

Green growth or greening growth

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9 May 2012

Sustainability & green growth

- Green growth - a separate new pot of gold?
- Or greening everything we do?

Sustainability - is there a choice?

- Business-led
- Consumers following
- Govts catching up
- NZ business response:

Sustainable Business Council

Sustainability is...

- Dynamic
- Complex
- Full of opportunity

Other requirements still apply

- So innovation is needed
- Clean tech derives from high tech

Some key recommendations

1. 3-yearly indicators
6. Refocus EECA on greenhouse emissions
7. Energy demand management
10. Consider GG in funding science, tertiary ed.
11. *Brand New Zealand*
17. Biodiversity offsetting
18. Research risks to food sector
20. Primary sector environmental impacts
26. *Wider benefit* programmes for mining

Role of Govt

- Rules of the game (not too interventionist)
- Standard-setting for private sector - some possibilities:
 - 1.food standards
 - 2.procurement

It's different here

- Our specific challenges
- Science
- Exports

Key challenge

Leadership plus:

- Mainstreaming
- So → *Greening*