

Green Growth

Growing our economy while caring for the environment is the goal of “Green Growth” – an idea growing in popularity around the globe.

Worldwide, the concept of Green Growth has emerged from awareness of environmental issues and the pressure on natural resources. New Zealand is well positioned to tap into opportunities for “greener” growth and development, and find solutions for the large challenges involved.

The Government has asked an Advisory Group to look at three Green Growth topics of particular importance in this country:

1. Helping exporters make the most of a “clean, green” New Zealand brand
2. Making smarter use of technology and innovation
3. Moving businesses to a lower-carbon economy

Green Growth Advisory Group

The Green Growth Advisory Group has a diverse membership drawn from the business and science sectors. Its focus is on exploring issues and policy options for greener growth and development in New Zealand. It reported to the Government in December 2011.

Discussions on Green Growth

To promote discussions on the opportunities and challenges of Green Growth, the Advisory Group published a discussion document, “Green Growth – Issues for New Zealand”. Members of the public were encouraged to read this and other relevant documents and provide comment and ideas to the Group.

The discussion closed on 20 September.

- [Download “Green Growth – Issues for New Zealand” \[1 MB PDF\]](#)

[Green Growth Terms of Reference](#)

The Advisory Group focused on the Green Growth opportunities and threats that arise under three topics as defined in its Terms of Reference.

[Green Growth Advisory Group members](#)

The Green Growth Advisory Group includes New Zealand businesspeople with extensive experience in business management and market development (in this country and internationally), and in the alignment of environmental and economic outcomes.

[Green Growth Advisory Group secretariat](#)

The Group’s secretariat is based in the Economic Development Policy Branch, Ministry of Economic Development.

[Green Growth - Issues for New Zealanders](#)

To promote discussions on the opportunities and challenges of Green Growth.

[Green Growth advisory group report portlet](#)