

# Prospects and Difficulties of the Green Economy

Muhammad Luqman El Hakim<sup>1</sup>, Maryam Batubara<sup>2</sup>

<sup>1,2</sup>Islamic Economic, Faculty Of Islamic Economics and Business, State Islamic University of North Sumatera, Medan

Author correspondence:

e-mail: [muhammad3004224024@uinsu.ac.id](mailto:muhammad3004224024@uinsu.ac.id) [maryam.batubara@uinsu.ac.id](mailto:maryam.batubara@uinsu.ac.id)

**Abstract :** *The "green economy" is an excellent concept that promotes long-term resource development while remaining environmentally conscious. The green economy advocates for low-carbon, inexhaustible, and efficient resources, as well as long-term use of renewable energy sources. Implementing the green economy concept presents both opportunities and challenges. Some of the most promising opportunities are the availability of energy sources that are renewable, the opportunity for innovation and job growth, and the long-term benefits. However, there are hurdles, such as vague government policies concerning the environmental economy, industry concentration on carbon and fossil fuels, and fluctuations in costs of operation that undoubtedly emerge from improvements to the green economy concept.*

*Keywords: Prospect, Dificulties, Green Economy*

## 1. Introduction

The concept of a "green economy" is essential to discussions concerning sustainable development in the age of globalization and rapid climate change. The "green economy" is more than a passing fad; it represents an innovative model for managing environmental assets and economic development for current and future generations alike. As environmental degradation and climate change grow more significant, there is an urgent need to shift to a more resilient, eco-friendly, and equitable economic model. (Zhang et al., 2022)

In light of these difficulties, the idea of the "green economy" is becoming more and more popular as a potential way to deal with them all at once. In addition to environmental preservation, the green economy also prioritizes social welfare and inclusive economic growth.

Changing our outlook on economic growth, manufacturing, consumption, and distribution is necessary to implement a green economy model. It entails switching to sustainable and ecologically friendly resources from limited and non-renewable ones. Every element of our economic existence, including business, transportation, agriculture, and the energy sector, can be included into a more sustainable paradigm. (Mealy & Teytelboym, 2022)

This idea presents a fresh perspective on how to accomplish economic expansion while maintaining social cohesion and environmental sustainability.

The enormous potential that the idea of a "green economy" holds, as well as the opportunities that may be taken advantage of to promote sustainable economic growth, will be discussed in this article. There are numerous opportunities just waiting to be explored, ranging from resource efficiency measures to investments in renewable energy. Nevertheless, despite the green economy's enormous potential, there are a number of obstacles that must be addressed. Every obstacle necessitates creative approaches and answers, from monetary constraints to opposition from traditional businesses to the requirement for encouraging governmental regulations. (Söderholm, 2020).

## 2. Research methods

This study employs a particular kind of qualitative research. The results of qualitative research are not derived from statistical analysis or other types of computation. By witnessing the target of the study, such as human behavior, researchers can gain an understanding of it through qualitative research. As a result, the analyst's capacity to observe and locate the desired system is not limited by what is currently known (generating theory). This study's data was gathered through library research and a review of the literature, which involved gathering information from earlier studies with related themes before coming up with a new research question

### **3. Results and Discussion**

#### **a. What Is the Idea of the Green Economy ?**

The green economy, which was first presented in 2005, strives to strike an equitable equilibrium between the workplace, human desires, and natural ecosystems by focusing on the restoration of communities, individuals, and the environment, as well as delivering value across the exchange of currency. "The green economy is a concept that was introduced around 2005 and focuses on adding value beyond monetary exchange and emphasizing regeneration of individuals, communities, and the environment in order to establish a harmonious relationship between the world of work, human needs, and resources." (D'Amato & Korhonen, 2021)

The term "green economy" describes an economic framework that incorporates environmental concerns into all facets of economic activity in an effort to support sustainable growth. It entails producing and consuming goods and services in a way that conserves natural resources, lessens the impact on the environment, and advances social justice.

While guaranteeing environmental sustainability, the green economy concept offers prospects for economic expansion. It provides the opportunity for the creation and spread of goods and technologies that assist the environment, like environmental monitoring tools and renewable energy technologies. Nonetheless, obstacles include under-provision of green technologies in the market, gaps in the actual application of green growth plans, and market prices that do not take environmental benefits into account. (Sulich, 2018)

The green economy aims to encourage economic growth and development while ensuring that resources from nature and ecological services critical to humanity's survival continue to be available. To do this, it fosters economic activity that efficiently uses natural resources, decreases polluting and its impacts on ecosystems, and considers natural threats as well as the role that managing the environment and natural resources play in mitigating natural disasters. (Regif et al., 2023)

Promoting low-carbon energy, increasing resource and energy efficiency, halting the loss of ecosystem services and biodiversity, and enhancing social justice and human well-being are all goals of the green economy. It aims to accomplish these objectives while drastically lowering ecological scarcities and environmental hazards. (Anwar, 2022)

Among the essential traits of a green economy are:

1. **Resource Efficiency:** Making optimal use of resources to reduce waste and slow environmental deterioration.
2. **Sustainable Energy:** Renewable energy sources such as solar, wind, and hydroelectricity are being encouraged in order to reduce reliance on fossil fuels and greenhouse gas emissions.
3. **Sustainable the Agriculture Sector:** Promoting farming methods that prioritize maintaining biological diversity, healthy soil, and minimal chemical inputs.

4. **Trash Control:** Decreasing landfill garbage and environmental harm by implementing effective waste management strategies such as reusing, composting, and recycling waste into energy technology.
5. **Green Infrastructure:** To improve climate change resilience and quality of life, monies should be devoted toward environmentally friendly infrastructure improvements such as beneficial neighborhood planning, green structures, and transportation services.
6. **Circular Economy:** Creating a closed-loop system by reuse, recycle, or recreating resources to enhance resource effectiveness and reduce waste.

To ensure an environmentally friendly future for people of all ages, the "Green Economy" attempts to find a balance among economic expansion, safeguarding the environment, and social well-being. (Ardianingsih & Meliana, 2022)

The concept of a "sustainable economy" is important because it recognizes the link between social advancement, sustainable development, and economic prosperity. (Nala Estriani, 2019)

Several key aspects underline the importance of transitioning to a green economy :

1. **Environmental sustainability:** The current economic growth paradigm typically leads to resource exhaustion, global warming, and environmental deterioration. To protect the environment's future well-being, a green economy fosters sustainable activities that reduce their negative impact on the ecosystem, conserve resources that are renewable, and reduce the emission of greenhouse gases.
2. **Climate Change Mitigation:** By encouraging sustainable land use, energy efficiency, and renewable energy sources, the green economy plays a critical role in reducing the effects of climate change. Limiting global warming and its detrimental impacts on ecosystems, communities, and economies requires a shift to a low-carbon economy. (Febryanti et al., 2024)
3. **Resource Efficiency:** Using the Green Economy's resource-efficient methods lowers manufacturing costs, maximizes resource use, and minimizes waste. The Green Economy seeks to reduce its negative effects on the environment and increase resource efficiency by promoting sustainable consumption habits and circular economy ideas.
4. **Economic Opportunities:** The environment's economy presents chances for innovation, employment development, and economic expansion in fields including sustainable agriculture, renewable energy, green technology, and environmentally friendly goods and services. Green industry investments can support environmental sustainability and economic growth. (Muliyani et al., 2023)
5. **Social Inclusion and Equity:** By fostering gender equality, strengthening underserved areas, and generating green jobs, a green economy advances social inclusion and equity. In order to promote a more resilient and inclusive economy, it seeks to guarantee that the advantages of sustainable development are distributed fairly across all facets of society.
6. **Global SDGs:** The Sustainable Development Goals (also known as the SDGs) aim to address global concerns such as hunger, inequalities, global warming, and environmental degradation, all of which are aligned with the transition to green economies. To achieve the SDGs and create a more sustainable future, governments can incorporate sustainability concepts into their monetary policies and practices. (Izzalqurny et al., 2023).

## b. Potential Benefits and Difficulties of the "Green Economy" Idea

The green economy aims to capture opportunities and challenges related to limited natural resources and transform them into economically valuable goods. Opportunities include utilizing resources that still have economic value, such as waste piles and abundant fish availability due to land use changes. Challenges involve minimizing the impact of human economic activities on environmental damage and promoting sustainable practices. (Izzalqurny et al., 2023)

The green economy concept presents opportunities such as promoting low-carbon energy, enhancing energy and resource efficiency, reducing environmental risks, and improving human well-being and social equity. However, challenges include the need for redirecting public and private capital toward green activities, addressing poverty reduction and social equity issues, and leveraging ecosystem services effectively. (Ginting, 2023)

Opportunities and challenges for the Green Economy are crucial aspects to consider for its successful implementation and growth. Here are some key opportunities and challenges associated with the Green Economy:

### 1. Prospects:

- a. **Development and Job Creation:** Clean technology, energy from renewable sources, organic farming, and green infrastructure are among the areas where innovation is possible as the economy shifts to a green economy. This idea has the potential to boost economic growth by generating new green businesses and jobs. Investing in green technology research and development can boost employment and promote sustainable economic growth. Sustainable technology developments make economically and environmentally sound solutions possible. (Susila & Hukom, 2023)
- b. **Resource Efficiency:** Adopting the Green Economy's resource-efficient methods will help cut production costs, conserve resources from the environment, and reduce waste. Businesses may save money in the long run thanks to this efficiency, which also helps the environment.
- c. **Market Demand for Green Services:** Consumer demand for eco-friendly and sustainable goods and services is rising. Companies can enter new markets and obtain a competitive advantage by providing green alternatives in response to this demand.
- d. **Climate Change Mitigation:** By lowering greenhouse gas emissions, supporting energy from alternative sources, and putting smart land use practices into place, the Green Economy significantly contributes to climate change mitigation. These initiatives support environmental preservation and global climate action.
- e. **Social Inclusion and Equity:** By fostering gender equality, strengthening underserved areas, and generating jobs, the Green Economy presents chances for social inclusion and equity. It can alleviate social inequalities and advance a society that is more sustainable and inclusive. (Wahyuni et al., 2022)
- f. **Greater public participation and awareness:** As people become more conscious of the value of environmental sustainability, there is a chance that their purchasing habits will shift, which will raise demand for eco-friendly products and services. The shift to a sustainable green economy depends on the active involvement of the people in policy-making processes. (Wowor, 2023)
- g. **More business and investment opportunities:** There are a lot of investment prospects in the green economy. Through the development of green

technologies, renewable energy, and sustainable infrastructure, private sector investments may propel sustainable green economic growth.

- h. Long-term advantages: Adopting a sustainable green economy has long-term financial advantages, such as increased resource efficiency, decreased energy expenses, decreased environmental risks, and improved environmental stability. These elements can improve economic resilience and corporate competitiveness.(Erwinsyah, 2021)

## 2. Difficulties:

- a. Policy and Administrative Barriers: The development of the green economy may be impeded by insufficient policy frameworks, regulatory obstacles, and uneven government support. To encourage green investments and sustainability activities, clear and encouraging policies are necessary.(Barbier, 2011)
- b. Financial Restraints: One major obstacle to green projects and efforts may be a lack of funding and investment. The growth potential of green enterprises may be constrained by the challenges they have in obtaining finance for sustainable practices and technologies.
- c. Technological Barriers: High upfront costs, inadequate levels of infrastructure, and a lack of technical skills are some examples of technological barriers that may prevent the adoption of green technology and practices. Research & development expenditures as well as technology transfer are necessary to get beyond these obstacles.
- d. Awareness and Behavioral Change: The transition to a green economy necessitates adjustments to company procedures, consumer behavior, and social standards. It can be difficult to raise knowledge of the advantages of sustainability and encourage behavioral change; this calls for outreach and education initiatives.
- e. International Cooperation and Coordination: International cooperation and coordination are necessary to address environmental issues and advance a green economy. Progress toward a sustainable future may be hampered by geopolitical tensions, competing interests, and a lack of international cooperation.
- f. Modifications to patterns of production and consumption: These patterns must be altered to promote sustainable consumption and more effective use of resources.
- g. Reliance on petroleum and coal: The issue of reducing dependence on petroleum and coal while hastening the development of renewable energy.
- h. Capacity and access gaps: The problem of obtaining green technology and funding required for investments in sustainable infrastructure, especially in poor nations. (Auliya & Nurhadi, 2023)

## 4. Conclusions and Suggestions

In addition to being ecologically beneficial, the idea of a "green economy" is a great way to encourage sustainable resource development. The green economy promotes the concept of low-carbon, unlimited, environmentally friendly supplies, as well as the long-term utilization of renewable energy sources..

This concept is very suitable for preserving the environment, while still being able to benefit the lives of mankind. However, the realization of this concept has many challenges, such as

unclear government policies, industry dependence on fossil energy sources and carbon, difficulty in changing people's habits, availability of supporting technology and the need for international collaboration to realize the concept of green economy.

On the other hand, many opportunities arise if this concept is implemented, for example, in long-term benefits and utilization, producing environmentally friendly products, cost savings, increasing public awareness about protecting the environment, and of course there will be more innovations that arise and jobs that open up due to the realization of this green economy concept.

In conclusion, the transition to a sustainable green economy presents diverse opportunities for economic growth, technological innovation, public engagement, and long-term benefits.

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