

The Green Knowledge Economy



Overview

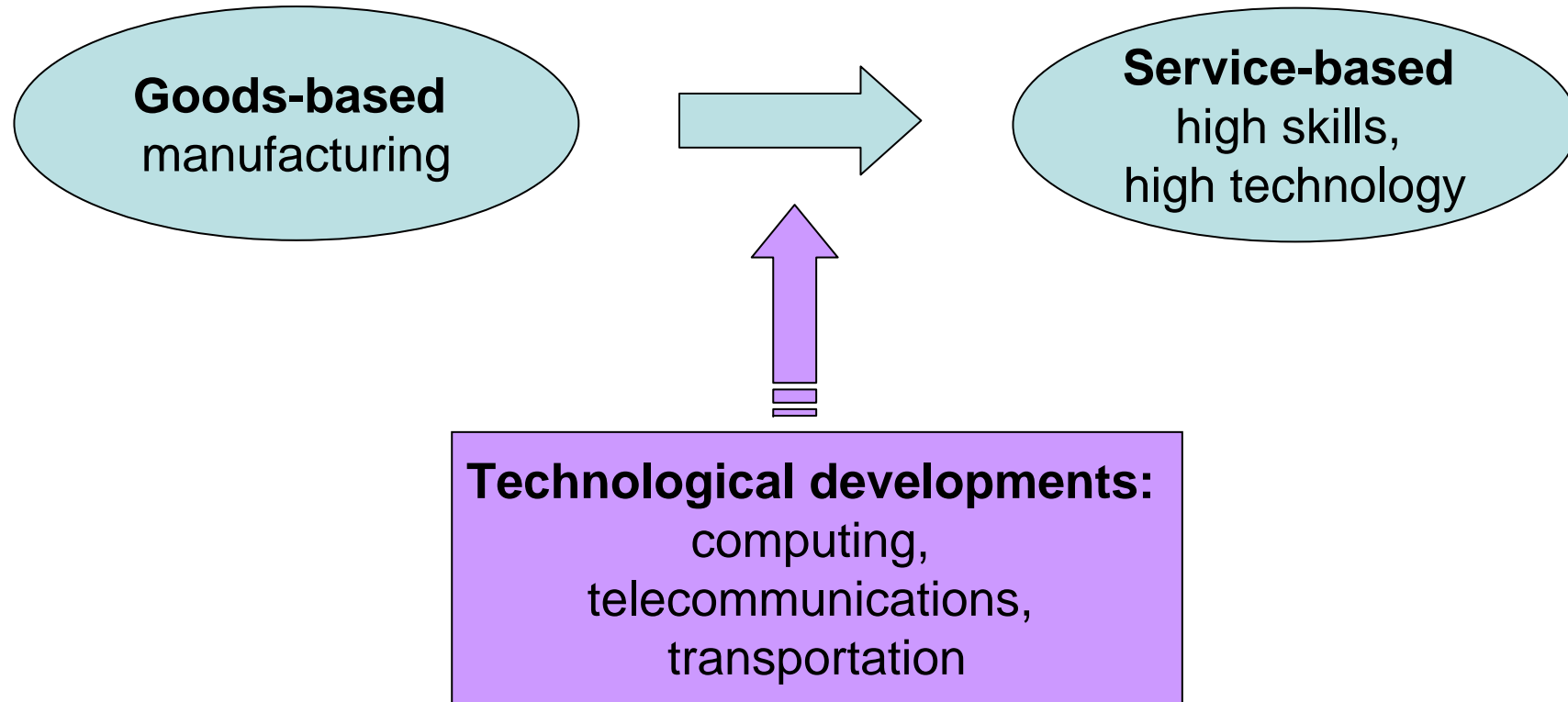
- What is the 'knowledge economy'?
- Prospects for a 'green knowledge economy'
- BU's Green Knowledge Economy initiative
- Forward look

What is a 'knowledge economy'?

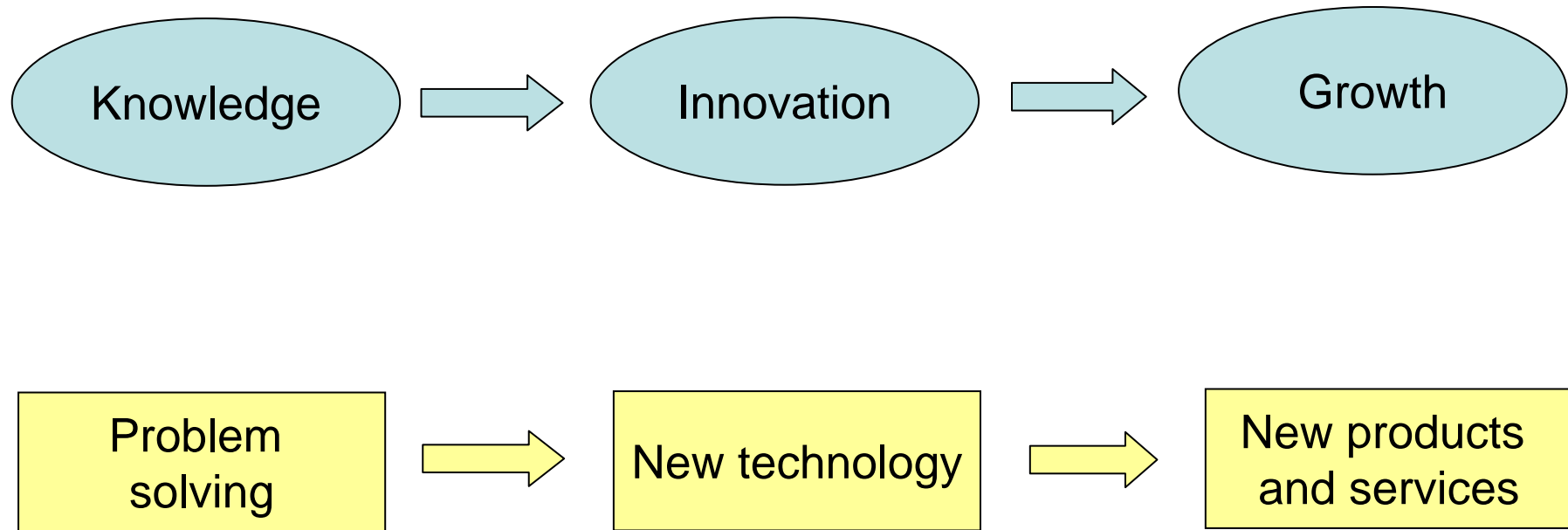
“An economy in which the generation and the exploitation of knowledge has come to play the predominant part in the creation of wealth”.

UK 1998 Competitiveness White Paper

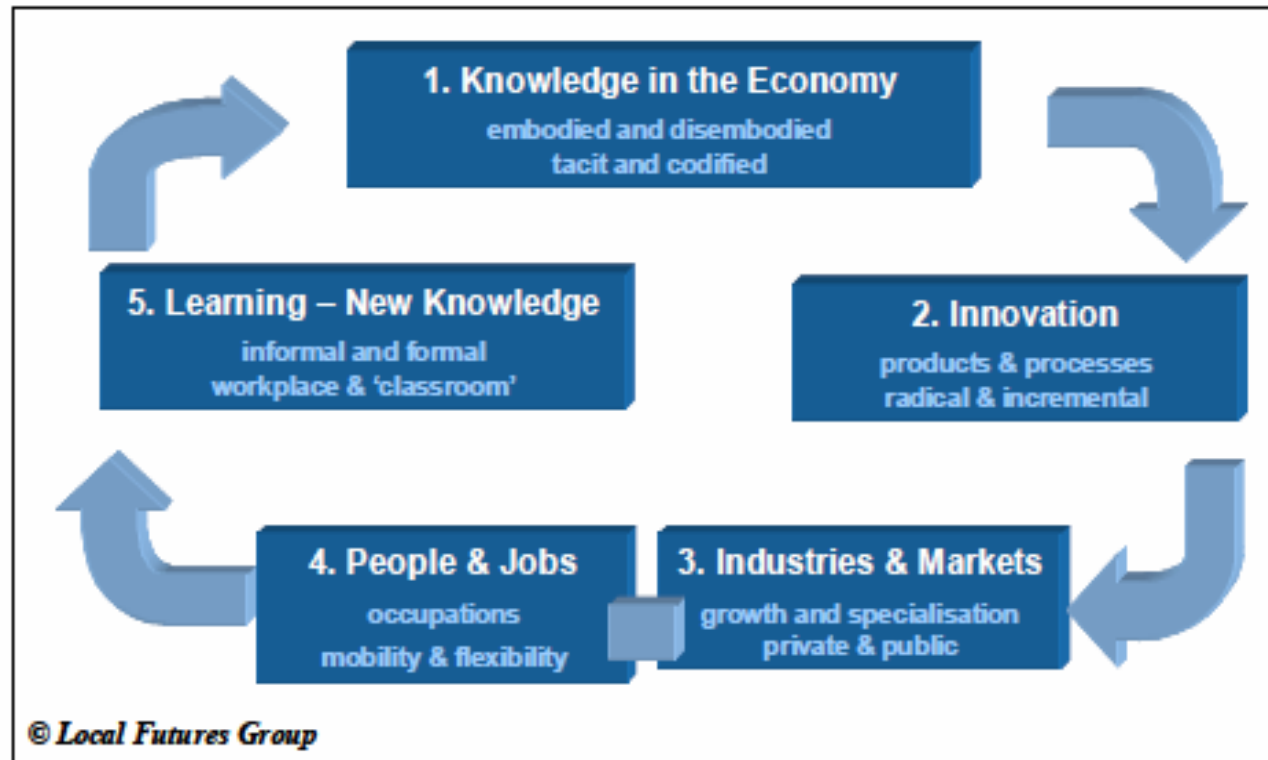
Transformation to a 'knowledge economy'



Transformation to a 'knowledge economy'



Transformation to a 'knowledge economy'



The Green Economy

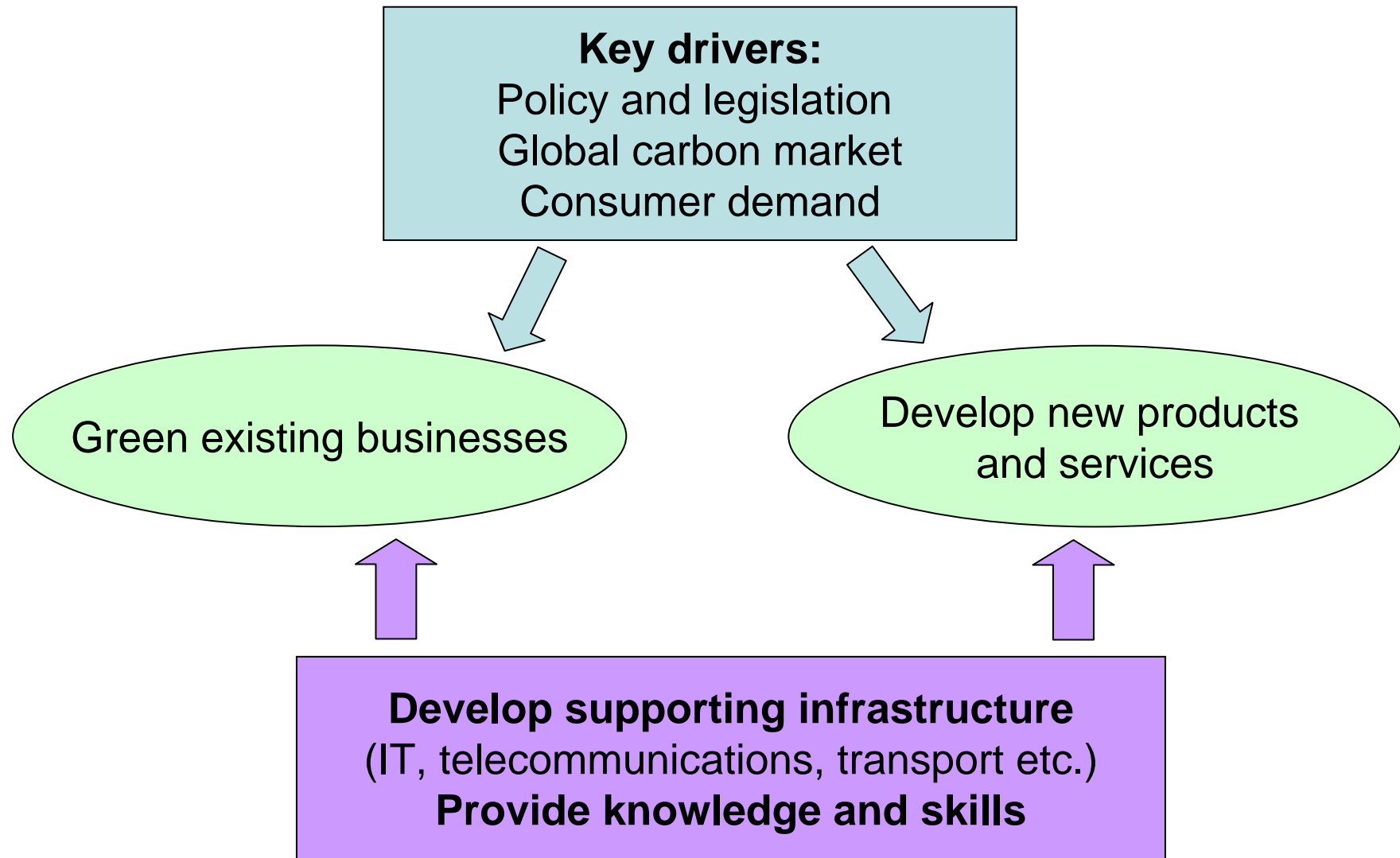
- Basis of the US Recovery Plan
- >\$100bn for increasing energy efficiency, renewable energy, public transport
- \$15bn a year for wind and solar power, fuel-efficient cars.



The Green Knowledge Economy

- Use of **knowledge as a tool to develop the green economy.**
- Relevant to all business sectors
- Driven by the need to reduce carbon emissions
- Aims to develop a '**green sky**' **scenario** with 'green collar' jobs - a 21st century industrial revolution?

How develop the green knowledge economy?



How develop green products and services?

Big is best

vs.

Small is beautiful

Large companies
Major investment
Global markets

Small companies
Microfinance
Local markets

Entrepreneurship

- A new initiative for BU
- Focuses on developing **inter-disciplinary** research and enterprise
- Aim is to develop a centre for expertise on the green knowledge economy, to provide:
 - knowledge generation and management,
 - a problem-solving service,
 - life-long learning opportunities

BU internal strategy: interdisciplinary collaboration



BU external strategy: developing partnerships



Proposed activities:

- Events
- Sustainable business network
- Innovation space (virtual and real?)
- CPD provision
- Consultancy

Email Adrian Newton: anewton@bournemouth.ac.uk

The Green Knowledge Economy

Some questions for discussion:

- How develop the green economy?
- How identify and respond to new opportunities?
- How achieve economic development without exceeding environmental limits?
- Should a green economy be based on growth?