

THE IMPORTANCE OF GREEN ECONOMY STARTUPS IN THE SUSTAINABLE DEVELOPMENT OF THE CREATIVE ECONOMY

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Annotation: This thesis provides an in-depth analysis of the importance of green economy startups in the sustainable development of the creative economy. First, the theoretical foundations of the concepts of creative economy and green economy, the principles of their mutual compatibility are considered. It also covers in detail how startups bring economic, social and environmental benefits, and how they combine creativity and innovation. Throughout the work, examples are given from the perspective of digital technologies, current global trends and the competitive environment. The final part focuses on the mechanisms for supporting these startups, in particular, public policy and private sector investments, as well as cooperation with international organizations. As a result, this thesis proves that in ensuring the sustainable development of the creative economy in the future, not only through green economy startups, but also as an important catalyst for changing public consciousness, popularizing innovations and fully realizing human potential.

Keywords: creative economy, green economy, startups, sustainable development, innovation, digital technologies, environmental responsibility, social entrepreneurship, investment.

Annotatsiya: Ushbu tezida kreativ iqtisodiyotning barqaror rivojlanishida yashil iqtisodiyot yoʻnalishidagi startaplarning ahamiyati chuqur tahlil qilinadi. Avvalo, kreativ iqtisodiyot va yashil iqtisodiyot tushunchalarining nazariy asoslari, ularning oʻzaro uygʻunlik tamoyillari koʻrib chiqiladi. Shuningdek, startaplarning iqtisodiy, ijtimoiy va ekologik jihatdan qanday foyda keltirishi, ijodkorlik va innovatsiyani qanday birlashtirishi atroflicha yoritiladi. Ish davomida raqamli texnologiyalar, mavjud global trendlar va raqobat muhiti nuqtayi nazaridan misollar keltiriladi. Yakuniy qismda ushbu startaplarni qoʻllab-quvvatlash mexanizmlari, xususan, davlat siyosati va xususiy sektor investitsiyalari, hamda xalqaro tashkilotlar bilan hamkorlik masalalariga eʼtibor qaratiladi. Natijada, bu tezis kreativ iqtisodiyotning kelajakda barqaror rivojlanishini taʼminlashda yashil iqtisodiyot startaplari orqaligina emas, balki jamoatchilik ongini oʻzgartirish, innovatsiyalarni ommalashtirish va inson salohiyatini toʻla roʻyobga chiqarish yoʻlida ham muhim katalizator sifatida maydonga chiqishini isbotlaydi.

Kalit soʻzlar: kreativ iqtisodiyot, yashil iqtisodiyot, startaplar, barqaror rivojlanish, innovatsiya, raqamli texnologiyalar, ekologik masʼuliyat, ijtimoiy tadbirkorlik, investitsiya.

In today's era of rapid development, the economy is manifested in various innovative aspects. On the one hand, the technological revolution is creating new opportunities through digital platforms, artificial intelligence, blockchain, IoT (Internet of Things) and other advanced applications. On the other hand, the search for solutions to social and environmental problems, the establishment of responsible consumption and production are gaining momentum all over the world. In such conditions, the strategy of mutual harmony between the creative economy and the green economy deserves special attention.

The creative economy is usually a type of economic activity based on creativity, intellectual property and innovation. Culture, art, design, fashion, media, IT, architecture, advertising, cinema, etc. occupy a dominant place in this economy. However, in recent years, the creative economy has become not only limited to traditional creative industries, but also involves a creative approach to any innovative idea, product or service as an initial idea.

Green economy is a concept aimed at integrating sustainable environmental policy into economic activity, which includes many issues such as environmental protection, sustainable development, economical use of natural resources, waste recycling, protection of the atmosphere and water bodies from pollution, and reducing the carbon footprint. Today, the term “green” expresses a wide range of meanings related to preserving the ecosystem, ensuring social well-being, and protecting the interests of future generations. The merger of these two directions - a model - is giving rise to the emergence of modern startups, in particular, “green” startups that are focused on solving urgent socio-economic problems.

Startups in the green economy direction mainly focus on solving environmental problems. For example, waste recycling, energy saving, reducing air pollution sources, introducing environmentally friendly methods instead of chemical fertilizers, digital control platforms to reduce the carbon footprint, etc. The creative approach of green startups brings them closer to the “creative economy”.

In the creative economy, the novelty, aesthetic appeal, and user experience of a product or service are very important. Green economy startups must serve to preserve nature, reduce waste, or save resources through their products. When these requirements are combined, products that minimize the use of natural resources, work with sustainable raw materials, are free of toxic materials, and are energy efficient appear. For example: designers create innovative clothing collections using recycled materials, environmentally friendly raw materials such as cotton and bamboo, and natural dyes, and architecture introduces energy-saving constructions, solar panels, and natural lighting and ventilation systems in the exterior and interior design of houses.

According to UNCTAD reports, in 2005-2015, global trade in creative products and services grew by an average annual rate of around 7% (in some years it reached 10-12%). According to the World Bank, investments in renewable energy exceeded \$300 billion in 2020, indicating that new markets are emerging for green economy startups. [UNCTAD, 2018, 4] According to The Global E-waste Monitor 2020, 53.6 million tons of electronic waste are generated annually, and this is expected to reach 74 million tons by 2030. There is a market opportunity worth hundreds of billions of dollars for startups to recycle this waste. [World Bank, 2020, 12].

According to the State Statistics Committee of the Republic of Uzbekistan, in recent years, entities operating in the service and entrepreneurship sector have accounted for more than 50%, which indicates that the economy is gradually shifting from traditional industrial production to services and innovative projects.

According to the State Committee for Ecology and Environmental Protection in 2022, about 14 million tons of household and industrial waste are collected in Uzbekistan annually, most of which is dumped in landfills. The fact that state policy is encouraging a greater focus on efficient waste sorting and recycling indicates that it is a young but promising market for startups.

The country has developed strategic plans for renewable energy, with the goal of obtaining at least 25 percent of its electricity from solar and wind by 2030. This is a motivating factor for “green energy” startups and creates conditions for the gradual redirection of private investment. [<https://minenergy.uz/>]

The creative economy has now emerged as a model with great potential not only for creating aesthetic, cultural or intellectual value, but also for solving various socio-ecological problems. We have seen that green economy startups can serve the sustainable development of the creative economy. After all, they simultaneously try to find innovative solutions to environmental problems, instill green awareness in society, and ensure economic sustainability.

Therefore, in the 21st century, those who combine the ideas of sustainable development with a creative approach are expected to be a leading force in both the economy and social life. The analytical data, practical examples and ideas presented in the thesis show that “green” startups can create a new wave of the “creative” economy and shape the consciousness of society in this direction.

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