

CHAPTER I

THE ROLE OF GREEN ECONOMY 2020 IN SHIFTING EU'S INTERNATIONAL DIPLOMACY”

This chapter will explain the background of the EU in adopting the Green Economy as their 2020 vision. The objective of this research will specifically address the EU's commitment to promoting the implementation of Green Economy with the in the region of the EU and to their foreign affairs. The research will respond to the research question by formulating the hypothesis based on theoretical framework selected. This proposal also includes the method of research applied and the research outline.

A. Background of The Issue

Diplomacy has transformed as an important tool used by international actors to inject their objective. In international relations, diplomacy is recognized has multi-functions which are essential for the actors in conducting state's affairs in the larger scope. As a common tool used by international actors, diplomacy goes on different style and approach influenced by its actors (Amacker, E-International Relations Student, 2011). Dating back to 1648 when the peace of Westphalia was created and the concept of the nation-state was introduced, the European soil was influenced by the nation-state approach as the national interest as the ultimate goal to be achieved (Amacker, 2011). The same case in the post-world war where the interstate relations that state made ally based on the common ideology that they had which is west and east bloc.

The European Union has been actively evolved into a well-recognized global actor that is recognized as possessing varied resources to be a major force in shaping the global event. The resource comes from each member countries of the union as well as how the union has succeeded to accommodate these needs and resources to be transformed as the foreign object by the union . The EU conducts its diplomacy through the cooperation of EU bodies and institutions into the external actors such as the government of a state, regional organization, or NGOs in political security, economy, or socio-culture. Through the cooperation that the union has established in these three domains, the union attempts to extend their objective to be achieved through this cooperation.

One of a treaty that shapes the foreign affairs activity of the EU is Lisbon Treaty that established in 2013 (Lisbon Treaty, 2018). It provides for a so-called "High Representative of the Union for Foreign Affairs and Security Policy" who will be responsible in the Council for the EU's common foreign and defense policies. The High Representative will chair the EU's External Relations Council and (s)he will also be a vice-president of the European Commission. The High Representative will be responsible for coordinating the Commission's external actions to ensure consistency and coherence between all of EU external actions, whether they under the competence of the Council or the Commission. (Lisbon Treaty, 2018).

The cooperation that the union has conducted is mainly influencing the regional strategic partnership as the main domain that the EU conducts its diplomacy. For example, the cooperation that the EU and North Atlantic Treaty Organization (NATO) had since 2010 (North Atlantic Treaty Organization, 2017). This cooperation covers the enhancing of regional security between the EU-NATO member countries in the domain of hybrid threats, enhancing resilience, defense capacity building, maritime security, and exercise (North Atlantic Treaty Organization, 2017)

As the non-state actor has shown the ability to influence how diplomacy goes in the modern era, the flow of international diplomacy has somehow changed. A non-state actor like Ngo's, MNC's, an individual have the same amount of power in influencing the decision making and the growth of politic and economy sector of a country. The international and regional organization such as United Nations, European Union, Arab League, and ASEAN have been giving such significant involvement due to the collective actor and interest that gathered imply to dynamic of approach and how the diplomacy goes.

The EU comes as one of leading regional organization in today's international diplomacy. Founded from the Treaty of Rome 1957 that formed under "European Economic Community (EEC)," or "Common Market." This community is the development of the European Coal and Steel Community that succeeded in integrating European soil politically and economically, which also inspires other regional organization to establish (European Union, 2014). This organization has implied in opening a lot of market integration and opportunity in the region which bring such a positive impact on its

member states. Up to today, these regional organization still include the European Union as the one of key strategic partnership.

The EU has a unique composition of member states that influence EU's politic in general. Throughout the history, the EU has been known as one of a regional organization that its member states promote values as the main diplomacy tool to the international world, yet it proved that this value finally accepted and influenced the international community. One of many is the effort of the EU in injecting the gender equality worldwide.

Angela Merkel (Germany), Gro Harlem Brundtland (Norway), and Beata Syzdo (Poland) are three emerging female political leaders across Europe. This type of diplomacy approach that most of the countries are not used to conduct, but it proves to engage more spectrum which has been done by EU for years.

Economic activity is the backbone of human in fulfilling their needs in life. But, due to enhancing natality of human-impacted the massive rate of needs which give a new task to many economic corporations to gain revenue and interest upon this pattern (Sinnett, 1987). The problem takes place when this economic activity is not followed by the principle to keep the nature for the sake of sustainability. There are numerous actors across the world that attempt to fulfill these human needs by exploiting the nature. This collective activity has given the cost of numerous environmental damage, yet calling the natural disaster (EEA, 2016).

For instance, in Indonesia, 840,000 hectares of forest, has been taken to open a new farm of a palm tree in 2012 (Vida, 2014). This big amount of territory that burned by some actors contributed to creating a massive haze that it affects the neighbor country such as Malaysia and Singapore (WWF, 2017). The decreasing of rainforest in the world, the 56 % decreasing percentage of air quality worldwide which it takes place in almost 98 % of cities in middle-low countries and make approximately 100,000 inhabitants do not meet World Health Organization (WHO) air quality guidelines, and numerous economic activity that do not based on sustainable development goals principles has been contributing in affecting life being surrounding yet globally (World Health Organization, 2016).

In another hand, this collective damage has contributed to the extent of the global warming issue which is getting worse. As it reported by The Guardian, *"it is nearly 400,000 people are deaths and costing the world more than \$1,2 trillion, wiping 1.6 % annually from global GDP, according to a new study (Harvey, 2012)"*

As mostly this exploitation is done by the developed country in developing country, it gives the environmental cost to the developing country yet worldwide (Harvey, 2012). It contributes to the unpredictable weather linked to the climate change where it hampers the production of basic farming products as the basic human needs of food. It gives a worldwide mainstream that conventional economic activity and the principles to save the environment is something contrasts and could not go conjointly. Thus, the world urges there is an effort from the government worldwide to endorse and support an economic but still spirited to environmental sustainability.

Recently, there have been many discussions on “green economy.” It is often familiar to hear the phrase coming from world leaders or spoken in news media. The concept of “green economy” itself is a fresh concept which nowadays has emerged to be the strategic priority for state governments, intergovernmental organizations and the campaign of non-governmental organizations which offers a new strategic economic plan as a means to stimulate a renewed national policy development and international cooperation and supporting sustainable development (Sustainable Development Knowledge Platform, 2017).

The concepts of green economy and sustainable development receive significant attention in the context of the discussions about the post-2015 United Nations development agenda and the new Sustainable Development Goals (SDGs) (Put, 2015). Green economy essentially means a system of social and economy which is structured in ways that enable society to live in prosperity within the limit of planetary boundaries (UN Environment, 2017).

The UNEP (2010) defines green economy as the product of “improved human well-being and social equity while significantly reducing environmental risks and ecological scarcities.” The idea presented by the green economy is rapid economic growth offering prosperity to people but with the reduction of carbon emission, efficiency in the use of resources and prevention of biodiversity and ecosystem loss (UNECE, 2018). Also, UNEP report in 2011 stated that “a transition to the green economy should be seen from the economic performance which needs to take account for the pollution, resource depletion, declining ecosystem service and distributional consequences of the natural capital loss to the poor” (OECD, 2018).

Europe particularly the European Union is one of the most influential global actors in the promotion of green economy. The

notion of green economy is already featured in both medium and long-term EU programs and strategies such as the Europe 2020 Strategy, the EU Framework Program for Research and Innovation (Horizon 2020), the 7th Environment Action Program and national policies particularly related to transport and efficient use of energy (European Environment Agency, 2014).

Although the notion of green economy is already embedded within many EU regulations and visions in support of achieving the SDGs, the reality says differently. Europe is still facing an immense challenge in enabling green economy (Institute for European Environmental Policy, 2017). Europe highly depends on natural resources to fuel its rapid growth of an economy.

The EU has done a real action related to their commitment to preserving the ecological sustainability in term of the implementation of green economy into their regional policy. The initiative has established by the European Commission under the communication “A source-efficient Europe – Flagship initiative under the Europe 2020 Strategy” by emphasizing the creation of framework for the policies to support the using of a resource-efficient and low-carbon economy by putting the target to achieve the 20% reduction in total EU greenhouse gas emission by 2020, boost the economic performance by setting a 75% of the populations aged 20-64 should be employed as the target, and fighting poverty and social exclusion (EEA, 2014).

Regarding resource efficiency, carbon emission within EU has gone down in recent years. Since 1990 emissions have decreased by 19% along with the growth of 45% GDP. The use of fossil fuel has also decreased by 19% since 2007. However, significant problems still exist although the above trends show progress to Europe’s effort to enabling green economy . This is because those trends above the only reflect what is within EU not reflects the manufacturing and industries of EU in other parts of the world (EEA, 2014).

The fact that the EU is one of the most leading regional states that leading in the Economic sector as this sector is the starting point how they were structured, EU has a very bigger chance yet embracing numerous numbers of challenge within their region and worldwide. Thus, green economy will be a perfect combination of an environmentally friendly value that EU will initiate to enhance and develop the regional and worldwide economy. Later, green

economy will be a new trend of international diplomacy which holds into environmentally friendly value as what EU has initiated.

B. Research Question

With the explanation above, the author would propose a research question as followed;

How does the EU use the green economy as a new approach in influencing international diplomacy?

C. Purpose of the Research

This research is conducted by bringing certain expectation that the author could identify some key factors that would succeed the EU in implementing the green economy to its territory yet also contribute to influence worldwide. Also, this undergraduate thesis is also hoped to be an addition to the European studies.

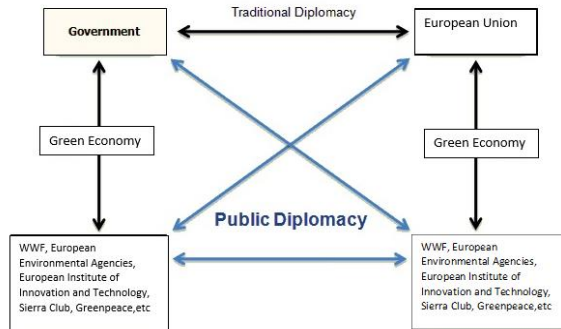
D. Theoretical Framework

In analyzing the problem contained within this particular research, the author utilizes the basic framework from constructivism theory of international relations as well as decision making process model to answer the research question.

1. Public Diplomacy

Jen Melissa refers public diplomacy as a new strategy that used by an actor to implement their strategic plan by involving multitude actors to foster mutual trust within actors involved and productive relationship. It implies to the sharing power among nations will be led by one powerful country depends on the issue that is being engaged. There is a shifting of the trend in the international system that Jen Melissen has analyzed, which is the shifting from an anarchical to a hierarchical structure (Melissen, 2005).

Diagram 1 1.1 Public Diplomacy Diagram



Source: <http://www.ryanjsuto.com/2011/02/diagramming-public-diplomacy-ver-20.html>

Environment, particularly those who caused due to the economic exploitation has become the common concern for almost all international actor across the world. The solution offered still do not attach the main cause which is economy as the main area that should be concerned on. Here the EU has a big amount of opportunity in leading the hierarchical structure in international system through the common awareness upon the environmental damage that took place in the region through the implementation of the green economy.

Public diplomacy will channel the needs of EU to transfer the global awareness of the economic development based on the environmental sustainability. As Jen Melissa has identified that public diplomacy has multi-component in promoting a policy or value worldwide (Melissen, 2005). This concept will help this research for the EU to promote some key strategic plan of the Green Economy to the international community, as it's reported by the European Environmental Agencies (EEA) as one of EU body specific concern on the environmental issue, which are; (1) Competitiveness, this aspect will be a strategic long-term plan for the EU to ensure the flow of international economic development will be still competitive by involved all countries. This particular sector will enable the well-function market yet integrated globally which based

on the environmental sustainability principle. (2) Sustainability, like a strategic plan that EU offers to be implemented globally, EU must ensure the production of the green product will have met the sustainability criteria and scientifically proved, (3) Security of Supply, as the leading regional state in the green economy plan, EU will ensure the security of the supply. It entitles the energy storage, and capacity of each EU's members had (EEA, 2014).

EU has worked together with other non-state actor as their effort in establishing a new hierarchical structured where the concept of green economy is shared and implemented within (USC Center on Public Diplomacy, 2017). The public affairs are conducting through several bodies such as European Environmental Agencies (EEA), European Institute of Innovation and Technology (EIT), and European Environmental Bureau (EEB) as bodies that concern on the area of environment and green economy as the main actor of diplomacy. These bodies of EU promote the concept of the green economy through creating guidelines and convention with other countries in the policy implementation level, and at the same time establishing the green technology trade to assist the need of some countries upon the implementation the green economy (European Union, 2017). This effort also followed by the engagement that EU is done with some key actors that have been involved in the ecological field that international community has recognized, like WWF, UN Environment, Greenpeace which they have numerous delegation worldwide. This effort includes the engagement of the environmental damage that caused by the economic activity throughout several worlds gathering. The goal of this engagement is to ensure and convince the rest of the world that the environmental issue is the common threat for the global community, yet the EU still promotes the green economy as the comprehensive solution to overcome this particular issue (env.net, 2016).

The EU through the European Commission has also established cooperation with many developing countries in term of assisting and engaging them to implement green policies to be transformed into their national policy or future goal. This effort is specifically aimed to enhance the implementation of the green policy that EU set as their 2020 projection in the developing countries (Gabbatiss, 2018).

This engagement is conducted in the field of waste and chemical policy in which the Commission through the division of

International Cooperation and Development has established three international agreements to protect the developing world from hazardous chemical and waste, the three conventions are : (1) The Basel Convention which regulates the exports and imports of hazardous wastes, (2) The Rotterdam Convention which regulates the export of hazardous chemical and pesticides, (3) The Stockholm Convention which seeks to eliminate persistent organic pollutants (Comission, 2018). These agreements have been joined by 147 developing countries from Central Asia, Southeast Asia, The Gulf, Africa, Latin America, African, Carribbean and Pacific (ACP) region, Greenland, and EU neighborhood region and Russia which have held 979 meeting by 4th December 2017 (Comission, 2018).

This effort has been successfully mobilized the international community seeing from the participation of the country in ratifying Kyoto Protocol in 2009 that aims to limit the carbon dioxide emission. The fact that the EU has taken part of this protocol has inspired the global community to mobilize their awareness of the environment field. It is reflected by the attention gained in the Sustainable Innovation Forum (SIF15) as the largest business-focused event held during the Conference of Parties (COP21) that hosted in Paris, France. This agreement has been ratified by 169 parties out of 197 parties that present at the convention. As part of an event that supports the Sustainable Development Goals (SDG's) by the United Nations, EU has taken such a massive step in leading and hosting these events to lead hierarchical structure within the international system. This will be an open door for the EU to introduce the concept of green economy as well as to implement this new system of the economy worldwide, yet to ensure the international community that there is a new economic system that still hands in hand with environmental and ecologically friendly. (United Nations Framework on Climate Change, 2017).

2. Constructivism Theory

Constructivism is one of the most significant theories known within the realm of international relations studies. Compared to other theories (primarily to the positivist theories such as realism and idealism) constructivism is considered relatively new to be used as one of the educational tools in explaining the phenomena in international relations (The University of Sydney School of Education and Social Work, 2017). The significance of this theory is seen from the alternative view and a framework for the study of IR.

Popularly emerged in the era of 1940's, constructivism is also believed to be accountable for explaining the demise of Cold War (Lui, 2012).

This theory works with a fundamental assumption that international politics is the result of "social construction." Therefore, rather than emphasizing the idea of the state as the sole actor in the dynamics of international politics, this theory emphasizes the presence of the micro-agent (in this sense is the society) as the starting point of analysis and state as the top end point of analysis.

Alexander Wendt in his book entitled *Social Theory of International Politics* explains in retrospect that constructivism adapts two basic tenets which are, "(1) That the structures of human association are determined primarily by shared ideas rather than material forces, and (2) that the identities and interests of purposive actors are constructed by these shared ideas rather than given by nature." (Wendt, 1999) Although there might be various forms and interpretations about constructivism theory in IR, to write this research the author would try to focus on the one that is stated by Wendt. The version of constructivism theory which Wendt articulates is believed to be moderate constructivism in which it provides the interaction of structural and symbolical sociology.

Diagram 2 1.2 Constructivism Process



Based on the diagram above, Wendt explains that the concept of shared ideas that are shaped by the values of the environment surrounding is primarily shaping the identities and interests of an actor. The concept of identity plays a major role in determining what kind of ideas that will be shared in the certain scope of interaction. These shared ideas require the transformation sense of "I" to be "we" or "ourselves" so the idea will be well accepted as the common fact within their consciousness and memory.

This transformation justified what that Wendt explain about social construction is simply the process of the acceptance of

common identity from one single actor to broader. Interests also play the crucial role to institutionalized the new identity in a certain scope. Interest becomes the “pushing factor” of an actor in sharing this new identity with a certain goal. Wendt refers the identity in explaining “who or what the actors are,” meanwhile interests designate “what actors want” (Behraves, 2011). He also added that these shared ideas are structured based on the intersubjective rather than given material. Means that, there should be a strong bond of the idea that wants to be shared and the amount of power an actor possesses to promote it broader.

The concept above that the EU tries to structure globally through several keys of political affairs that they have established through the global gathering concerning the environment, regional organization, state and non-state actors that have a common concern. The main thing to be noticed is how the EU invite the global community to start to concern in this environment issue not as “EU’s interest” but “common interest” instead. This is done by addressing the solution that is mentioned in the green economy in overcoming the key problems of environmental damage that the world is facing.

The EU tries to influence the other countries through transforming the identity of the actors by using the environmental issue as the main instrument. One of them was hosting COP in France as one of the leading countries in the implementation of the green economy in the EU and worldwide. The effort to influence other countries also been doing in the green economy cooperation and collaboration program through technology trade by the EU to some regions such as Japan, China, Republic of Korea, Brazil and Mexico.

This trade mission also considered as the assistance in the technology field by the EU to another country to implement the green principles as the basis of their economy (European Institute of Innovation and Technology, 2017). This particular framework of cooperation can be seen as one of the missions of the EU to create a wider international community that contains countries that implement the green economy principle within their national policy or their national grand plan. As one of the leading actor in the green technology and green innovation, EU tries to assist those countries in the field of technology in the effectiveness of green economy principles implementation.

The People's Republic of Korea is one of the country that EU embraced as one of the strategic partnership in the field of green

technology development. The assistance implies to their national policy in which the Government of Republic of Korea through its Climate Action Tracker that released on 11th June 2015 (Institute, 2015). As what has confirmed in 2014 by the Ministry of Environment in the roadmap for achieving national greenhouse gas reduction target to 37% and below 30% in 2020 (Hankyung, 2015).

EU and Korea are also cooperating in the development of green technology to apply the national roadmap regarding the Greenhouse Gas (GHG) emission. South Korea aims to reach its target by running the mechanism called “Carbon Market” in which they bring the strength of the private sector and market forces to bear on the problem of climate change. Putting a price on emissions created an added incentive for countries and companies to invest in efficient technologies. (the Republic of Korea, 2015). The Government clarified that a 25.7% reduction below BAU would be achieved domestically and a further 11.3% reduction will be achieved by international market mechanisms (Ministry of Environment, 2015).

In other hand, Mexico also becomes one of the country In the industrial sector, EU has established an official cooperation under the VII Joint Council EU-Mexico that held in Mexico City on 2012 that provides all the needs of information, cooperation, and technology from the economic stakeholders both in the Mexico and the EU (Action, 2012).

Focusing on the industrial cooperation between the EU and Mexico, this center covers three issues which are: (1) Climate change, environment & energy, (2) Trade and Investment, (3) Industrial Policy (Partnership, 2017). It also implies to national policy that is implementing by Mexico through the Ministry of Environment regarding the reducing the greenhouse gas emission as well the national strategy to counter global warming. One of the most visible is the project to reduce the GHG for 50% by 2050 besides some issue that the government will review to support these policies’ implementation such as domestic emission trading, environment taxes, and policy improvement of energy efficiency of houses and buildings (Action, 2012).

The main objective to create the environmental damage as the mainstream issue that should be overcome through the green economy is what the goal that the EU bring in their foreign affairs. It can be explained by the fact that all of the regional organization in

the world are establishing bilateral cooperation with the EU, it formed on number and type of cooperation.

Beyond that, EU also becomes one of the leading actors in promoting the value of green life through their European Environment Agency (EEA) in supporting other non-governmental organizations that take the environmental field as their concern such as WWF, UN Environment, Greenpeace, Sierra Club, and likes (European Commission, 2017). This active action is a form of the EU to implement the common awareness to the global community that environmental issue is the common issue, which mostly takes place due to the exploitation for economic development, should be tackled in such a collective action through green economy principle.

The involvement of EEA in this cooperation is to ensure the sustainability of these NGO's in promoting the importance of the environmental issue to be concerned by the government through the campaign, workshop, seminar, and any program related to the environment.

This research will stress on the value shared by the state and non-state actor in seeing the environmental damage that took place across the world as a common threat to a human being. Refers to the statement of Alexander Wendt, that the structures and phenomenon that is happening surrounding human being is based on the shared ideas among them, this theory will utilize to explain the global phenomenon that the economic development and environmental sustainability could not hand in hand and something contradictory. This research will prove that green economy that initiated by the EU is the further action of this collective awareness through the theory of public diplomacy.

To be noticed, most of the term that is used in green economy concept is mostly align with the awareness that been campaigned by those NGO's across the world. This what becomes the way of EU to popularize the term as what Wend mean by symbolical sociology to be accepted and implemented within the society. This how the EU attempt to structure the value and concept of green economy to be known and gained a massive amount of attention of the global community.

The fact that environmental damage and activity that putting worldwide ecology in risk have been an issue that stands for a very long time, and has been gained countless attention by both state and non-state actor, EU will attempt to inject the value of the

importance of a global transformation of economic system from conventional economy to green economy. This plan surely will be supported by numerous state and non-state allies that have been voiced up related to this issue. Those state and non-state actors such as NGO's, individual, and youth will become the agent in promoting the implementation of the green economy. Thus, the EU will use the green economy to reconstruct the value and believe that economic development and environmental sustainability is something that actually can hand in hand.

With the way of thinking structured, EU will aim that green economy is not only their goal instead of the global goal. It happens through the common awareness by the non-state actors through the global summit and conference to urge the new economy system, and the ecological sector can go hand in hand.

E. Hypothesis

With the basic ideas that have been described previously, the author stipulates the hypothesis:

EU uses the green economy as the new approach to engaging global economy as the solution of environmental damage caused by economic activity through:

- 1. Acting as the role model**
- 2. Promoting the implementation of green economy globally**
- 3. Assisting the countries in the implementation of green economy as their national policy.**

F. Method of Research

In writing this research, the author uses descriptive method. To support such method, the author also uses data gathering techniques in which the author would collect the secondary data such as books, journals, news, websites as well as other electronic data which related to the discussed topic.

G. Scope of Research

To set the focus of this research, the author will obtain the comparison data before and after the introduction of green economy to the global community and be put as the strategic plan for the EU in 2020 in 2012. However, this research will be focused on the actual policy that takes place within 2010 and 2016 when the EU has worked on this strategic economic plan

H. Structure of Writing

This research would use the outline as follows:

Chapter 1

This chapter describes the background of the issue, research question, purpose of research, theoretical framework, hypothesis, the method of research, range of research and system of writing.

Chapter 2

This chapter explains the characteristic of EU diplomacy before the implementation of the green economy.

Chapter 3

This chapter explains about green economy as a new strategic plan of the EU.

Chapter 4

This chapter explains the role the EU took in shifting their international diplomacy through the green economy.

Chapter 5

This chapter concludes the entire research and explanations that have been discussed in the previous chapters.