



**Green Deal**  
Business  
opportunities in the  
green economy



# European Green Deal

Climate change and environmental degradation are existential threats to the world and so to the European Union.

To overcome these challenges, as the European Commission hints out, **Europe must strive to be the first climate-neutral continent**; the Union needs a new growth strategy that shall transform its economy into a modern, resource-efficient and competitive one.



European Green Deal is born

The Green Deal aims to make the European Union's economy **sustainable by 2050**:

- ❖ Protect conserve and enhance the EU's natural capital
- ❖ Protect the health and well-being of citizens from environment-related risks and impacts\*

For this purpose, the European Green Deal provides an action plan to, both,

- (i) boost the efficient use of resources by moving to a clean and circular economy and
- (ii) restore biodiversity and cut pollution.

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# What does this plan actually consist of?

## Climate neutral Europe

This is the overarching objective of the Green Deal. The Union aims to reach net-zero greenhouse gas emissions by 2050; a goal that has been enshrined in the Proposal for a Regulation of the European Parliament and of the Council establishing the framework for achieving climate neutrality. This objective also comes with a new initiative to harness the enormous potential of offshore renewable energy.

## Farm to fork strategy

Through this program the Commission will intend to design a fair, healthy and environmentally friendly European food system, reducing the use and risk of chemical and more hazardous pesticides by 50 %, reducing also nutrient losses by at least 50 % and fertilizer use by at least 20%.

## Circular economy

The new Circular Economy Action Plan is also one of the cores of the European Green Deal. It includes measures and initiatives to produce sustainable products in the European Union; empower consumers and public buyers; ensure less waste; make circularity work for people, regions and cities and also lead global efforts on circular economy in general. We in Andersen have main experts at national level in Circular Economy and recycling and we firmly believe in this goal.

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# What does this plan actually consist of?

## Building renovation

We need a cleaner construction sector. This is meant to be one of the flagship programs of the European Green Deal. The key objective is to, at least, double the renovation rate of buildings, currently around 1 %, fostering energy efficiency, affordability, integration of renewables, life-cycle thinking and circularity, high health and environmental standards, etc.

## Zero-pollution

Whether in air, soil or water, the objective is to reach a “pollution-free environment” by 2050. New initiatives there include a chemical strategy for a “toxic-free environment”.

## Ecosystems and biodiversity

This is another cornerstone of the European Green Deal. It seeks to adopt new measures to protect biodiversity and restore degraded ecosystems at land and sea (by increasing organic farming and biodiversity-rich landscapes features, halting and reversing the decline of pollinators, planting 3 billion of trees, etc.)

## Transport

The goal is to develop a sustainable transportation. The European Green Deal also seeks to reduce the carbon footprint of automobiles, encouraging electric vehicles and also sustainable alternative fuels as biofuels and hydrogen.



## Transition

- ❖ And all this has to be **FAIR AND JUST** with the less developed countries belonging to the EU.
- ❖ The EU will also provide financial support to help those that are most affected by the move towards the green economy.
- ❖ This is called the Just Transition Mechanism.
- ❖ It will help mobilise at least **€100 billion** over the period **2021-2027** in the most affected regions.



José Vicente Morote  
Legal Coordinator for Andersen in Europe  
Country Managing Partner for Andersen in Spain

[jvicente.morote@es.Andersen.com](mailto:jvicente.morote@es.Andersen.com)

