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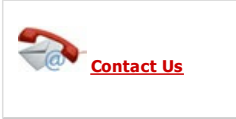
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Who's Online

We have 24 guests online

Green growth and private sector development

Saturday, 02 October 2010 07:40 Administrator issi



Ms. Victoria Antonio, component adviser of the German Technical Cooperation (GTZ), discussed some details of the Green Growth Strategy. According to her, the three underlying themes for the Philippine Government under the Strategy come in three levels: macro, meso, and micro.

At the macro level, the Green Growth Strategy urges government to go beyond legislative periods by setting the right incentives and price signals and being a role model in all sustainability issues. At the meso level, it calls on government to be proactive in capacitating institutions whose expertise MSMEs are most dependent on, including business development services providers, to allow them to cope with shifts in business strategies and business models. The micro level focuses on sustainable consumption campaigns by fostering long term competitiveness of selected enterprises through resource and energy efficiency and conservation, renewable energy, targeting new markets with green products and services, and other measures that will make them resilient to climate change.

She presented a diagram of the GTZ-DTI Push-Pull Enable Approach Towards Green Growth showing the enabling mechanisms to go green and the 'Push' and 'Pull' initiatives at the macro, meso, and micro levels. Enabling mechanisms are training and consultancy, technology transfer of clean technology, green and innovative financing, information and knowledge on climate change, and matchmaking. 'Push' influences at the macro level include 'negative incentives,' tougher norms and standards, and advocacy from government departments. At the meso level, push influences come from non-governmental organizations, media, sector-stakeholders with leading companies calling for enactment and implementation of tougher standards. Long term sustainability of companies is influenced by clear corporate social responsibility (CSR) policies, ambitious and environmentally-conscious staff, increasing energy prices, and scarcity of resources.

'Pull' influences at the macro level are positive incentives, green procurement policies, and reduced tariff on imported clean technology. At the meso level, pull influences are green supply chain initiatives by larger companies and sustainability campaigns.

Company-specific influences consist of clean development mechanisms (CDM) financing options for green investment, pilot projects in companies, and consumer awareness.

Last Updated (Saturday, 02 October 2010 07:43)

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