

Sustainable Economy

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Definition

Sustainable development involves devising a social and economic system, which ensures that these goals are sustained, i.e. that real incomes rise, that educational standards increase, that the health of the nation improves, that the general quality of life is advanced, (Pearce, Makandia & Barbier, 1989).

“An economic system in which the number of people and the quantity of goods are maintained at some constant level. This level is ecologically sustainable over time and meets at least the basic needs of all members of the population” (Millar, 1994).

This is the most commonly quoted definition and it aims to be more comprehensive than most: “Sustainable development is development that meets the needs of the present without compromising the needs of future generations to meet their own needs” (Brundtland, 1987).

It contains within it two key concepts:

- The concepts of needs, in particular the essential needs of the worlds poor, to which overriding priority should be given, and:
- The idea of limitations imposed by the state of technology and social organization on the environments ability to meet present and future needs.

Current Applications

Addressing the growing popularity of ecologically friendly products in the marketplace, Green for Good, LLC launched its website, www.greenforgood.com in August 2005. The site features everything a consumer needs to live a "green" lifestyle on a daily basis, including organic food, clothing, cosmetics and beauty products as well as organic cotton beds, pet products, house wares and more.

According to the consumer research firm Mintel, consumers in 2005 are spending twice as much on organic food as they did in the 1990s and 44% of all organic foods now are being purchased at mainstream retail outlets. ACNielsen, a leading global provider of consumer and marketplace information recently announced that the overall organic product sector has sustained strong product growth – up 14.4% in 2005 from the same period a year ago.

"There is no doubt that a green wave is rolling across the consumer marketplace," said David R. Kaufer, President and CEO of Green for Good.¹

Green initiatives have also been adopted by larger retailers such as MacDonal'd's in an attempt to raise their corporate responsibility profile. By adding energy saving lighting to restaurants and adopting corn based plastic packaging for it's products the organisation report not only the predicted savings from, for example, using less energy to power the lighting systems but also by increasing their market with healthy food alternatives and generally presenting a more ecologically responsible front to the marketplace.

"*Change is a Brewin*" is another eco-marketing approach designed to introduce coffee drinkers to the environmental and social issues surrounding the coffee industry and ultimately improve conditions in coffee producing communities all over the world.

While General Motors and Ford struggle to survive, Toyota is on a more sustainable path, reaping billions in profits and getting a reputation as an innovative and socially responsible corporation.

We believe that addressing the issues of sustainable development can lead to innovation, differentiation and profit. Working closely with your team, we can help you integrate sustainability into your products and marketing, avoid the guesswork, lessen the risks, and maximize the opportunity for profitable results.

Potential Applications

Many sustainable technologies, such as biopolymers, are restricted, as there are currently no tax incentives for retailers, waste collection or reprocessing organisations. We aim to promote positive changes in this area, through addressing policy makers and industry regulators via European Commission, national and regionally funded research projects, initiatives and dissemination activities.

Through a detailed knowledge of sustainable business development grants, European and local government support as well as a firm grasp of green marketing and consumer perception we have learned to guide businesses towards both economically and environmentally rewarding practices. Analysis of materials and processes, supply chains, logistical methods and procedures and marketing practices enables us to assist you in developing your business down the road to sustainability and increased profit.

Current Barriers

Few technical, political or social barriers stand between economic growth and environmentally responsible business practice, however, many commercial organisations assume that going green is costly and offers little benefit. It is true that, in many cases, speculation is followed in timely fashion by accumulation, however small steps can lead to rapid rewards.

¹ (August 02, 2005). CSRwire, Green for Good, LLC. <http://www.enn.com/biz.html?id=879>

Regulations

Regulations Summaries

- [Panorama](#)
- [First and second stages of the EMU](#)
- [Transition to the third stage and introduction of the euro](#)
- [Third stage: organisation and implementation](#)
- [Stability and growth pact and economic policy coordination](#)
- [Economic and Monetary Affairs: Enlargement](#)

Legal Texts

- Treaty establishing the European Community ([Title VII](#))
- [Legislation in force](#)
- Legislation in preparation and monitoring of the decision-making process between institutions
 - [Search in the Legislative Observatory of the European Parliament](#)
 - [Search in the Public Register of the Council of the European Union](#)
 - [Search in PreLex](#)
 - [Opinions of the European Economic and Social Committee](#)
 - [Opinions of the Committee of the Regions](#)
- [Recent case-law of the Court of Justice and the Court of First Instance](#)

General Provisions

- [Work programme for enterprise policy 2000-2005](#)
- [Quantitative targets in enterprise policy](#)
- [Sustaining the commitments, increasing the pace](#)
- [Concerted actions with the Member States](#)

Objectives of Enterprise Policy

- [Competitiveness and Innovation Framework Programme \(2007-2013\)](#)

Promoting entrepreneurship

- [Action plan on entrepreneurship](#)
- [Green Paper on Entrepreneurship in Europe](#)

Encouraging innovation

- [Innovation and the Lisbon strategy](#)

Resources

In order to deliver steady growth and create jobs across the Union, member governments must run their economies according to the same sound principles of economic management. The keys to success are close policy coordination, peer pressure and consensus. The single currency, the euro, is part of this process. [Find out more...](#)

Commission

[Statistical annex of European Economy - Autumn 2005.](#)

[Economic Policy Committee projections of age-related expenditure \(2004-2050\) for the EU-25](#)

[Member States](#)

[Going for growth: The economy of the EU](#)

[Economic and financial affairs](#)

[Euro essentials](#)

[Grants](#)

European Parliament

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