Abstract

The green economy is a concept that arises in response to the current environmental problem in which the implementation of policies is sought with a cooperative effort between governments, companies and society itself to achieve, within the context of sustainable development, the development objective social welfare through economic activities of production and consumption aimed at being sustainable through the efficient and responsible natural use of resources and energy without putting future generations at risk.

The proposed methodology consists of the identification of indicators in Mexico that help to better understand the cause-effect relationship between human and industrial activities and the impact they have on the environment, this in order to help the creation of economic policies oriented towards a green economy where there are greater investments in innovations for strategic sectors with the aim of redefining economic growth with an emphasis on the well-being of human beings and the environment. The main challenge is to help improve the use of resources, such as raw materials and energy, through a better input-product relationship where the environmental impacts in the life cycle phases of the products are lower; In this way, it would be expected to promote more green employment focused on helping industrial sectors in terms of their productivity. As well as the behavior of ecological consumption by consumers, achieved the purchase and use of organic and biodegradable products.

According to the results obtained so far, some strategic sectors in which Mexico could invest are in forest resources, biodiversity, hazardous waste, water, soil, renewable energy, among others; in conjunction with specific indicators of "green growth" such as natural capital, innovation, production and consumption, and the socio-economic context.

Keywords: green growth; sustainable development; strategic sectors.