

## **PROMOTING THE GREEN BUSINESS - A PILLAR OF THE SUSTAINABLE DEVELOPMENT**

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### **Abstract**

The evolutionary trends of the economic and social environment are increasingly associated with new forms of the economic growth and development, focused on the attention given to the relation with the environment and the impact on this. This orientation is also supported by the sustainable development strategies, which are increasingly active for the national business practices. By this paper, we aim to bring together, in a common vision, the approaches that support a balanced economic growth, in accordance with the requirements of the environmental protection and the natural resources conservation. Through a qualitative empirical research, we identify the green businesses as a pillar of the sustainable development that supports the evolution of the business environment in a consolidated and balanced pace. The analysis, descriptive-exploratory, is based on synthesis and exemplification and follows the evolution of green business in the last 10 years, at European and national level, starting from the European experiences in the countries that have supported and promoted the mechanisms to strengthen the green business. The results of the study are materialized in a synoptic presentation of the national business environment oriented towards the green business, arguing the need to connect the strategic requirements of the sustainable development, Horizon 2030, with the specific objectives of any form of business: profitability and stability. Thus, we present a general dashboard that groups the most relevant areas in which green businesses in Romania have demonstrated their sustainability, considering both economic and social objectives, as well as the ecological ones. Although the means of promoting such businesses are not very visible, sufficiently transparent or strongly supported, we draw some conclusions which support the hypothesis that the future of a solid and sustainable business environment requires the reconsideration of the economy-environment relationship and promoting the symbiotic perspective on which the green business it is based.

**Key words:** eco-economy, green business, waste recovery, sustainability