



## INCLUSIVE GREEN GROWTH: INVESTING FOR A SUSTAINABLE FUTURE **Green Growth Exhibit Launch**



5<sup>th</sup> Greater Mekong Subregion  
Environment Ministers' Meeting  
CHIANG MAI • THAILAND

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# Challenges

- Promote a **green economy**: inclusive and environmentally sustainable economic development.
- Approaches to include poverty reduction, gender equality.
- Communication of the business case for sustainability.
- Lack of demand: from consumers and from public sector.
- Seed funding for green investments and business change.
- Involve Asian domestic and regional businesses.

# Opportunities

- Showcase good results: Oxfam GRAISEA rice initiative – increased income for farmers, environmentally sustainable – and good business for the buyer.
- Find such win-win situations: common interest/goal for all stakeholders.
- Promote these four dimensions of a green economy:
  1. *opportunities and choice,*
  2. *human security,*
  3. *power and voice,*
  4. *enhanced quality and quantity of natural resources.*
- Facilitate loans, guarantees or seed-grants for green transition in companies.
- Race to the top among Asian countries and companies to comply with the sustainability agenda (UNGP's).
- Integrate environment, climate change in each and every one of the GMS projects and investments.
- Let's make the Economic Corridors become Sustainability Corridors.



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# Thank you

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