DOI 10.31489/2022Ec4/55-66
JEL: J21
UDC 331.526

A.B. Karibayeva[1], Zh.M. Zhartay[1*], A.R. Nurgabdeshov[2], L.A. Korchevskaya[3], S.F. Yeremina[1]

[1] Buketov Karaganda University, Kazakhstan
[2]Heriot-Watt University, United Kingdom
[3]Kherson National Technical University, Ukraine

[1]aigerimkaribayeva1@gmail.com, [2]zhartayzh@gmail.com, [3]nurgabdeshov@gmail.com,
[4]lilkorchevska@gmail.com, [5]sofaeremina2004@gmail.com

[2]https://orcid.org/0000-0002-4676-4140

[2]Scopus Author ID: 57190138159,
[3]Scopus Author ID: 357196478162,
[4]Scopus Author ID: 36080755500

Background and genesis of the development of the definition and essence of the Green Economy

Abstract

Object: to reveal the essence of green economy and to explore the history of the development of the definition of green economy.

Methods: methods of system, dynamic and structural analysis.

Findings: the analysis of existing definitions of "green economy" was carried out and revealed a variety of not always similar opinions and interpretations of its definition. The search and formulation of the most precise and capacious modern definition of "green economy" was carried out. Russian and international scientific research on the topic of sustainable development and green economy were studied.

Conclusions: as a result, the author concludes that it is necessary to develop a new definition of "green economy", which will unambiguously define its essence. In conclusion, the author emphasizes that the concept of "green economy" does not replace the concept of sustainable development, but the achievement of sustainability of the state depends almost entirely on the formation of the "right" economy.

Keywords: green economy, sustainable development, innovative economy, economic growth, ecology, UN, UNEP, green economy initiative, human well-being, environment, industries.

Introduction

Over the past decade, it has been frequently argued that traditional economic models must be reformed to address climate change, biodiversity loss, water scarcity, etc., and at the same time address key social problems. The global financial crisis of 2008-2009 gave rise to these discussions (Barbier, E., 2010), which translated into the concept of a green economy. In addition, in 2015, countries around the world adopted the so-called 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (the General Assembly, 2015). These goals recognize that the eradication of global poverty must go hand in hand with strategies not only to create economic growth, but also to address a range of different social needs, including education, health care, social protection and job creation, while tackling pollution and climate change. Thus, the Sustainable Development Goals also establish a real link between ecological and economic systems. They also reinforce the need for a transition to a green economy, that is a fundamental transformation toward more sustainable modes of production and consumption.

While the concept of green economy has only recently attracted significant international attention, green economy policies have been discussed and analyzed for several decades by economists and scientists, especially in the field of ecological and environmental economics. "Green economy" is a relatively new concept in economic science. It appeared more than 20 years ago. To date, scientists and experts have not found a generally accepted and capacious concept of "green" economy, with which most of the world's experts would agree. Before revealing the essence of this term, let us consider its history of origin and study its definitions from various organizations.

It is assumed that a deeper study of the history of the emergence of the term "green economy" will formulate clear boundaries of the concept of "green economy" and the concept of sustainable development.

* Corresponding author. E-mail address: *zhartayzh@gmail.com*

Literature Review

In the 1990s, the phrase “green economy” was first used in economics. It was initially used to refer to a variety of financial phenomena and lacked numerical explanations, at times being contradictory. The world community has currently defined boundaries and the most crucial common interpretation of the phrase “green economy”. Negative negotiations on its core components have been resolved.

Unused reference points in allied fields, such as “green” chemistry, “green” industry, “green” development, etc., have emerged, signaling a discernible trend toward a more dynamic usage of the phrase “green economy” in the abstract.

Concurring to Google Researcher insights, more than 45 thousand logical distributions are as of now committed to the issue of green economy. Within the future, concurring to the drift displayed, as it were an increment in logical distributions on the green economy is anticipated.

Numerous advanced Russian researchers accept that “... since the Rio + 20 Summit archive and logical distributions have not however shaped an concurred understanding of the term “green economy”, and there's no “road map” for its advancement, but there are as of now its common standards, we ought to escalating investigate on this issue”.

It should be recognized that there is a need for a fundamental approach to both unexplored and existent ideas, which, so to say, should recognize or reject the application of specific ideas in legal research based on a thorough consideration of their essence, principles, and cons.

Therefore, we believe it is important to provide an accurate and comprehensive definition of the green economy that can clearly describe its role within the world's primary financial science for advancement both in theory and in reality.

Methods

The scientific work uses the methods of comparative analysis and induction, forming a general concept of “green economy” and its constituent elements.

Results

There has been a recent surge of interest in the green economy in academic circles concerned with economics and biology. The term “green economy” was introduced in 1989 in a groundbreaking report for the British government by a group of leading financial analysts entitled Blueprint for a Green Economy. The report was prepared for the UK government's discussion of the term “incremental improvement”. In any case, this paper did not characterize the term or elaborate on the quintessence of the green economy.

2008, the term was restored within the setting of talks approximately the numerous worldwide emergencies and reactions to them. In the midst of the monetary emergency and the issues of the worldwide subsidence, UNEP (United Nations Environment Programme) championed the thought of “green stimulus packages” and distinguished particular zones where expansive open ventures may allow a boost to the green economy. It has propelled a few governments to execute green bundle motivating forces as portion of their financial recuperation endeavors. In October 2008, UNEP propelled its Green Economy Activity to supply investigation and arrangement back for ventures in green divisions and contaminating seriously businesses. As part of this initiative, UNEP, together with Edward Barbier, one of the authors of the “Blueprint for a Green Economy”, prepared a report called “A Global Green New Deal”, which was released in April 2009. This report proposed a combination of policies that would stimulate economic recovery and at the same time could make the world economy more sustainable.

“A Global Green New Deal” recommended nations to devote a significant percentage of funds to green industries in order to accomplish three goals: achieving environmental recovery, eliminating poverty, and lowering carbon emissions and environmental degradation.

The greening course provided the basis for a popular domestic and international policy in the field of stimulating green technologies. In addition, the United Nations constantly publishes reports to support the environmental industry, especially on the eve of the Climate Change Conference. In HIS reports and statements, he also declares the conclusion that the greening of the world economic architecture and development models by maintaining the appropriate pace of sustainable development will mark a turning point in the development of civilization.

In 2010, Prime Ministers and Ministers of Ecology of the countries of the world in Nusa Dua (Indonesia) at the UNEP Global Environmental Forum reaffirmed their commitment to the concept of a green economy and that it is necessary to provide opportunities for environmental development for all people to further extract economic benefits (Table).

They also acknowledged UNEP's pioneering role in further defining and advancing the concept and urged the organization to contribute to this work as part of the 2012 UN Conference on Sustainable Development preparations.

Table. The benefits of green economy

Economic benefits	Social benefits	Environmental benefits
Reduced poverty and inequality* Increased economic growth and employment* Improved training and skills* Development of new markets and specialization Increased productivity, and increased commodity and agricultural yields Improved energy security Improved competitiveness and trade balances	Reduced poverty and reduced social inequality* Increased employment* Improved training and skills* Better public services Improved health outcomes	Sustainable management of natural assets and resources Reduced greenhouse gas and other emissions Better adaptation to climate change and resilience to natural disasters Improved environmental quality
Note – compiled by the authors on the basis of Employment Policies for a Green Economy at the European Union Level, https://https://www.unep.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/green-economy		

The UN General Assembly unanimously resolved to make the topic of the green economy one of the conference's primary themes in March 2010. This attracted worldwide interest to the picture of the green economy, which in turn was reflected in the quantity of publications on this picture. The Green Ecology Report, published by UNEP in November 2011 as part of the Green Ecology Initiative, was one of the important reports. Importantly, the report offers a working definition of the green economy, which has subsequently been used in a significant number of other publications.

Numerous governmental organizations and calibers have also been established in recent years to promote the green economy as a concept and to do research, analysis, and advocacy. Many organizations have begun to attempt to define the green economy (Fig. 1).

There isn't a strong consensus on what the phrase “green economy” signifies just yet. The UNEP Government Council acknowledged in the Nusa Dua Declaration that additional clarification of the phrase “green economy” is necessary. However, it was agreed upon that a green economy must be viewed in the context of sustainable development and in accordance with the Ri principles. There are many different possible roads to a green economy or a green future, depending on local circumstances, many delegators emphasized.

Year	Organization	The term
2009	UNEP (United Nations Environment Programme)	A geen economy is a system of economic activities related to the production, distribution and consumption of goods and services that result in improved human well-being over the long term, while not exposing future generations to significant environmental risks or ecological scarcities"
2011	UNEP (United Nations Environment Programme)	A green economy is a resource-efficient, low-carbon development-based economy that leads to improved human well-being and social justice, while significantly reducing environmental risks and preventing biodiversity loss
2011	UNCTAD (United Nations Conference for Trade and Development)	A green economy is an economy that seeks long-term social benefits in short-term activities and results in improved human well-being and reduced inequalities without exposing future generations to significant environmental risks and ecological scarcities
2011	The Coalition for a Green Economy (GEC)	A green economy is a sustainable economy that provides a better quality of life for all within ecological limits
2011	The International Chamber of Commerce(ICC)	A green economy is a an economy in which economic growth and environmental responsibility work together in a mutually reinforcing fashion while supporting social development progress
2011	The South African government (UNDESA)	A green economy to benefit from new prospects for economic activity from climate change, innovation drawn from technology, research and manufacturing, responsibility of government to create an enabling environment, and partnership of all constituencies and citizens to achieve the goals of the green economy
2011	The Commission on Sustainable Development at the United Nations	A green economy is an economy that focuses on seizing opportunities to advance economic and environmental goals simultaneously
2012	The European Bank for Development and Reconstruction	A green economy is one in which public and private investments are made in a way that minimizes the environmental impact of economic activity and where market failures are addressed through proven policies and legal frameworks that systematically consider ecosystem conditions, manage associated risks and foster innovation
2012	The Danish Group 92	A green economy is ‘not a state but a process of transformation and a constant dynamic progression. The Green Economy does away with the systemic distortions and dis-functionalities of the current mainstream economy and results in human well-being and equitable access to opportunity for all people, while safeguarding environmental and economic integrity in order to remain within the planet’s finite carrying capacity. The economy cannot be Green without being Equitable

Figure 1. Definitions of the “green economy” by various organizations for the period 2009-2012

Note – compiled by the authors on the basis of Employment Policies for a Green Economy at the European Union Level, https://https://www.unep.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/green-economy

The concept of a green economy is associated with several different economic theories, concepts, practical approaches and assessment tools. All relevant elements were combined into a multi-level structure (Fig. 2). The purpose of this structure is to formulate concepts and their interrelations so that the structure can serve as a "heuristic of green development and economy".

As a result, firstly, the green economy is connected with the theories of environmental economics and ecological economics. The implementation of these theories leads to the emergence of various concepts and approaches. Environmental economics is associated with cleaner production and resource efficiency, environmental economics relies on advanced concepts such as industrial ecology or closed-loop economics. The hierarchy of waste is related to the economics of the environment, depending on the extent to which different approaches are implemented. All these concepts are based on a practical approach or solutions to achieve the goals of the green economy.

Practical solutions for a "green economy" encompass a broad range of approaches that can be implemented such as reuse, repair, recovery or recycling, applying eco-design rules or developing industrial symbiosis. In order to measure the effects of these solutions on green economy goals, different assessment tools can be used such as LCA, LCC, S-LCA, MFA, EEIO and CBA.

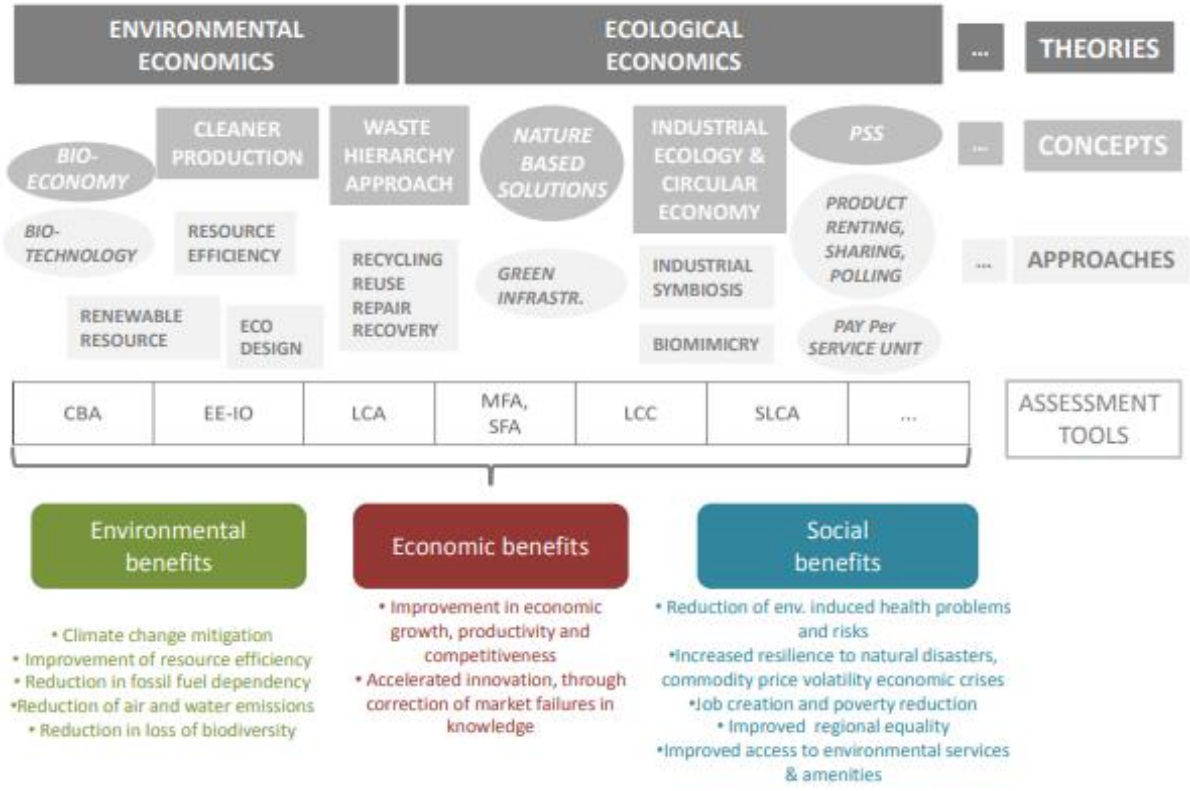

Figure 2. Generic framework showing the different layers of the green economy concept (for the concepts, current concepts are marked with boxes, emerging concepts are in circles and in italics).

Note – compiled by the authors

In Kazakhstan, the need for a transition to a green economy was first announced in 2012 in the Message of ex-President Nazarbayev "Strategy "Kazakhstan – 2050". New political course of the established state". In his speech the President emphasized: "... All developed countries are increasing investment in alternative and "green" energy technologies. Already by 2050 their use will allow us to generate up to 50% of all energy consumed. It is obvious that the era of hydrocarbon economy is gradually approaching its end... I propose to create in 2013 an international organization "Green Bridge", and to start implementation of Green 4 project on the basis of four satellite cities around Almaty. The forthcoming exhibition EXPO-2017 in Astana should give a powerful impetus to the transition of the country to a "green" path of development..." (The strategy Kazakhstan-2050, 2012).

The environmental policy of Kazakhstan is built in accordance with the main strategic document – the Strategy "Kazakhstan-2050" (The strategy Kazakhstan-2050, 2012). In this Message to the people of Ka-

zakhstan, N.A. Nazarbayev noted: “It is fundamentally important for us to rethink our attitude to our natural resources. We must learn how to manage them properly, accumulating income from their sale in the treasury, and most importantly – to transform the natural resources of our country into sustainable economic growth as efficiently as possible”.

A new direction in the development of the country was the transition to a “green economy”, through the adoption in 2013 of the Concept for the transition of the Republic of Kazakhstan to a “green economy”. The “green economy” in this document is defined as an economy with a high level of quality of life of the population, careful and rational use of natural resources in the interests of present and future generations, in accordance with the international environmental obligations adopted by the country, including the Rio Principles, the Agenda for the XXI Century, the Johannesburg Plan and the Declaration Millennia.

In 2018, experts of the United Nations Economic Commission for Europe (UNECE) completed the Third Environmental Performance Review for Kazakhstan (EPR). The voluntary national review of Kazakhstan on achieving the SDGs was published in 2019 on the UN website (The strategy Kazakhstan-2050, 2012).

A prototype national structure of SDG indicators has been created with the Bureau of National Statistics' direction, and work is currently being done to publish a national platform/page for reporting on the SDGs on the Committee's website. However, there is a low level of knowledge of the SDGs among central government officials and at the local level.

Kazakhstan joined the OECD Declaration on “green growth” (National Review of Kazakhstan, 2016) in 2016 and the Declaration on Reducing Risks Associated with Lead. These declarations call for signatory nations to make efforts to implement “green wealth” strategies, promote “green” investments, manage natural resources sustainably, and review internal policies to do away with environmentally harmful practices like fossil fuel subsidies. In order to strengthen its own “green growth” policy, the nation works hard to actively engage in the work of the ECD Environmental Policy Committee and its subsidiary bodies, share best practices, and implement ECD methodological recommendations.

In 2017, a large-scale EXPO-2017 event was held in Kazakhstan, the theme of which was “Future Energy”. The theme of EXPO-2017 – “Energy of the Future”, highlighted one of the most pressing topics of concern to the world community – sustainable development and alternative energy sources. After the EXPO-2017 in Kazakhstan, the NAO “International Center for Green Technologies and Investment Projects” (ICTIP) was established, which is designed to continue green initiatives in Kazakhstan.

On January 2, 2021, Kazakhstan adopted a new Environmental Code of the Republic of Kazakhstan. The Order of the Acting Minister of Ecology, Geology and Natural Resources of the Republic of Kazakhstan dated December 2, 2021 No. 482 approved the Requirements for separate waste collection, including the types or groups (totality of types) of waste subject to mandatory separate collection, taking into account technical, economic and environmental expediency.

NGOs contribute to the promotion of sustainable development policy in Kazakhstan. There are 2,917 active NGOs in Kazakhstan, the number of environmental NGOs is 18% of the total number of NGOs.

The works of V.S. Bochko (2014) give a structured and well-reasoned division of contemporary approaches to the definition of “green” economy. He identifies four basic types of approaches and provides the most thorough and comprehensive critique of modern approaches to the “green” economy in his works (Fig. 3).

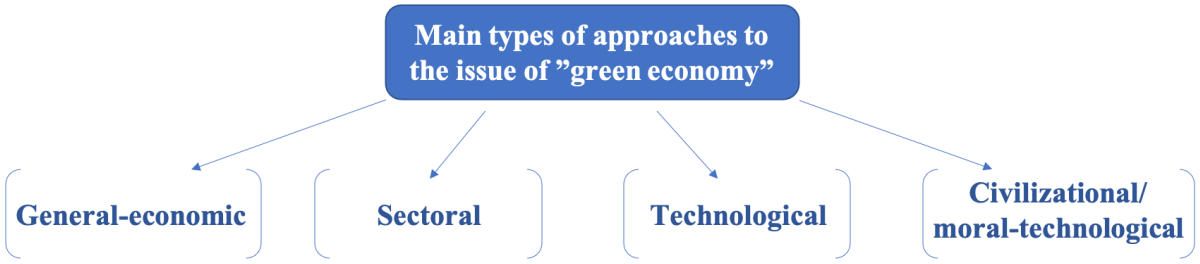

Figure 3. The relationship between the green economy and sustainable development

Note – compiled by the authors on the basis Green Cities and a Green Economy. Sustainability. https://gggi.org/wp-content/uploads/2020/11/Green-Growth-in-Action-Attaining-Green-Cities_reduced-size

To fully understand Bochko's definitions, it is necessary to understand that he sees the definition of the green economy as the need to live in harmony with nature, which is humanity's second eternal problem, and to consider his 4 types of approach:

1. General-economic. Thus, according to T.V. Zakharova, “green” growth based on clean technologies, organic agriculture, efficient energy and water consumption, knowledge-intensive urban infrastructure development, waste management, green transportation, etc., can become the primary pathway for innovative development in Russia. However, there are opposing viewpoints on this matter. Since this is an unjustified extreme, V.S. Bochko (2014) points out.

According to our opinion, the general ecological approach is justified given that the classical ecological theory currently lacks a solution to the array of global environmental and ecological issues and does not address the fundamental question of how to ensure environmental sustainability in the face of the current crisis. At the same time, the proposed modern notion of a “green” economy clearly denotes the direction of growth, the greening of the modern economy, and the creation of new environmentally friendly enterprises through state demand and the emergence of a new demand and consumption culture among society.

We can find the confirmation of the correctness of this point of view in the works of foreign authors. Thus, the perspective of dynamic potential and institutional theory are considered in the works of Yang, Zhang, Jiang & Sun (2015). They studied companies in emerging economies and their response to “green” management pressure, as well as the results of the implementation of “green” management methods.

An intriguing example comes from the research H.B. Dulal, R. Dulal, and P.K. Yadav (2015) conducted on the Asian experience in the area of green economic development. They demonstrate how Asia's ongoing rapid economic growth is successfully removing millions of people from the cycle of poverty, but it is also quickly driving resource consumption to unsustainable levels. Increased energy production and consumption, according to the authors, results in increased external costs like deforestation as well as adverse effects like increased emissions of greenhouse gases (GHG), non-renewable resource depletion, river pollution, desertification, flooding, and long-term climate change (Fig. 4).

Figure 4. Green economy (bioeconomy) as a part of civilization's responsibility.

Note – compiled by the authors on the basis Green economy. UNEP https://www.unep.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/green-economy

They conclude that the distributional capacity of the economy, the aggregate demand for resources and economic activity, and the financial instruments currently in use are all shifting to some extent. It hasn't yet been broadly adopted to use a tool like a carb tax, which has tremendous potential to reduce emissions

growth and prevent the economy from getting locked onto carb-intensive routes. Despite the widespread destruction of natural resources, the environment, and the rise in GHG emissions, a tax on the extraction of natural resources has not been implemented on a broader scale yet. The authors believe that the spread of "green" fiscal measures in Asia is very effective (Dulal, H.B., Dulal, R., Yadav, P.K., 2015). Without a doubt, this conclusion emphasizes the state's crucial role in promoting and forming the "green" economy.

Many contemporary European experts concur that there is a good likelihood that the "green economy" concept will become the dominant economic system in the future. So D.M., Pociovălișteanu, I. Novo-Corti, M.I. Aceleanu, A.C. Serban & E.F. Grecu (2015) demonstrates that in order to achieve sustainable economic growth, environmental protection must also be developed. This raises the issue of the need to transition to a "green" economy because it creates a link between sustainable and economic growth while also enhancing human health, social justice, employment opportunities, and environmental protection (Fig. 5).

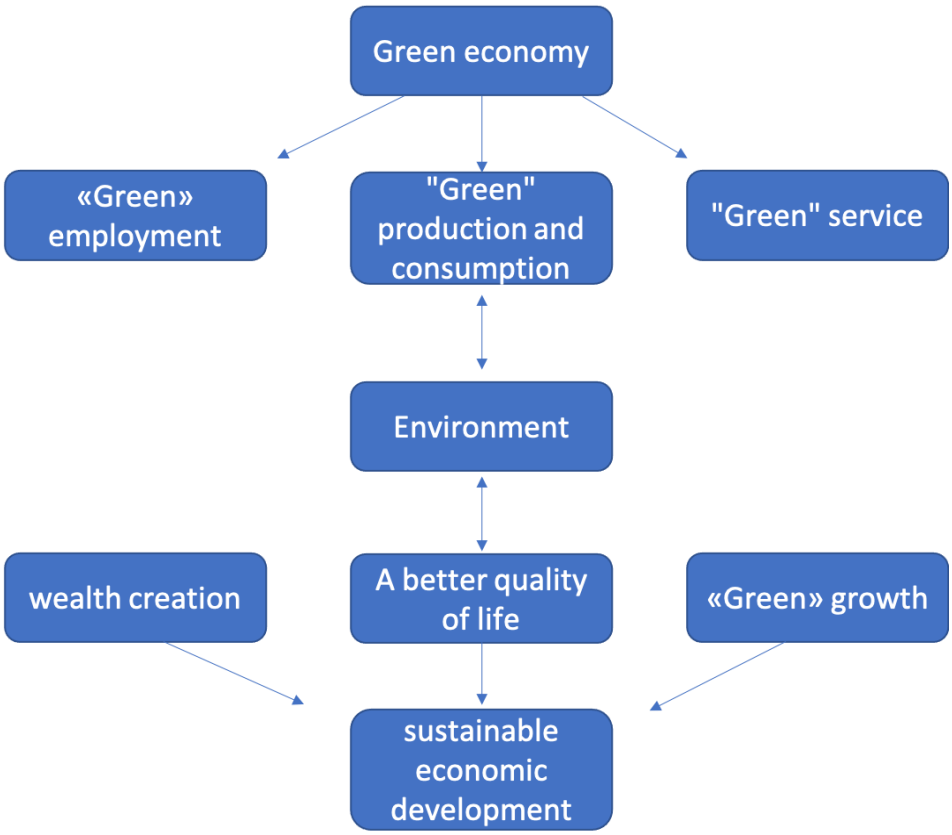

Figure 5. The relationship between the green economy and sustainable development

Note – compiled by the authors on the basis of Employment Policies for a Green Economy at the European Union Level, https://https://www.unep.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/green-economy

2. Sectoral, which to a greater extent understands the development of "green" industries, including the transition to a low-carbon economy. The issues of alternative energy based on renewable energy sources and its role in the development of a "green" economy are actively considered by modern scientists around the world, such as J. Mauritzen (2016), J.J. Andrea, C. Burns & J. Touza (2017), J. Meckling & L. Hughes (2018). B.N. Porfiriev and other adherents of the sectoral approach put alternative energy on the first and key place among "green" industries and understand "... "green" economy as development, production and operation of technologies and equipment to control and reduce pollutant and greenhouse gas emissions, climate change monitoring and forecasting, as well as technologies of energy and resource saving and renewable energy. It also includes the development, production and use of technologies and materials to protect buildings and structures from extreme fluctuations in temperature, humidity and wind loads; production of environmentally friendly products, including agricultural products (food, natural fibers) and consumer goods (e.g., drugs and personal care products on a natural, natural basis without chemical additives)" (Meckling J., Hughes L., 2018; Porfiriev, B.N., 2012). But as these authors discuss the need to modernize and improve

production efficiency in the context of solving global environmental problems, such as global warming, etc., it becomes clear that this group of viewpoints is identical to the first, so-called general scientific group.

Some authors, in particular V.S. Bochko, believe that "... this interpretation of the green economy in its essence is not fundamentally different from the concepts of "ecological nature management", so acts as their new more understandable version compared to the poorly understood model of sustainable development" (Porfiriev, B.N., 2012).

According to our opinion, this approach to the "green" economy is similar to the theory of balanced nature management (Golubetskaya N.P., 2001), which holds that humanity has a responsibility to make up for the harm done to nature in order to restore the ecological balance to its original state. The premises of this approach are difficult to contest, but in our opinion, they do not adequately address the problems associated with the development of environmentally friendly transportation and transportation infrastructure, environmentally friendly construction, and tourism. For instance, a number of contemporary scientists, such as M. Stroebel (2015), who discuss "green economies" and the creation of new "green" sectors of the economy or the revision of the role of traditional industries specifically focus on the role that tourism plays in the development of a "green" economy. They mention the fact that tourism provides a unique framing for the "green" economy as it positions the sector for further "green" growth as evidence that tourism may contribute to growth, development, and poverty reduction while lowering the impact on the environment (Stroebel M., 2015).

Also, this approach does not consider such an important natural resource as atmospheric air. Important social issues and the problem of the development of social institutions for the formation of an ecological culture of the population remain outside the scope of this research.

3. Technological, by which we propose to understand "... the transition of all industries to technologies that ensure the creation of environmentally friendly industrial and food products" (Bochko, V.S., 2014). Additionally, this approach has little bearing on the tourism sector or other emerging "green" industries like "green" construction. This approach gives business priority in the transition to a "green" economy, contradicting the business's primary goal of making a profit. The state's role in this approach is minimal and not the most important factor. Since the "green" economy, in its modern interpretation, is primarily focused on solving governmental problems, the state is the primary stakeholder in it.

The lack of attention to the relationship between the development of the green economy and the development of green cities, which are currently actively influencing demand for green technology and are one of the drivers of the green economy, is, in our opinion, the weakness of the sectoral and technological approach.

Many contemporary authors discuss the crucial role that cities play in the development of a "green" economy. The research by P. Baranova & F. Paterson (2017), I. Monasterolo & M. Raberto (2018), and others reflect these challenges and the necessity to develop an effective "green" fiscal policy. According to P. Newton & P. Newman (2015), the "green" agenda for cities and the economy as a whole is one of the primary operations of global organizations. It is also becoming an increasingly important national and urban priority. The authors illustrate the connection and mutual influence of "green" urban infrastructure, eco-cities, and the "green" sector of the economy using Australia as an example. They carried out a study, and the results revealed that 85% of the companies responded that "green" growth was a priority. Additionally, subject to more active government encouragement, the surveyed companies recognize opportunities for industry participation that would be more active in the transition to a low-carb ("green") economy (Fig. 6).

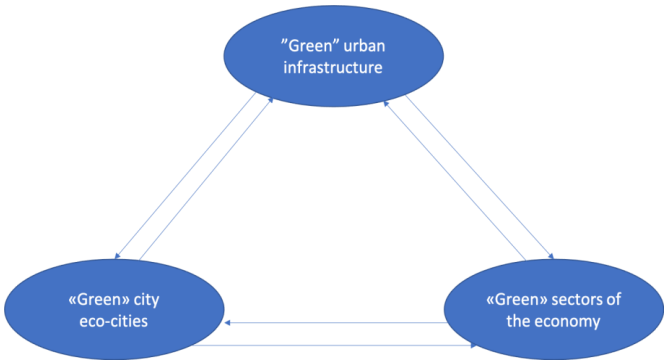

Figure 6. Critical links of the green economy: the role of the built environment sector in providing green cities and green economies according to the model of P. Newton, P. Newman (2015)

Note – compiled by the authors on the basis of the research of P. Newton, P. Newman (2015).

4. “Civilizational / moral-technological”, at allocation of which V.S. Bochko (2014) and his associates “...proceed from the fact that green economy is conscious transition of the intellectually developed society to ecologically clean technologies in all spheres, including a life and rest. This approach is based on taking into account the growth of general and professional culture of people”. It is challenging to argue against this methodology, but in contemporary society, different nations are at various stages of development, including economic development.

For instance, S. Bracking (2015) also researched the importance of personal participation at the individual level in the transition to a green economy. In his work, he considers the relationship between assets and their derivatives and inquires as to the extent to which productivity in the green economy generates tangible or virtual assets. His research uses two case studies, one from South Africa's Clean Development Mechanisms (CDMs) and the other from the global private green bond market, to demonstrate how both public and private finance can create virtual economic activity through processes of social valuation and proper accumulation (Duwe, S., 2015).

In summarizing the analysis of contemporary approaches to defining the green economy, it should be noted that none of the approaches (general ecological, sectoral, technological, and civilizational) can be deemed complete because they all have flaws. Accordingly, a new approach to defining the green economy is required, one that synthesizes the benefits of the approaches that are currently in use. However, our opinion is that the fundamental approach is the general ecological approach, which views the green economy as a new theorem.

Discussions

I would like to note that, in summarizing the opinions of Russian and foreign scientists on the definition of the “green” economy, most of them are in agreement on the following issues:

1. The global ecological threat to human civilization caused by the deterioration of the Earth's environmental situation necessitates balancing economic goals with environmental goals, hence a shift to “green” economic principles is unavoidable.
2. We are in the preliminary stages of a radical change in economic paradigm and the transition at the state level to balancing the system of economic values with environmental values. Classical economic theory, including the theory of “zero wealth”, does not provide clear, practical guidelines for the further development of the world economy.
3. A new, comprehensive definition of the green economy is required, one that outlines its position within modern science and establishes its boundaries. Current approaches in green economy methodology can be schematically presented and divided into two main groups:

- These are aspects of green economy aimed at fostering an environment suitable for human habitation;
- “green economy” components designed to create environmentally friendly conditions and new opportunities for human life that do not endanger the natural environment

We believe that the most appropriate approach is to combine existing theoretical approaches and create a new vision of a green economy on the basis of an analysis of the strengths and weaknesses of current approaches to defining a green economy.

Conclusions

The key finding from the research sample is that the “green economy” describes its purpose as balancing unstable ecological, scientific, and economic systems for the survival of human civilization. A priority and stabilizing component of the green economy is the ecological component. The modern definition of the term “green economy” must start from a synthesis of general economic, social, technological, and cultural perspectives. According to this definition, the “green economy” is an environment that promotes sustainable growth through the dominance of clean industries, the use of alternative energy sources, and resource-saving technologies, and where environmental progress and the development of ecological culture are actively encouraged.

References:

Andrea, J. J., Burns, C., Touza, J. (2017). Renewable Energy as a Luxury? A Qualitative Comparative Analysis of the Role of the Economy in the EU’s Renewable Energy Transitions During the ‘Double Crisis’. / Ecological Economic. 142, 81–90. https://doi.org.10.1016/j.ecolecon.2017.06.011

Baranova P., Paterson F. (2017). Environmental Capabilities of Small and Medium Sized Enterprises: Towards Transition toa Low Carbon Economy in the East Midlands. *Local Economy*.32(8), 835–853.

Barbier, E. (2010). How is the global green new deal going? Nature, 464(7290), 832-3. https://doi.org/10.1038/464832a
Bracking, S. (2015). Performativity in the Green Economy: how far does climate finance create a fictive economy? Third World Quarterly, 36(12), 2337-2357. https://doi.org/DOI:10.1080/01436597.2015.1086263.
Building an Equitable Green Economy(2020). *Green Economy – what will it take?* BEGE. Retrieved from http://www.92grp.dk/files/fokus-og-nyheder/07-TARA.pdf
Dulal, H.B., Dulal, R., Yadav, P.K. (2015). Delivering Green Economy in Asia: the Role of Fiscal Instruments. *Futures*. 73, 61–77. http://http://dx.doi.org/10.1016/j.futures.2015.08.002
Duwe, S. (2015). Governing the Transition toa Green Economy. *Freie Universität Berlin*. http://dx.doi.org/10.17169/refubium-7030
Environment, U. N. (2009). *Green economy*. UNEP, November 18, 2022, Retrieved from https://www.unep.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/green-economy
European Bank for Restruction and Development. (2020). *Green economy transition approach 2021-2025*.EBRD. Retrieved from https://www.ebrd.com/what-we-do/get.html
Golubetskaya N. P. (2001). Sustainable Use of Natural Resources in the Transition Economy. *NIA-Priroda*. https://doi.org.10.15826/vestnik.2018.17.1.006
Green Economy Coalition (2011). *Towards to Green Economy*. GEC. Retrieved from http://www.greeneconomycoalition.org/
Mauritzen, J. (2016). Cost, Contractors and Scale: An Empirical Analysis of the California Solar Market. The Energy Journal. 38(6). http://dx.doi.org/10.2139/ssrn.2927690
Meckling J., Hughes L. (2018). Protecting Solar: Global Supply Chains and Business Power. *New Political Economy*. 23(4),1–17. https://doi.org. 10.1080/13563467.2017.1330878
Monasterolo, I., Raberto, M. (2018). The EIRIN Flow-of-Funds Behavioural Model of Green Fiscal Policies and Green Sovereign Bonds. *Ecological Economics*. 144, 228–243. https://doi.org. 10.1016/j.ecolecon.2017.07.029
Newton, P., Newman, P. (2015). Critical Connections: The role of the Built Environment Sector in Delivering Green Cities and a Green Economy. *Sustainability*. 7(7), 9417–9443. https://doi.org.10.3390/su7079417
Pociovălișteanu, D. M., Novo-Corti, I., Aceleanu, M. I., Șerban, A. C., Grecu, E. (2015). Employment Policies for a Green Economy at the European Union Level. Sustainability, Vol. 7, No. 7, 9231–9250. https://doi.org/10.3390/su7079231
Stroebel M. (2015). Tourism and the Green Economy: Inspiring or Averting Change? Third World Quarterly. 36(12), 225–2243. https://doi.org.10.1080/09669582.2019.1666858
United Nations Department of Economic and Social Affairs. (2012). A guidebook to the Green Economy. *Issue 1: Green Economy, Green Growth, and Low-Carbon Development – history, definitions and a guide to recent publications.*UNDESA. Retrieved from https://sustainabledevelopment.un.org/content/documents/GE%20Guidebook.
United Nations Environment Programme. (2009). *Green Economy Initiative.Sustainable Consumption and Production*. UNEP. Retrieved from https://www.unep.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/green-economy
United Nations Environment Programme. (2011). Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication. UNEP. Retrieved from http://www.un.org/ru/development/sustainable/ger_synthesis
United Nations. (2011). *The green economy: trade and sustainable development implication.* UN. Retrieved from http://unctad.org/en/docs/ditcted20102en
United Nations Environment Programme. (2012). *ICC comments on the UNEP draft Green Economy Report.* UNEP. Retrieved from https://cdn.iccwbo.org/content/uploads/sites/3/2011/05/ICC-comments-on-the-UNEP-draft-Green-Economy-Report
Yang, J., Zhang, F., Jiang, X., Sun, W. (2015). Strategic Flexibility, Green Management, and Firm Competitiveness in an Emerging Economy. *Technological Forecasting and Social Change.* 101, 347–356. http://dx.doi.org/10.1016/j.techfore.2015.09.016
Бочко В.С. Зеленая экономика: вторая вечная проблема человечества [Текст] / В.С. Бочко // Вестник УрФУ Сер.: Экономика и управление. — 2014.— № 3. — С. 113-119.
Захарова Т. В. «Зеленая» экономика как новый курс развития: глобальный и региональный аспекты [Текст] / Т. В. Захарова // Вестн. Том. гос. ун-та. Экономика. — 2011. — № 4. — С. 28–38.
Порфирьев Б. Н. «Зелёная» экономика: общемировые тенденции развития и перспективы [Текст] / Б. Н. Порфирьев // Вестн. Рос. акад. наук. — 2012. — №4.— С. 323–332.
Послание Президента Республики Казахстан «Стратегия «Казахстан–2050»: Новый политический курс состоявшегося государства». — 2012. [Электронный ресурс]. — Режим доступа: https://www.akorda.kz/ru/official_documents/strategies_and_programs (Дата обращения:01.11.2022).

Ә.Б. Кәрібаева, Ж.М. Жартай, А.Р. Нургабдешов, Л.А. Корчевская, С.Ф. Еремина

«Жасыл» экономиканың анықтамасы мен мәнінің даму тарихы

Аңдатпа

Мақсаты: Зерттеудің мақсаты жасыл экономиканың мәнін ашу және жасыл экономика анықтамасының даму тарихын зерделеу.

Әдісі: Жүйелік, динамикалық, құрылымдық және корреляциялық талдау әдістері пайдаланылды.

Қорытынды: Жүргізілген талдау «жасыл» экономика ұғымы бойынша анықтамалардың және пікірлердің әртүрлілігін анықтады. «Жасыл» экономиканың ең дәл және ауқымды заманауи анықтамасын іздеуімен тұжырымдауы жүзеге асырылды. Тұрақты даму және «жасыл» экономика тақырыбы бойынша ресейлік және халықаралық ғылыми зерттеулер қолданылды.

Тұжырымдама: Нәтижесінде авторлар «жасыл» экономиканың мәнін нақты анықтайтын жаңа пікірдің әзірлеу қажеттілігі туралы қорытындыға келді. Сонымен қатар «жасыл» экономика ұғымы тұрақты даму ұғымын алмастырмайды деп атап өтілген, бірақ мемлекеттің тұрақтылығына қол жеткізуі толығымен «дұрыс» экономиканың қалыптасуына байланысты.

Кілт сөздер: «жасыл» экономика, тұрақты даму, инновациялық экономика, экономикалық өсу, экология, БҰҰ, ЮНЕП, «жасыл» экономика бастамасы, адамның әл-ауқаты, қоршаған орта, өнеркәсіп салалары.

А.Б. Карибаева, Ж.М. Жартай, А.Р. Нургабдешов, Л.А. Корчевская, С.Ф. Еремина

История развития определения и сущности зеленой экономики

Аннотация:

Цель: Целью настоящего исследования является раскрытие сущности «зеленой» экономики и изучение истории развития определения «зеленой» экономики.

Методы: Методы системного, динамического, структурного и корреляционного анализа.

Результаты: Произведенный анализ имеющихся дефиниции определения «зеленая» экономика обнаружил разнообразие не всегда совпадающих суждений и трактовок ее определения. Осуществлен поиск и формулировка наиболее точного и емкого прогрессивного описания «зеленой» экономики. Изучены международные научные исследования по теме устойчивого развития и «зеленой» экономики.

Выводы: В результате авторы заключают, что необходимо разработать новое определение «зеленой» экономики, которое определенно обусловит ее сущность. В заключение авторы подчеркивают, что понятие «зеленая» экономика не заменяет идею устойчивого развития, но достижение устойчивости государства практически абсолютно зависит от формирования «правильной» экономики.

***Ключевые слова*:** зеленая экономика, устойчивое развитие, инновационная экономика, экономический рост, экология, ООН, ЮНЕП, инициатива «зеленой» экономики, благосостояние человека, окружающая среда, отрасли промышленности.

References:

Andrea, J. J., Burns, C., & Touza, J. (2017). Renewable Energy as a Luxury? A Qualitative Comparative Analysis of the Role of the Economy in the EU's Renewable Energy Transitions During the "Double Crisis". Ecological Economic. 142, 81–90. https://doi.org.10.1016/j.ecolecon.2017.06.011

Baranova P., & Paterson F. (2017). Environmental Capabilities of Small and Medium Sized Enterprises: Towards Transition toa Low Carbon Economy in the East Midlands. *Local Economy.* 32(8), 835–853.

Barbier, E. (2010). How is the global green new deal going? Nature, 464(7290), 832-3. https://doi.org/10.1038/464832a

Bochko, V. S. (2014). «Zelenaia» ekonomika: vtoraia vechnaia problema chelovechestva [Green Economy: The Second Eternal Problem of Mankind]. *Vestnik UrFU. Seriia Ekonomika i upravlenie [Bulletin of Ural Federal University: Series Economics and Management]*, 3, 113–119. Retrieved from https: //elar.urfu.ru/bitstream/10995/55087/1/vestnik_2014_3_012.pdf [in Russian].

Bracking, S. (2015). Performativity in the Green Economy: how far does climate finance create a fictive economy? Third World Quarterly, 36(12), 2337-2357. https://doi.org/DOI:10.1080/01436597.2015.1086263.

Building an Equitable Green Economy (2020). *Green Economy – what will it take?* BEGE. Retrieved from http://www.92grp.dk/files/fokus-og-nyheder/07-TARA.pdf

Dulal, H. B., Dulal, R., & Yadav, P. K. (2015). Delivering Green Economy in Asia: the Role of Fiscal Instruments. *Futures.* 73, 61–77. http://http://dx.doi.org/10.1016/j.futures.2015.08.002

Duwe, S. (2015). Governing the Transition toa Green Economy. *Freie Universität Berlin.* http://dx.doi.org/10.17169/refubium-7030

Environment, U. N. (2009). *Green economy.* UNEP, November 18, 2022. Retrieved from https://www.unep.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/green-economy

European Bank for Restruction and Development (2020). *Green economy transition approach 2021-2025*.EBRD. Retrieved from https://www.ebrd.com/what-we-do/get.html

Golubetskaya, N. P. (2001). Sustainable Use of Natural Resources in the Transition Economy. *NIA-Priroda*. https://doi.org.10.15826/vestnik.2018.17.1.006

Green Economy Coalition (2011). *Towards to Green Economy*. GEC. Retrieved from http://www.greeneconomycoalition.org/

Mauritzen, J. (2016). Cost, Contractors and Scale: An Empirical Analysis of the California Solar Market. The Energy Journal. 38(6). http://dx.doi.org/10.2139/ssrn.2927690

Meckling J., & Hughes L. (2018). Protecting Solar: Global Supply Chains and Business Power. *New Political Economy.* 23(4),1–17. https://doi.org. 10.1080/13563467.2017.1330878

Monasterolo, I., & Raberto, M. (2018). The EIRIN Flow-of-Funds Behavioural Model of Green Fiscal Policies and Green Sovereign Bonds. *Ecological Economics,* 144, 228–243. https://doi.org. 10.1016/j.ecolecon.2017.07.029

Newton, P., & Newman, P. (2015). Critical Connections: The role of the Built Environment Sector in Delivering Green Cities and a Green Economy. *Sustainability*, 7(7), 9417–9443. https://doi.org.10.3390/su7079417

Pociovălișteanu, D. M., Novo-Corti, I., Aceleanu, M. I., Șerban, A. C., & Grecu, E. (2015). Employment Policies for a Green Economy at the European Union Level. Sustainability, Vol. 7, No. 7, 9231–9250. https://doi.org/10.3390/su7079231

Porfiriev, B. N. (2012). «Zelenaia» ekonomika: obshchemirovye tendentsii razvitiia i perspektivy [Green Economy: Global Development Trends and Prospects]. *Vestnik Rossiiskoi akademii nauk [Bulletin of the Russian Academy of Sciences]*. 82(4), 323–332. https://doi.org/10.15826/vestnik.2018.17.1.006 [in Russian].

Strategiia Kazahstan–2050 [Strategy Kazakhstan-2050] (2012). *Novyi politicheskii kurs sostoiavshegosia gosudarstva [New political course of the established state]*. IPS Adilet. Retrieved from https://adilet.zan.kz/rus/docs/K1200002050/links [in Russian].

Stroebel M. (2015). Tourism and the Green Economy: Inspiring or Averting Change? Third World Quarterly. 36(12), 225–2243. https://doi.org.10.1080/09669582.2019.1666858

United Nations Department of Economic and Social Affairs. (2012). A guidebook to the Green Economy. *Issue 1: Green Economy, Green Growth, and Low-Carbon Development – history, definitions and a guide to recent publications.*UNDESA. Retrieved from https: //sustainabledevelopment.un.org/content/documents/GE%20Guidebook.

United Nations Environment Programme (2009). *Green Economy Initiative.Sustainable Consumption and Production.* UNEP. Retrieved from https://www.unep.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/green-economy

United Nations Environment Programme (2011). Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication. UNEP. Retrieved from http://www.un.org/ru/development/sustainable/ger_synthesis

United Nations (2011). *The green economy: trade and sustainable development implication.* UN. Retrieved from http: //unctad.org/en/docs/ditcted20102en

United Nations Environment Programme (2012). *ICC comments on the UNEP draft Green Economy Report.* UNEP. Retrieved from https://cdn.iccwbo.org/content/uploads/sites/3/2011/05/ICC-comments-on-the-UNEP-draft-Green-Economy-Report

Yang, J., Zhang, F., Jiang, X., Sun, W. (2015). Strategic Flexibility, Green Management, and Firm Competitiveness in an Emerging Economy. *Technological Forecasting and Social Change.* 101, 347–356. http://dx.doi.org/10.1016/j.techfore.2015.09.016

Zakharova, T.V. (2011). «Zelenaia» ekonomika kak novyi kurs razvitiia: globalnyi i regionalnyi aspekty [Economy as a New Course of Development: Global and Regional Aspects]. *Vestnik Tomskogo gosudarstvennogo universiteta. Seriia ekonomika i upravlenie [Tomsk State University Journal of Economics]*. 4 (16), 28–38. https://doi.org/10.15826/vestnik.2018.17.1.006 [in Russian].