

GREEN ENTREPRENEURSHIP IN UZBEKISTAN AND ITS OPPORTUNITIES*M.Dj. Bobojonova**Asia international university, Bukhara*

Abstract :The green economy provides many benefits, such as creating new jobs, developing innovative technologies, promoting sustainable business practices, and improving ecosystem services. The green economy also helps solve social and environmental problems such as poverty, climate change, and biodiversity loss. The article discusses the green economy, in addition to the granting of green entrepreneurship status in Uzbekistan.

Keywords:green economy, low carbon, environmentally sustainable, green entrepreneurship, climate change, market, green entrepreneur, green belt, container irrigation, biodiversity,

A green economy is a low-carbon, resource-efficient, socially inclusive and environmentally sustainable economy. A green economy is based on the principles of sustainable development, which include economic growth, environmental protection and social equity. Its goal is to reduce greenhouse gas emissions, conserve natural resources and protect ecosystems, while creating new economic opportunities and increasing social well-being.

Green entrepreneurship is an important component of a green economy. Green entrepreneurs are individuals who identify market opportunities that contribute to environmental sustainability and realize these opportunities by creating new businesses or adapting existing ones. They seek to create social, environmental, and economic value by solving environmental problems and promoting sustainable practices and technologies.

Green entrepreneurship is important for a green economy for several reasons. **First**, green entrepreneurs drive innovation by developing new products and services that solve environmental problems. These innovations create new economic opportunities and contribute to sustainable development.

Second, green entrepreneurship promotes the growth of sustainable industries. Sustainable industries are industries that use environmentally sustainable technologies, practices, and processes. These industries contribute to the development of a green economy by creating new jobs, reducing environmental impacts, and promoting sustainable development.

Third, green entrepreneurship supports sustainable business practices. Sustainable business practices include conserving resources, reducing waste, and using renewable energy sources. Green entrepreneurs who adopt these practices can reduce their environmental impact and create new economic opportunities.

Fourth, green entrepreneurship raises awareness of environmental issues and encourages sustainable consumption and production patterns. By highlighting the benefits of

sustainable products and services, green entrepreneurs can encourage consumers and businesses to make more environmentally sustainable choices.

As we face environmental challenges such as climate change and biodiversity loss, green entrepreneurship is becoming increasingly important. Green entrepreneurship has the potential to create new economic opportunities, promote sustainable development, and reduce environmental impacts.

To support green entrepreneurship, we need policies and incentives that promote sustainable business practices and support the growth of sustainable industries. We also need education and training programs that help entrepreneurs develop the skills and knowledge needed to create sustainable businesses.

It is proposed to launch a platform that provides for granting the status of "Green Entrepreneur" to business entities from September 1, 2025. This is stated in the draft Decree of the President of the Republic of Uzbekistan on the State Program for the Implementation of the "Uzbekistan-2030" Strategy in the Year of Environmental Protection and "Green Economy". Who will be granted it?

According to the project, entrepreneurs who have contributed to greening, including surrounding the enterprise with a "green belt", installing irrigation systems, introducing drip, sprinkler and container (bag) irrigation systems, and implementing energy efficiency, including the practical use of energy-saving equipment and technologies, will be granted the status of "Green Entrepreneur". Such entrepreneurs must also reduce the impact of the enterprise on the environment, including not committing environmental violations, using an online monitoring system for atmospheric emissions, and implementing the principle of introducing a circular economy ("7Rs") in production.

Businesses that receive the status of "Green Entrepreneur" will receive priority on the "Transparent Construction" platform. They will also be exempted from environmental inspections for a certain period and will be supported in entering international markets. In addition, they will be recommended for the "Protector of Nature" badge for recognition and additional points will be awarded within the framework of the sustainability rating of businesses.

The main instrument that has played an important role in the development of green entrepreneurship in France is the Law on the Transition to Green Growth. The law provides tax breaks and subsidies for startups operating in the fields of renewable energy, waste recycling, and energy efficiency.

The BPI France platform also provides loans and grants to companies to develop green technologies. In addition, regional initiatives help create infrastructure for renewable energy and launch local environmental projects.

Successful examples of initiatives include Back Market, a platform for reselling and recycling electronics, and Eco-Compteur, a developer of pedestrian and bicycle traffic monitoring systems to reduce carbon footprints.

The launch of the "Green Entrepreneur" platform will increase the effectiveness of measures taken to ensure "green" and inclusive economic growth within the framework of the Republic of Uzbekistan's strategy for transition to a "green" economy. It will also contribute to the further expansion of the use of renewable energy sources and resource conservation in all sectors of the economy.

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