

**THE STATUS OF GREEN ENTREPRENEURSHIP IN THE REPUBLIC OF
UZBEKISTAN AND ITS PROMISING DIRECTIONS****Bobojonova M.J.**

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Abstract: Green entrepreneurship is the pursuit of business opportunities that create social, environmental, and economic value while reducing environmental impact. Such an approach to entrepreneurship is important in creating a green economy that contributes to sustainable development and reduces environmental risks along with increasing social well-being. In this article, we explore the relationship between green entrepreneurship and the green economy, emphasizing the importance of green entrepreneurship in building a sustainable future. Green entrepreneurs use renewable energy to promote sustainable production practices and reduce the environmental impact of their products.

Keywords: green economy, sustainable marketing, eco-branding, green consumer behavior, environmental sustainability

Green entrepreneurs are also developing innovative business models that promote sustainable consumption. The advantages of a green economy in green entrepreneurship are that it is a low-carbon, resource-efficient, socially inclusive, and environmentally sustainable economy. The green economy is based on the principles of sustainable development, which include economic growth, environmental protection, and social equality. A proposal was also made to introduce the status of "green" entrepreneurship in the Republic of Uzbekistan. Accordingly, from September 1, 2025, it is proposed to launch a platform providing for granting "Green Entrepreneur" status to business entities. This is stated in the draft Decree of the President of the Republic of Uzbekistan on the State Program for the Implementation of the "Uzbekistan-2030" Strategy in the "Year of Environmental Protection and Green Economy." According to the project, the status of "Green Entrepreneur" will be awarded to entrepreneurs who have contributed to the landscaping of the enterprise, including those who have surrounded the enterprise with a "green belt," installed irrigation systems, implemented drip, sprinkler, and container (bag) irrigation systems, and implemented energy-saving technologies, including energy-saving equipment. Also, such entrepreneurs should reduce the impact of the enterprise on the environment, including not committing environmental offenses, using an online emission monitoring system, and implementing the principle of a circular economy ("7P") in production. The 7P principle was carried out in the following directions.

The first direction is aimed at building a people-centered state through the development of a free civil society. For this purpose, in the future, a significant portion of state functions will be transferred from the center to the regions. The second direction covers the tasks of strengthening justice and the rule of law, ensuring human dignity. To this end, the judicial system and the institution of the bar, as well as the activities of law enforcement agencies, will be improved. In the third direction, plans for the development of the national economy were

outlined. It was noted that the goal is to join the ranks of countries with above-average per capita incomes by 2030. This will be achieved primarily through stimulating the private sector and increasing its share, as well as attracting foreign direct investment. Measures will be taken to ensure macroeconomic stability and reduce the inflation rate to the established 5 percent. Large projects will also be implemented to provide the population with housing and clean drinking water, construct modern roads and communication networks, and improve public transport and interregional connections. Fourthly, it was emphasized that the issue of quality education and upbringing will remain at the center of constant attention. For this purpose, it is planned to consistently increase the monthly salary of teachers and bring it to \$1 thousand by 2025. A National Education Program will be developed, aimed at building new schools, strengthening the material and technical base of existing ones, and ensuring continuity between all levels of the sphere. The fifth direction focuses on the development of spiritual and educational spheres. To this end, the concept of "New Uzbekistan - an enlightened society" will be implemented. Priority will be given to the development of culture and art, the upbringing of youth in the spirit of healthy beliefs, and the strengthening of interethnic harmony and mutual respect. Sixthly, the need to find solutions to global problems at the national and regional levels and to coordinate all efforts in this direction was emphasized. In particular, the growing negative impact of environmental threats was noted. The issues of developing the Aral Sea region as a zone of environmental innovations and technologies, as well as the development of the World Environmental Charter, were touched upon. The seventh direction reflects the tasks of ensuring peace and security in the country and developing international cooperation. It was noted that the power of the Armed Forces will be further enhanced, and the combat readiness, physical and moral training of the military personnel will be strengthened. A pragmatic and well-thought-out foreign policy and economic diplomacy will be continued in international cooperation. First of all, mutually beneficial and multifaceted relations with neighboring countries and partners from all regions of the world will be expanded. Business entities that have received the status of "Green Entrepreneur" will have priority on the "Transparent Construction" platform. They will also be exempt from environmental audits for a certain period and will be supported to enter international markets. In addition, they will be recommended for the "Nature Protector" badge and awarded an additional score within the framework of the sustainability rating of business entities. The main tool that played an important role in the development of green entrepreneurship in France is the Law "On the Transition to Green Growth." Within the framework of the law, tax benefits and subsidies will be provided to startups operating in the fields of renewable energy, waste recycling, and energy saving.

Also, through the BPI France platform, companies will be provided with loans and grants for the development of green technologies. In addition, regional initiatives will contribute to the creation of infrastructure for renewable energy and the launch of local environmental projects.

Successful examples of initiatives include Back Market, a platform for the resale and recycling of electronics, and Eco-Compteur, a developer of pedestrian and bicycle monitoring systems to reduce the carbon footprint. The launch of the "Green Entrepreneur" platform will increase the effectiveness of measures taken to ensure "green" and inclusive economic growth within the framework of the Strategy for the Transition of the Republic of Uzbekistan to a "green" economy. It will also contribute to the use of renewable energy sources and the further expansion of resource conservation in all sectors of the economy.

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