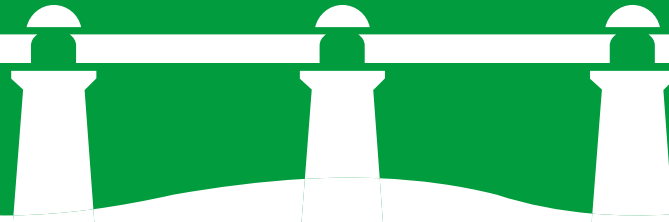
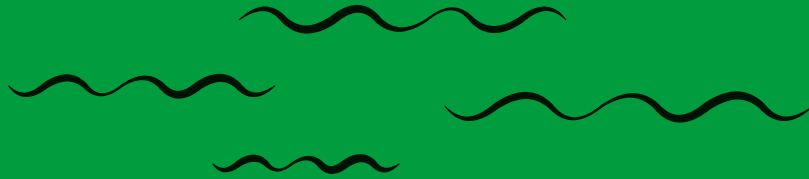


## **Green Inclusive Economy**



# **Atlantic Social Lab**

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## Green and Inclusive Economy

The Green economy has featured in many countries' policies and transnational institutions' agendas in the last decade, not only as solution to climate change but also as new way of living, through the development of sustainable means of consumption and the promotion of social equity.

The European Union is a strong advocate of sustainable solutions to common societal problems and has pushed the Green agenda forward in recent years, with European budgets reflecting this aspect as well.

What distinguishes the notion of Green economy from others is the heavy emphasis put on ecological sustainability, as well as on the well-being of humans. While economy strives to generate a value that is not always universally positive for everyone, green economy rests on the premise that the only value worth creating is one that is good for the society as a whole.

### Social and Green Inclusive Economy in Enterprise North West (ENW), Ireland

ENW is an organisation that supports programmes for local enterprises, develops social enterprise and social innovation projects and gives support to communities, voluntary groups and cooperatives.



Its pilot action addresses the low recycling levels in the region by raising awareness of recycling and reuse as sustainable practices, involving schools and youths in the green and inclusive circular economy. ENW is designing educational programmes and projects on local recycling issues for the local youth.

### Green and Circular economy in Bretagne, France

Reuse and recycling centres in Bretagne date back to 2010. Having identified the fragility of their business models and the potential of the area in the green and circular economy sector, the Regional Social and Solidary Economy Chamber (CRESS) is trying to support and professionalise these centres. The pilot action implemented has the objectives of clarifying the economic model and business plans of the reuse centres, helping reuse centres to develop

new activities, providing management support, sharing a view of the economic model and perspectives of evolution for reuse centres with local authorities, SSE, companies and other stakeholders, and creating a territorial map with reuse solutions available for everyone.



## Conclusion

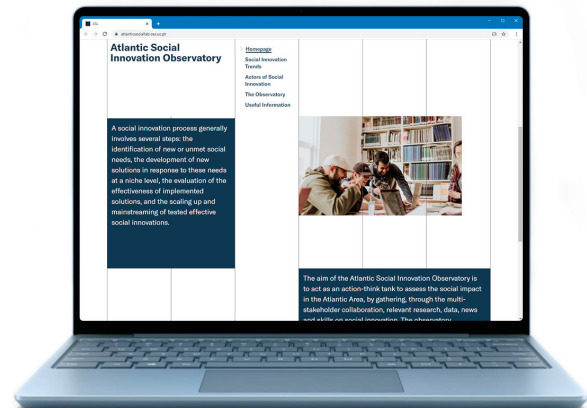
Today, the wider public is more receptive to alternative means of consumption as well as different products and often welcomes legislation and regulations that promote environmental and ecological principles. Of all the challenges the world faces today, finding sustainable means of production and consumption are among the most important for the prosperity of

human societies.

The pilot actions depict how regions and local organisations can develop social innovation initiatives that have a positive impact in promoting Green economy while fostering social inclusion, and show how social innovation comes together with green growth to improve individuals' lives and to promote sustainable economic development.

## The Atlantic Social Innovation Observatory

The Atlantic Social Innovation Observatory is a monitoring tool that aims to act as an action-think tank, gathering relevant research, data, news and skills on social innovation. The observatory is developed and implemented by the Centre for Social Studies of the University of Coimbra (Portugal) in the context of the Atlantic Social Lab project.



## Partners

