



## SYNERGY OF EDUCATION AND PUBLIC POLICY IN REALIZING A GREEN ECONOMY-BASED SOCIETY

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### Abstract

A green economy is a strategic approach to creating sustainable economic growth while still paying attention to environmental balance and social welfare. In this context, public policy plays an important role in encouraging the transition to a green economy through regulations, fiscal incentives, and sustainable development programs. In addition, green entrepreneurship education is a crucial aspect in building awareness and skills for the younger generation to develop environmentally friendly and sustainability-oriented businesses. This article examines the relationship between the green economy, public policy, and entrepreneurship education in realizing sustainable development. Using a qualitative approach based on literature studies, this study identifies various policies that have been implemented in various countries, challenges in their implementation, and the role of education in shaping the mindset of green entrepreneurs. The results of the study indicate that a combination of adaptive policies and sustainable entrepreneurship education can be a catalyst in accelerating the transformation of the green economy. In addition, support from various stakeholders, including the government, educational institutions, and the private sector, is essential for green economy policies to run effectively. Thus, the integration of public policy and green entrepreneurship education is key to creating a sustainable and inclusive business ecosystem in the green economy era.

**Keywords:** Green Economy, Education, Public Policy, Society, Sustainability

### 1. INTRODUCTION

The green economy has emerged as a key approach to sustainable development, aiming to balance economic growth with environmental sustainability (Salsabila et al., 2022). The concept emphasizes the use of renewable energy, resource efficiency, carbon emission reduction, and social and economic inclusion. Both developed and developing countries have begun to implement the green economy through various policies, such as public regulations and the education sector.

In terms of society, the transition to a green economy requires a change in the way individuals, communities, and government agencies think and act (Valdiansyah & Widiyati, 2024). Therefore, education and public policy must work together to ensure that people not only understand the concept of the green economy but are also able to apply it in their daily lives.

Education has a strategic role in increasing green economic literacy and instilling sustainability values from an early age (Rahmatika, 2020). Green economy education in



schools, both formal and non-formal, can help educate the next generation on the importance of protecting the environment. By including materials on renewable energy, circular economy, and environmentally friendly practices, the green economy-based curriculum can be applied at various levels of education. In addition, non-formal education, such as environmental awareness campaigns (Abdillah et al., 2021), training, and workshops (Padmisari & Rosdiantini, 2021), is very important to increase public understanding of the green economy. In addition, universities have a big role in supporting the environmentally friendly economy in the industrial sector through research and innovation (Wahyuni et al., 2022).

However, green economy education still faces problems. One of the main obstacles in integrating the green curriculum is limited resources, such as the lack of complete learning materials (Yamin et al., 2022). In addition, learning is made worse by the lack of teachers who are proficient in the green economy. In addition, the public is less aware of the importance of the green economy (Budi et al., 2024). Therefore, to overcome this challenge and ensure that green economic literacy can be effectively applied in society, support from various parties, including the government, academia, and the industrial sector is needed (Baharuddin et al., 2023).

Public policy is an important tool to drive industry and society towards more sustainable practices (Auliya & Nurhadi, 2023). To encourage a green economy, governments in various countries have implemented various policies, including green incentives and regulations through carbon taxes, subsidies for renewable energy, and green production standards. In addition, public awareness has been increased through educational programs and public campaigns to encourage individuals and businesses to implement a green economy. In order for the green economy not only to become a conversation among the elite but also to be applied in daily life, an important strategy is an inclusive policy that involves the active participation of local communities. However, in practice, according to Anwar (2022), the implementation of green economy policies still faces various challenges, such as weak regulatory enforcement, lack of coordination between sectors, and resistance from industries that still rely on conventional economic models.

In order for the green economy to be widely implemented, a strong synergy between education and public policy is needed. The integration of education policy with environmental policy is an important aspect, where the government must ensure that education regulations support the green economy, such as by requiring sustainability in the national curriculum. In addition, collaboration between the government, the industry sector, and academia is also important to produce research and innovation that is useful for green economy policies (Baharuddin et al., 2023). Community-based programs for community empowerment are a strategic step to accelerate the adoption of green economy practices in daily life, not just through formal education.

Although the economy is green (Anwar, 2022; Auliya & Nurhadi, 2023; Febryanti et al., 2024), sustainability education (Bakaruddin et al., 2023; Koliakou et al., 2021), and public policy (Andriyansyah & Ashsyarofi, 2022; Setiowati & Koestoer, 2022; Yusuf & Auliani,



2023; Yusuf & Kurniawan, 2023) much has been discussed in the study; there are still gaps that need to be explored further. Studies that discuss the synergy between education and public policy in the green economy are still limited, so a more systematic analysis is needed related to policy support for green education. In addition, studies on the effectiveness of the green economy curriculum at various levels of education are still minimal, raising questions about the best curriculum model that can be applied. Empirical data on the impact of green economy education on people's awareness and behavior change are also limited. Another challenge is the implementation of green economy policies at the local level, which still tends to be macro and less inclusive to the needs of the community.

## 2. RESEARCH METHODS

This study uses a qualitative method with a library research approach to analyze the synergy between education and public policy in realizing a green economy-based society (Fadli, 2021). This analysis covers trends, challenges, and prospects for policy and education in raising awareness and implementing a sustainable economy. Data was collected from a variety of sources, including books, academic journals, reports of international organizations, and previous research on the green economy, education, and public policy (Adlini et al., 2022). This approach provides comprehensive insights into the strategic role of education and public policy in shaping a more sustainable and inclusive economic system.

## 3. RESULTS AND DISCUSSION

The green economy is one way to realize sustainable development in the face of global problems such as environmental degradation and climate change (Mardani, 2023). To ensure that green economy principles can be effectively applied in education systems and government policies, strong cooperation is needed. With the synergy between education and public policy, an understanding of the green economy can be instilled from an early age so that people are better prepared to implement sustainable practices that have a positive impact on the environment and social welfare.

### Integration of Green Economy in the Educational Curriculum

The integration of the green economy in the education curriculum is a fundamental step in realizing a green economy-based society that is more aware of the importance of sustainability (Fitriawan, 2021). The concept of the green economy can be taught in various fields, such as technology, economics, science, and entrepreneurship, in formal education from elementary school to college. In this way, students not only gain a theoretical understanding of environmental issues, but they can also apply this knowledge to everyday life. Sustainability-based education has been adopted in several developed countries. Some examples are Finland, which incorporates environmental education into its school curriculum (Muslim et al., 2021), and Germany, which links vocational training with green industries to produce a workforce that is ready to face the challenges of a green economy (Suryadi & Nasution, 2023).



Practice-based approaches and community education, in addition to formal education, influence the way people think about sustainability. Public campaigns, environment-based schools, and green skills training programs have all proven that project-based learning can increase students' awareness and active involvement in caring for the environment. However, the green economy curriculum still faces many challenges, especially in developing countries. These include a lack of supporting infrastructure, a shortage of teachers who are proficient in the green economy, and a lack of public awareness of the importance of sustainability. As a result, to create a generation capable of contributing to sustainable development, governments, educational institutions, and the industrial sector must work together to strengthen the integration of the green economy in the curriculum.

### **The Role of Public Policy in Supporting the Green Economy**

Through regulations, incentives, and supporting programs, public policy plays a strategic role in encouraging green education. Several countries have established policies that require environmental education to be part of the national curriculum, provide incentives for educational institutions to implement environmentally friendly practices, and support research and innovation in the green economy. National programs that focus on students' knowledge of the environment, such as incentives for schools to implement renewable energy or sustainability curricula, are concrete steps in building environmental awareness.

In addition, collaboration between the government, educational institutions, and the community and local communities further strengthens the implementation of green education (Rahmayani et al., 2022). The government encourages research and development institutions to come up with ideas that support the green economy, and educational institutions offer students courses that teach sustainable skills. Environmental awareness campaigns supported by public policies also help people understand the importance of a green economy. By working with various parties, public policy can be a catalyst for the next generation to be more environmentally conscious and actively participate in maintaining sustainability.

### **Green Economy Literacy and Changes in Community Behavior**

Green economy literacy is very important to increase public awareness and action towards sustainability. If people know a lot about the green economy, they can understand more about things like renewable energy, resource efficiency, and the circular economy (Hidayat, 2023). Ultimately, this can help them change their lifestyle in a more environmentally friendly direction. For example, communities that understand the impact of plastic waste on the environment tend to reduce the use of single-use plastics and support recycling programs. With more people knowing about the green economy, they can make better choices about what they consume and invest in, such as buying eco-friendly goods and services or supporting businesses that work in a sustainable way.

Community-based education programs help people understand the green economy in addition to formal education. Community-based training, environmental campaigns, and



workshops allow people to learn firsthand from practices that are happening in their neighborhoods. For example, a waste bank program that involves the community in waste management can teach a circular economy and encourage more sustainable behavior. Technology and digital media are also very important in disseminating information and increasing public knowledge about the green economy. The existence of educational platforms, interactive videos, and social media campaigns has made information about sustainability more accessible to many people, encouraging more people to implement eco-friendly practices in their daily lives.

### **Digitalization and Innovation in Green Economy Education**

A society based on a green economy is greatly influenced by digitalization and educational innovation. Sustainability concepts such as renewable energy and the circular economy are widely and effectively accessible thanks to digital technologies (Arianto & Rani, 2024). The existence of online education platforms allows people to easily gain knowledge about the green economy anytime and anywhere. In addition, through infographics, interactive videos, and online discussions, digital campaigns and social media have been shown to increase public awareness of the importance of sustainable lifestyles (Regif et al., 2023).

Technologies such as e-learning and augmented reality (AR) are also innovative tools to teach the principles of the green economy. E-learning allows students and the general public to learn in a variety of ways, while gamification provides an interactive experience to learn how economic activities impact the environment. For example, virtual reality (AR) simulations can show how deforestation impacts climate change, raising awareness of the importance of climate change.

Many educational platforms have used this new method to improve sustainability literacy in various circles. For example, many people have gained a better understanding of things like sustainable consumption, energy efficiency, and waste management through apps and websites that offer online courses on the green economy. Additionally, children can learn about resource conservation and the importance of recycling through fun and easy-to-understand games. Green economy education can be integrated more widely and effectively with the help of digital technology (Regif et al., 2023). This will give more and more people awareness and the ability to contribute to building a green economy-based society.

### **Green Economy and Social Welfare**

The green economy improves social welfare and environmental sustainability. Investments in renewable energy, sustainable agriculture, and green transportation are some examples of green economy policies that improve people's quality of life and open up new job opportunities (Vonika, 2022). In addition, workforce training programs and incentive policies for green industries help people acquire more relevant skills to adapt to economic changes. In





addition, the transition to a green economy results in a healthier environment, which improves the overall well-being of society, especially in terms of health and more sustainable access to natural resources.

However, access to green education is still limited in urban and rural areas, which can increase social inequality (Hermawan et al., 2017). In many rural areas, limited resources and infrastructure make educating people about green economic practices and their benefits difficult. Due to limited technology and capital, vulnerable groups such as smallholders, informal sector workers, and indigenous peoples often face difficulties in adapting to green policies. As a result, to ensure that the green economy is truly the solution for more equitable social well-being, not only a more inclusive approach is needed.

### **Green Entrepreneurship and Sustainable Entrepreneurship Education**

Green entrepreneurship or green economy-based entrepreneurship is increasingly becoming a trend in sustainable development (Sulastiningsih et al., 2023). Education plays an important role in instilling green entrepreneurial thinking and skills by teaching the principles of sustainability, resource management, and environmentally friendly innovation. An entrepreneurship education curriculum that incorporates the concept of a green economy can teach the younger generation sustainable business models and marketing strategies for environmentally based goods and services. In addition, through business incubation programs and environment-based startup funding, universities, governments, and businesses can work together to accelerate the growth of the green entrepreneurial ecosystem (Rizki et al., 2023).

## **4. CONCLUSION**

The green economy is an important approach in sustainable development by balancing economic growth and environmental sustainability. The synergy between education and public policy is the main factor in increasing green economy literacy in the community. The integration of sustainability concepts in educational curricula, both formal and non-formal, can instill awareness from an early age, while public policy plays a role in providing regulations, incentives, and support for research and innovation in the field of green economy. In addition, good green economy literacy can encourage changes in people's behavior towards a more environmentally friendly lifestyle through a deeper understanding of renewable energy, circular economy, and resource efficiency.

Digitalization and technological innovation are further expanding access to green economy literacy through e-learning platforms, social media, and interactive digital campaigns. The implementation of the green economy also contributes to social welfare by creating new jobs and improving the quality of life of the community. One of the important aspects of the green economy is green entrepreneurship, which encourages environmentally based entrepreneurship by instilling sustainability principles and environmentally friendly innovation in business. Through continuous entrepreneurship education and support from business incubation programs and environment-based startup funding, the green entrepreneurial



ecosystem can grow more rapidly. Therefore, collaboration between the government, academia, the business world, and the community is urgently needed to strengthen the integration of the green economy in various aspects of life so as to create a society that is more environmentally conscious and oriented towards sustainable development.

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