Centro Informazione Educazione allo
Sviluppo (CIES) Onlus**

**Via Merulana 198 - 00185
Rome - Italy**

Tel. +39 06 77264636 / +39 06 77264638

Website: www.cies.it/progetti/mysea/

Emails: mysea.communication@cies.it

mysea.coordination@cies.it

Thank you