



# ~~Green Growth // Greening Agriculture~~

## **Green Economy**

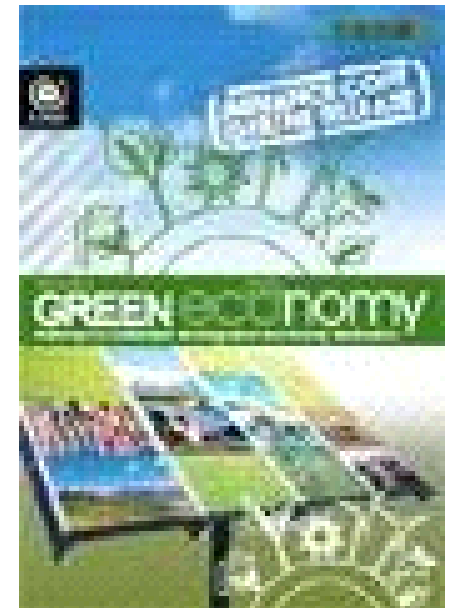
**- *focus on food***

Joint workshop TFRN & TFIAM  
Copenhagen, 24-25 April 2013



## Main preconditions to greening the economy

- Vision
- Getting the prices right
- Abolish perverse incentives
- Dynamic regulations
- Sustainable innovation
  
- Alternative ways of measuring progress



# Different perspectives

- Decoupling resource use from production and consumption
- Green taxation
- Ecosystem services
- Biobased economy
- Innovation: Technologies for greening agricultural production are available

# Conclusions (1)

## INNOVATION

- There was broad support that innovation is key for greening the food system.
- A coherent vision on the technological and behavioural challenges would be needed to steer R&D and interdisciplinary co-operation in the right direction.
- But also financial incentives and regulations should be geared towards the same goal.
- Stimulation of local experiments and initiatives plays an important role in the innovation process.
- International information exchange would enable to learn from successes and of ways to remove obstacles for wider implementation.

# Conclusions (2)

## COMMUNICATION

- Lack of information and awareness at the level of farmers, retailers and consumers was identified as an important obstacle for greening the food system.
- In each country innovative ideas should be communicated to intermediate organisations that are responsible for advising farmers on green production methods.
- Information for retailers should focus on reducing the large amount of food that is wasted.
- Information to consumers on green diets should be linked to health benefits.

# Conclusion (3)

## **BIOBASED ECONOMY**

- A transition from a petrochemical based economy towards a biobased economy can be positive for reducing the dependence on scarce resources.
- A life cycle analysis of biobased products would be needed to assess the net effects on land and water use, climate change and nitrogen losses.