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Territorial potentials for a green economy

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What is Green Economy?

Key words in greening the economy

- Sustainable growth
- Win – win opportunities ecology – economy
- Green technological innovation
- Resource efficiency
- Low-carbon economy

What sectors are relevant?

- Industry, agriculture, tourism, transport, energy, waste and recycling, bioeconomy, etc.
- SME green products have raising share
- Green goods and services seems crisis resilient (mainly due to investments before the crisis, not capable of solving the crisis)

High Policy Interest in Green Economy

Focus on Green Economy

- Global political interest boosted by the crisis
- Developed world economies express the most
- The European Union sees green economy as mean to innovate and increase global competitiveness
 - Europe 2020 Strategy (20-20-20-targets)
 - Cohesion Policy 2014-2020 (investment policy)
- All EU sector policies shall align to the Europe 2020 Strategy
- 6th Cohesion Report:
 - Promotes the Europe 2020 targets
 - Cities efficiency (urban transport, compact, land take)

Europe 2020 Strategy

Smart Growth: Developing an economy based on knowledge and innovation

- Education, innovation and digital society

Sustainable growth: Promoting a more resource efficient, greener and more competitive economy

- Competitiveness, resource efficiency, climate change and biodiversity

Inclusive growth: Fostering a high-employment economy delivering social and territorial cohesion

- Employment, poverty and social exclusion

Greening the economy involves Economic, Social and Environmental concerns

EU Cohesion Policy 2014-2020

Investment policy, support of Europe 2020 Strategy

Thematic objectives:

1. Research & innovation
2. Information and communication technologies (ICT)
3. Competitiveness of Small and Medium-sized Enterprises (SMEs)
4. Shift towards a low-carbon economy
5. Climate change adaptation & risk prevention and management (ESS)
6. Environmental protection & resource efficiency (ESS)
7. Sustainable transport & removing bottlenecks in key network infrastructures
8. Employment & supporting labour mobility
9. Social inclusion & combating poverty
10. Education, skills & lifelong learning
11. Institutional capacity building & efficient public administrations

How to deliver on Green Economy?

Green economic performance

- A mix of technology development, physical amenities, governance and use of evidence
- Europe has a competitive advantage in renewable energy efficiency technologies
- All places have potential for a greener economy
 - Metropolis, cities and towns, rural areas, islands, mountain areas, densely and sparsely populated areas, etc. however potentials differ
- Countries, regions and cities to implement a greener economy
- Untapped potential for local business symbioses
- Crisis also a catalyst for change and innovation

How to deliver on Green Economy?

Governance support

- Strategy building creating new value chains, branding, company symbiosis, involvement and partnership
- Local processes most important for greening the economy
- Connecting businesses – local public authorities crucial
- Training, capacity building and awareness raising
- Public procurement including “green” criteria
- Intangible factors, committed human drivers

Where to deliver on Green Economy?

Evidence support

- Territorial diversity requiring tailored policy mixes
- Benchmarking and comparison of regions in larger context a necessity today (strength and weaknesses)
- ESPON GREECO “Territorial Potentials for a Greener Economy”, providing the European evidence perspective

ESPON 2013 Programme

Thank you for your attention

Inspire policy making by territorial evidence

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