

Green Economy and Business



**A DOUBLE-WIN OPTION:
SUSTAINABLE ENVIRONMENT AND WELFARE**

Aris Ananta
Institute of Southeast Asian Studies
Singapore

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Main Messages

Message 1: Green Economy as a Development Paradigm Shift (narrow definition)

- **green economy** measured by **green GDP**

Green GDP =

Conventional (Brown) GDP minus

(environmental cost + depletion of natural resources)

Economic growth is measured using the green GDP.

Should be published widely so that people know the difference between the conventional and green GDPs;

and what has made the difference

Message 1:
Green Economy as a Development Paradigm Shift
(wider definition)

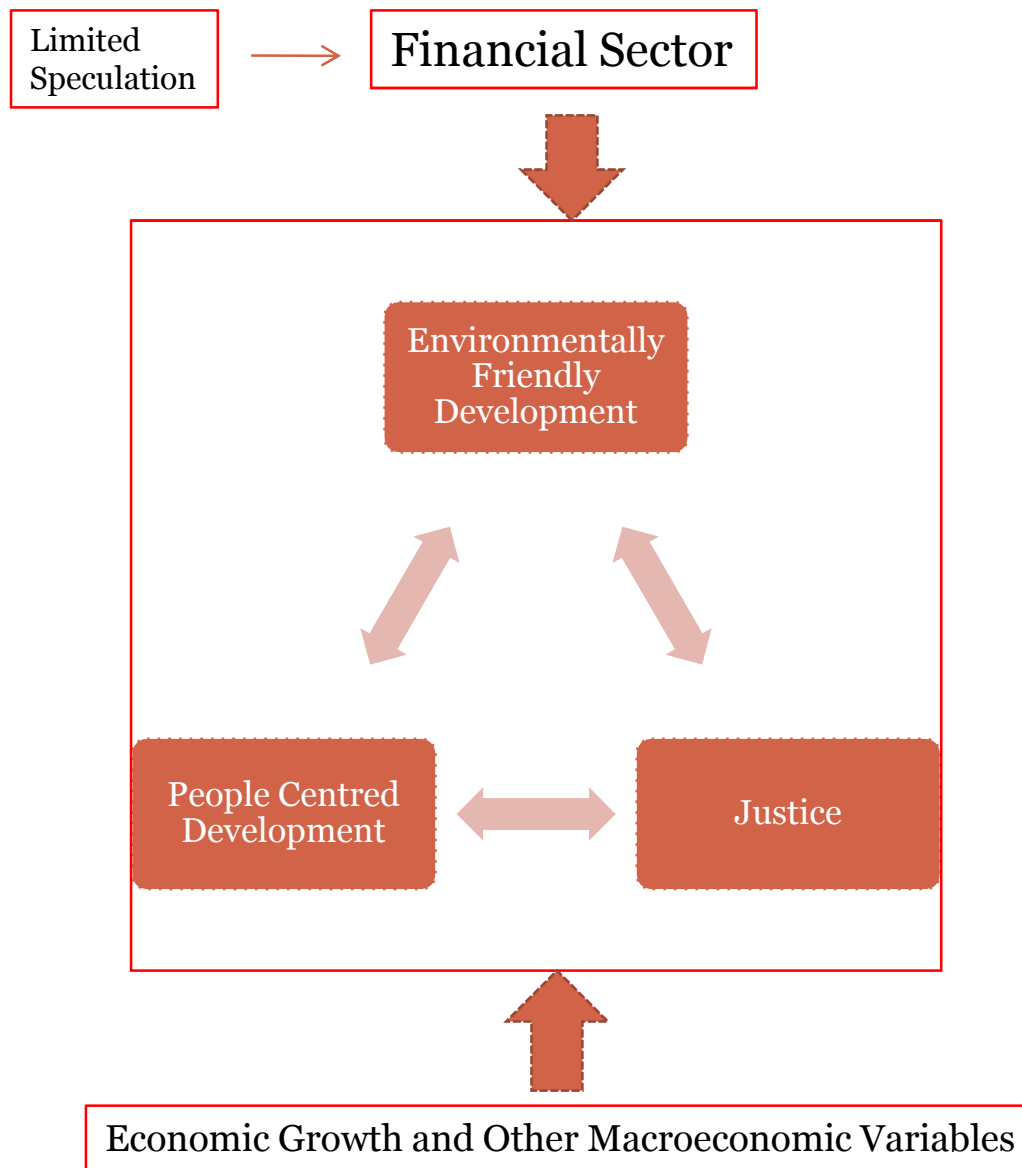


- Promotion of Quality of Environment and Wise Management of Natural Resources, not simply green GDP
- Economic growth is only a means to achieve objectives of development
- Economic growth is only one of the many means to promote the quality of environment and manage natural resources.

Primary Objectives of Development (Ananta Paradigm)

Economic growth is only one means, though it is an important means.

We do not need to dream to be a global economic powerhouse



People Centred Development

- Health
- Education
- Freedom to move
- Freedom from Fear



Old Paradigm



New Paradigm

Economic Growth and Other Macro Economic Variables

Justice

- * Corruption Eradication
- * Democracy
- * Good Governance

Old Paradigm

New Paradigm

Economic Growth and Other Macro Economic Variables

Environmentally Friendly Development/ Green Economy

- *Reduction in greenhouse gas emission
- Availability of sustainable energy
- Availability of affordable healthy food
- Availability of fertile land for plantation
- Availability of clean, safe, and affordable water
- Availability of clean, safe, and affordable air

Old Paradigm



New Paradigm



Economic Growth and Other Macro Economic Variables

We Need

Capitalists with *HEART*



Three Objectives of Development

Green Business



- Making profit
- Reduce greenhouse gas emissions
- Produce sustainable energy
- Use energy efficiently
- Produce affordable healthy food
- Consume food wisely
- Produce fertile land for plantation
- Produce clean, safe, and affordable water
- Consume water wisely
- Produce clean, safe, and affordable air

Message 2: Green Business as an Emerging Lucrative Business



- Potential demand is great
- With innovation, green products and services can be created
- With creative marketing, the potential demand can be changed into real demand.
- Creative economy should be focused to green business, to ensure that the creative economy is also a sustainable economy

4 Types of Marketing



- Captive market. Products and services exist. Demand exist. It is very easy
- Products and services do not exist. Demand exist. Just produce the products and services
- Products and services exist. No demand. We need to create the demand through marketing
- Products and services do not exist. Demand does not exist. **We need innovation and creative marketing.** It is more promising. Green business is often in this stage, very promising.

Green Business Needs

Large enterprises

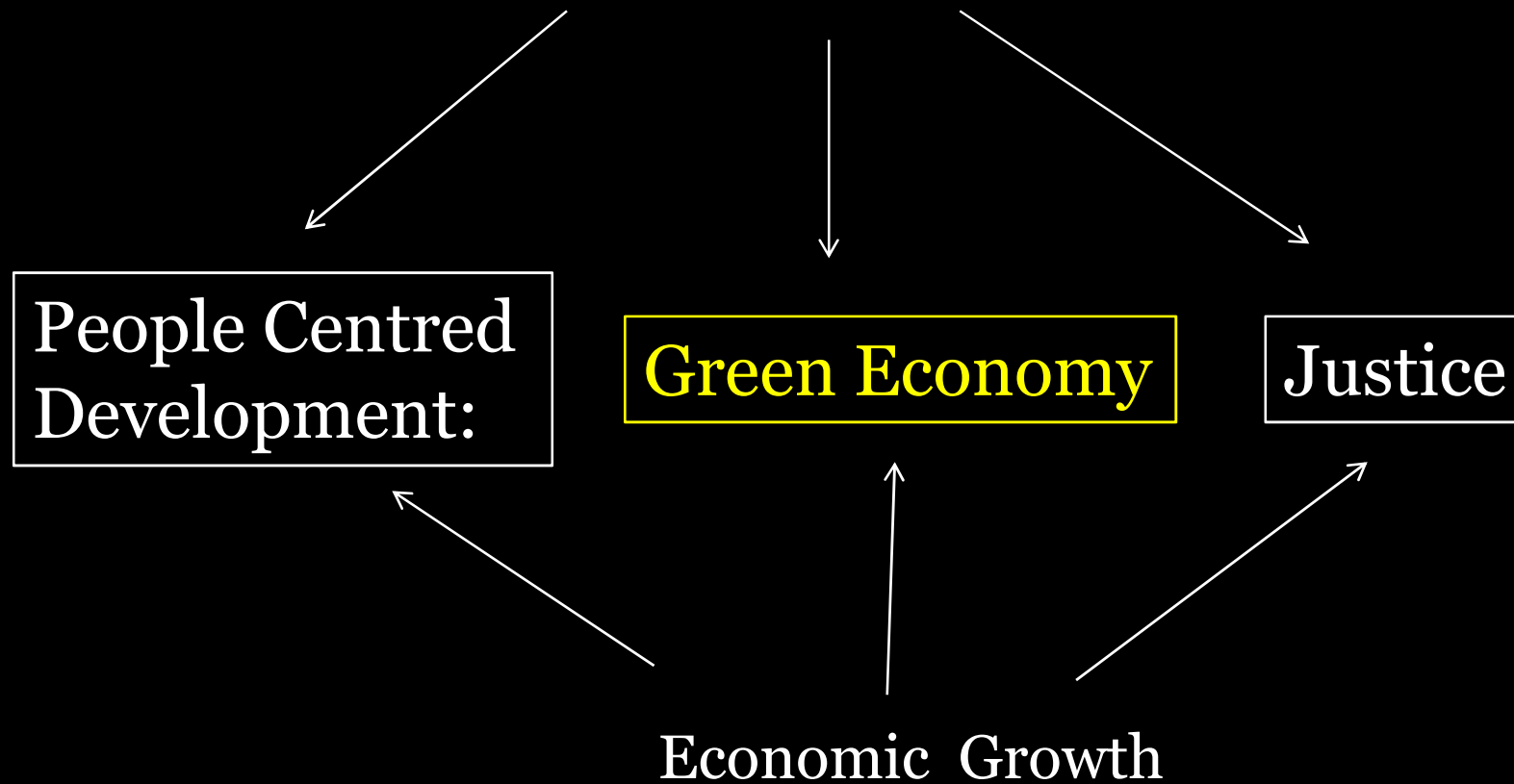
Small and medium enterprises

Innovation

Creativity

Passion and Love

Green Business



Message 3: Intensive Campaign for Green Behaviour



- We should do something like we did with family planning in 1970s and 19800. To change the behaviour of couple from having many children to “two is enough” .
- Now, how to make people change their behavior into green behaviour.

Green Behaviour



- Minimizes or reduces Greenhouse gas emissions
- Minimizes or reduce air pollution
- Minimizes or reduce water pollution
- Minimizes or reduce land degradation
- Uses energy efficiently
- Consumes food efficiently
- Consumes more grains, fruits, and vegetables

Message 4: Examples of Green Government Policies



- Green infrastructure. The building of infrastructure should reduce greenhouse gas emissions, reduce pollution on air, water, and land; help people consuming food and energy efficiently.
- Green budgeting. Do not subsidize environmentally harmful consumption, such as use of gasoline. Tax the environmentally unfriendly consumption. Subsidy the economically friendly consumption



Some Examples

Example 1:

Bicycle and Pedestrian Friendly Cities



INDONESIANS NEED TO “PHYSICALLY MOVE” MORE.

INDONESIANS HAVE BEEN INCREASINGLY LIVING WITH MORE SEDENTARY LIFE STYLES.

If Walking and Riding Bicycles Become a New Norm:

1. Use of energy (gas and oil) will be lower
2. Air pollution will be lower
3. People will be healthier.
4. Obesity rate will decline
5. Transportation cost will be lower

Yogyakarta

A CITY OF BICYCLES



Yes, in 1950s until 1970s

Now, a city of motor-cycles and cars

But,

the Yogyakarta has tried to revive its trademark of city of bicycles

SEGO SEGAWA:

Sepeda Kanggo Sekolah Lan Nyambut Gawe
(bicycles for school and work)

Bicycles with Roof, Curtain, and Fan



- To protect from sun and rain, we can provide “roof” and “curtain” to bicycles
- We may also put “fan” in the bicycles.
- We need to innovate so that people are motivated to ride bicycles and walk

Business from Bicycles



- Selling various kinds of bicycles
- Renting parking places for bicycles
- Selling accessories for riding bicycles
- Opening repair station for bicycles

Yogyakarta: A City of Pedestrians



CREATE COMFORTABLE PEDESTRIAN WAYS

**THIS CAN BE MADE A BEAUTIFUL AND SAFE
TOURIST ATTRACTION**

THIS WILL ALSO REDUCE TRAFFIC JAM

Promote the Culture of Walking



- Walking should not be seen as “inferior good”, that of poor people
- Walking is free, healthy, and modern.
- Government and business should create more pedestrian ways.
- Put roof on walkways so that it protects pedestrians from rain and sun.
- Make pedestrian ways beautiful, with more plantations.

Start from our own communities



- We can start from our own campus.
Create bicycle and pedestrian friendly campuses.
- Real estates and housing settlement should lure the customers for their facilities to ride bicycles and/ or walk, especially to go to their vicinities, especially shops for daily needs.

Example 2: Environmentally Friendly Energy Security



- Do not use export of energy as main sources of economic growth.
- Prioritize for the domestic use: current and future
- Focus on using renewable resources
- Minimize pollution on land, water, and air, from extracting and selling the resources.
- Consume energy efficiently

Raise the Temperature in Seminar and Hotel Rooms



- In Southeast Asia, we are often “frozen” when we attend seminars/ workshops/ conferences. The temperature in the hotel is also too cold. But, we live in tropical countries. Outside is hot.
- If we can raise the temperature to 26 degree Celcius, we will be healthier and reduce the use of energy.
- Cheaper, and good for the environment.

Reduce the Use of Air Condition



- Staying too long in air-conditioned room is not healthy. Making the skin wrinkled, and getting older sooner.
- Do not sleep in air conditioned room.
- It will reduce the pressure to the environment. It will also make us healthier.
- When constructing a building, think to design such that it uses less air condition.

Reduce the Use of Electricity



- Turn off electricity when not used.
- Unplug electrical appliance when not used
- Do not charge your electrical appliance the whole night when you are sleeping.
- Turn off the light when you are sleeping (it will also increase the quality of sleep)

Invest in Affordable Public Transportation



- Public transportation is an important means to bring comfort for population mobility and reduce pollution
- Success in public transportation will also reduce the use of energy, and reduce the subsidy the government should provide.
- The sales of motor-cycles and cars should no longer be used as indicators of economic development.
- Rather, an increase in the sales of motor cycles and cars may indicate the government failure in creating affordable and comfortable public transportation.



**Example 3:
Environmentally Friendly Food Sufficiency**

Organic Foods



- Campaign for consumption of organic food, good for environment and healthier.
- Rising demand for organic food will allow for a large scale of production of organic food. The price will be lower.
- Give tax incentive for those who are producing and selling organic food
- This is an emerging lucrative industry in the world, and also in Indonesia.

Less Meat and Dairy Products



- Livestock industry absorbs a lot of land and water
- Livestock produce a lot of CH₄ (methane) and CO₂ greenhouse gas emission
- Campaign for reduction of consumption of meat and dairy product, and more consumption of grains, fruits, and vegetables
- Reducing the consumption of meat and dairy products will reduce the number of livestock industry, and release more land and water for other healthier and more environmentally friendly industries, including grain, fruits, and vegetables.

More Efficient Food Consumption



- Meeting, seminar, conference organizers should charge customers who do not finish their food
- Campaign for the healthiest way to eat. For example, do not eat too fast. Eat fruit before rice/ main food. Drink 30 minutes before or after main food.

Beef Sufficiency



- How much beef should we consume?
- Beef consumption increases the probability of getting stroke, high blood pressure, and many other degenerative (non communicable) diseases
- If we can campaign on the unhealthy effect of beef consumption, the demand for beef can be reduced.
- This will help solving the issue of lack of beef.

Example 4: Protecting and Improving Water Sufficiency



- Management of garbage, not throwing into rivers, drains, lakes
- Do not do business which pollute the water
- Wise consumption of water
- Prioritize use of water for drinking, not for industries, including livestock industries
- Find creative use of rivers – means of transportation, tourism attraction?

Example 5:
Fresh Air Availability



- Industries/ business which pollute air should be terminated or heavily taxed

No-Smoking City



- Smoking pollutes the air
- Smoking results in deterioration of health, reducing the welfare of the people
- Smoking should be eliminated, regardless of whether it reduces the profit of the cigarette industries, government revenue and (conventional) economic growth.

Concluding Remarks

Government policies

Business communities

Individual behaviour

Green Economy and Green Business

Large enterprises

Small and medium enterprises

Innovation

Creativity

Passion and Love



Thank You

Terimakasih

Matur Nuwun