

## Gower Green Economics and Sustainable Growth Series

Published in association with the Green Economics Institute

### Background and brief for prospective authors and editors

#### The Series

The series is designed to provide business decision makers, policy makers and academics with realistic and dispassionate guides to the implications of green economics, uncertainty and transformation in social, environmental and financial systems, for the future competitiveness (and even survival) of business operations.

The series will include cutting edge applied research along with detailed and proven working models from leading businesses around the world providing a credible, detailed and commercially realistic agenda to engage leading businesses, regulators and policy makers, in accordance with the four pillars of green economics: Policy; Business; Academia; and Campaigning.

#### Authors, Editors and Contributors

We are seeking authors and contributors. If you are interested in authoring a book, or editing a contributed book for the Series, please contact:-

#### The Series Editor

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#### The Publisher

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#### Readership

- Supply chain and procurement managers, brand managers, compliance managers and other senior managers directly concerned with corporate strategy and scenario planning
- Policy makers in government and NGOs
- Academics, researchers and post-graduate students

#### Book Projects in Development

Ideas for the first books in the series are already being developed. The first title has been commissioned, but there are opportunities for involvement as authors, co-authors or contributors for some of the others described here and for further books in the series.

#### Developing a Plan for the Planet

A book by Ian Chambers, a director of a large telecommunications company, and management consultant John Humble, who apply tried and tested business principles to the formulation of a plan for 'managing the planet' embracing environmental, population, and peace building as well as business issues.

#### Social Changes and Women in the World Economy

Businesses with women at the helm are succeeding in new ways. This book charts the history and application of concepts such as corporate social responsibility and stake holding and what these mean for business and policy makers. Illustrative case studies will highlight the implications for business of the changing role of women 100 years after supposed female emancipation.

#### Biodiversity

The Green Economics Institute is currently working on a new project which will follow the influential Stern Report on the Economics of Climate Change. The Institute is working with the European Environment Agency, and the European Commission. This involves a very exciting team of bankers, economists and biologists led by Pavan Sukhdev, Head of Deutsche Bank India, who has personally managed to revive an endangered rainforest in Australia, looking at issues like the role in the ecosystem of endangered marine microbes.

## **Sustainable Supply Chains and Green Procurement**

The Green Economics Institute is a focus for sustainable and green procurement, running conferences and workshops on this theme. It works with many specialists in this field and right across government departments in the UK and also globally with top specialists, practitioners, policy makers, and organizations like CIPS and the Food Ethics Council on issues such as freight and freight fairness. Our authors have provided legal and commercial advice and consulting to some of the largest global firms, embracing green IT and open source issues.

## **Green Accounting and Auditing**

Prince Charles has just issued a call for a greening of accounting and auditing, and the Green Economics Institute is working with the Association of Chartered Accountants, and the Chartered Institute of Management Accountants to create a nationally recognized best practice guideline for green auditing and accounting. This book will explain these issues and how to navigate this new field.

## **Lower Growth, Lower Carbon Economics: The End of High Mass Consumption**

Is the current slow down in high street spending and falling property prices a recession, stagflation or a completely natural, or cyclical adjustment to the economy? Whilst credit is extremely tight, for businesses, banks and consumers alike, it is also perhaps the best opportunity for years to align consumption with resources and to readjust to a dematerialisation of the economy and a rebalancing towards services rather than goods. Specialists have come together in an initiative to redesign the economy and the Green Economics Institute is leading in this area. This book helps you make the most of this exciting stage at the end of high mass consumption and into a period of green and sustainable growth.

## **European Business Policy and Eco- Innovation for Sustainable Development**

Greenwash, or real change in your business? How do we cope with a world of uncertainty in which resources are becoming scarcer? Land for food and fuel is being fought over, and food and fuel poverty are becoming important considerations for business investment. The climate needs Co2 stability, maintained by coherent government policy. How will this all be managed and what are the implications? The Green Economics Institute is framing the debate at the highest levels to train officials and to set out a policy framework for government and business, providing input to the European Business Summit, the European Commission and the Friends of Europe. Our writers are educators, consultants and business people with shared experience in 47 different countries examining the changing ways we do things in the market place.

## **Innovation through Social Support and Inclusion**

The Green Economics Institute is interested in the current debate surfacing particularly in countries like Germany, about new approaches to the issue of social support. Concepts like basic or citizens' income are now seen as having the potential to support the achievement of a sustainable future. This book will examine how promoting fairness and inclusion might lead to maximum participation in innovation and maximum benefit from open source initiatives and social sharing.

## **Key Themes**

- Biodiversity and nature conservation
- Climate risk
- Discrimination, gender, inclusion, special needs, workforce ageing, women in the workplace, minorities in the supply chain and work place
- Economic migration
- Green economic thinking, policy and practice for policy makers and businesses
- End of the carbon economy
- Environmental economics, mapping environmental, ecological and green economics
- Fair trade and wealth redistribution
- Food and fuel poverty
- Academic approaches and interdisciplinary working, eco-ology and eco-nomics, science, technology, R and D, and green HR
- Human, plant and animal ecology
- Human health
- Low or zero growth
- Mass transportation and mass mobility
- Peace and political/social stability
- Changes in consumption due to changes in tastes, fashions, and a prolonged and systemic economic downturn
- Green procurement
- Green IT