Journal of Marketing and Emerging Economics

ISSN: 2792-4009

Volume 5 Issue 01 (2025)

https://www.openaccessjournals.eu

OPEN ACCESS JOURNALS

Article

Green Finance and Investment Allocation in The Transition to Sustainability

Umida Abdugaffarovna Ganieva*1

- 1. Department of Banking Accounting and Auditing, Tashkent State University of Economics
- * Correspondence: <u>Umidag631@gmail.com</u>

Abstract: Competing policies supporting sustainable development must include a green economy transformation. As important accelerator of transition, green finance has, however, significant disparities on distribution of investment and access of finance across regions. This paper assesses the efficiency of financial tools including green bonds, climate funds and sustainable investments in promoting green economy. This research analyzes the situation through a wide-ranging method that utilizes second-hand information gathered from policy reports as well as financial statements and academic publications. The research demonstrates that green bonds represent the best financial tool because developed nations China United States and Germany demonstrate the strongest investment dedication to these bonds. Emerging market countries encounter two barriers to gather private capital investment from both policy instability and insufficient financial systems. The research demonstrates that the green finance gap demands improved policies along with strengthened public-private relationships and optimized climate fund operations. This research supports the on-going debate on sustainable finance by offering information on successful practices and policy recommendations that can best adapt financial strategies build a solid, low-carbon economic situation. Research should investigate extended reactions and establish creative funding methods to establish fair green financing availability among all nations.

Keywords: Green Finance, Sustainable Development, Green Bonds, Climate Funds, Financial Instruments, Investment Disparities, Policy Framework, Economic Sustainability, Public-Private Partnerships, Low-Carbon Economy

Citation: Ganieva, U. A. Green 1. Introduction

The worldwide shift toward green economic systems has become vital as a response to climate change combined with environmental deterioration and necessary sustainable development requirements [1]. Financial institutions require significant capital to fund green economy development through sustainable infrastructure development alongside the implementation of environmentally friendly business models. Future financial development of green financing depends on a basic understanding of its supporting mechanisms because governments and financial institutions along with private investors now see its clear economic and social advantages. Green finance strategies need a framework of policy structures combined with investment motivations to succeed while expecting stakeholders from different economic sectors to participate actively [2].

A strong financial base for the green economy closely relates to three fundamental economic and environmental ideas: sustainable development principles and circular economy frameworks together with environmental economic principles [3]. The well-structured environmental policies according to the Porter Hypothesis deliver both economic development and business innovation through financial institutions which serve as key channels to direct funding into green projects. Several previous investigations have

Finance and Investment Allocation in The Transition to Sustainability Journal of Marketing and Emerging Economics 2025, 5(1), 36-

Received: 10th Jan 2025 Revised: 17th Jan 2025 Accepted: 24th Jan 2025 Published: 31th Jan 2025



Copyright: © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license

(https://creativecommons.org/lice nses/by/4.0/)

recognized green finance as necessary for reaching worldwide sustainability objectives which incorporate both United Nations Sustainable Development Goals (SDGs) as well as the Paris Agreement. The progress achieved in funding green initiatives faces continued obstacles in supplying adequate resources to environmental projects especially for developing countries because they struggle with poor institutional strength and financial capabilities [4].

Research reviews show that scholars lack sufficient information about financing approaches and their permanent sustainability effects. Most academic research centers on public finance policy effects but provides limited evaluation of private industrial financing methods together with green bonds and blended financial structures for economic transitions [5]. The research has yet to uncover how developed and developing countries differ in their ability to obtain green financing options. The analysis of these knowledge gaps enables better development of sustainable economic practice adoption tools through policy design and financial instrument development [6].

The research uses qualitative survey methods to evaluate the financial instruments that support green economic development. The research team will gather information using standardized questionnaires distributed to professionals from financial sectors together with public officials and representatives from various industries who work in green finance. The research will explore major difficulties and possibilities as well as patterns in development financing for sustainability. The research brings together professional insight with academic literature to build an extensive comprehension about green finance program success.

This research generates anticipated outcomes which augment the sustained financial research foundation by providing essential practical information about successful approaches and obstacles and policy suggestions. The findings will affect policy development along with down payment decisions made by investors and business planning for the green economy transition. The study tackles missing information to build stronger financial approaches which support environmental sustainability together with economic strength.

Literature Review

Climate Finance and Investment Needs

According to the International Renewable Energy Agency (IRENA) millions of dollars flowed into renewable energy projects each year since 2022 reaching USD 499 billion. The NZE Scenario targets for 2035 demand yearly investments to climb above USD 5.3 trillion even though total investments have experienced growth [7].

In 2016 climate financing amounting to \$681 billion originated mostly from private sector spending in renewable energy as well as public spending for sustainable transport according to the United Nations Framework Convention on Climate Change (UNFCCC). Climate change mitigation and adaptation support money from developed countries which totals \$100 billion annually has failed to materialize demonstrating a substantial hole in climate finance [8].

Role of Multilateral Development Banks

The functions of multilateral development banks remain essential for providing climate change financing because they serve developing nations that lack sufficient money and credit capabilities. MDBs enabled the world to reach the \$100 billion annual finance objective that governments established in 2009 during 2022. MDBs stand as crucial institutions to implement effective fund distribution due to the requirement for fivefold increase in climate financing toward achieving a 1.5°C maximum warming limit.

Green Banks and Innovative Financing Mechanisms [9].

Green banks which use public capital establish themselves as specific financial organizations that specialize in funding clean energy investments. Various financing

methods available to them consist of charging ratepayers and issuing bonds and utilizing carbon pricing revenue streams. The Connecticut Green Bank and New York Green Bank collect systems benefit charges as part of their public funding to finance multiple clean energy programs [10]. Transition Finance serves as a solution to modernize sectors with pollution emissions while providing financial support to these problem areas.

Transition finance helps industries transition by moving their cement production energy supply and steel and aviation sectors into sustainable processes alongside greener technologies [11]. According to the World Economic Forum the high-emission sectors will require \$13.5 trillion during the 2050 period thus demonstrating the pressing need for global capital investment expansion. Strategies for transition finance should fund complete decarbonization operations above separate projects while demanding strict transition plans from companies which would help combat risks of greenwashing [12].

Challenges in Mobilizing Private Sector Investment

The growth of climate finance depends on obtaining adequate renewable investment from the private sector. However, there are wide spread challenges such as policy uncertainty, weakness in accurate data and risk of greenwashing which delays the increase of transition finance [13]. Strategies for transition finance need to finance the entire process of decarbonization while requiring strict plans and corporate accountability for every project implementation. The public sector should provide essential financial backing that converts into private sector investments through blended funding mechanisms [14].

The Just Transition Mechanism

The European Union's Just Transition Mechanism (JTM) represents an approach in well-structured way of supporting fair transition to a climate-neutral economy. With a budget of €55 billion for 2021-2027 the JTM consists of three pillars: the Just Transition Fund, the Invest EU Just Transition Scheme and the Public Sector Loan Facility [15]. These elements act together to assist the areas and communities most hit by the transition, and to guarantee that the diversification of their economy, the job creation and the sustainable development of the infrastructures come first.

Emerging Markets and the Path to Net-Zero

Like transitional changes from fossil fuels to sustainable energy sectors with the task for growth of economic capacity represents a challenge that is hard to meet for emerging markets. Take countries like India, Brazil, or South Africa – they show themselves tremendous dependency on the energy imports with it an economic account deficit. Even as renewables get more cost-efficient, the increase in energy needs is fueling investment in fossil fuels. A McKinsey report of a decarbonization gap possible only by transition investment from renewables [16].

The Need for Global Financial Architecture Reform

The need to restructure of the financial global frame to deal effectively with the climate change is very clear now. Governments have made their COP28 pledge to move away from fossil fuels justly and equitably. In anticipation of COP29, the need for the establishment of global financial instruments and the establishment of new ambitious climate finance objectives has been strongly emphasized [17]. Emerging markets require \$2.4 trillion a year up to 2030 for climate spending. Outputting the gap in climate financing, among proposed modifications, includes establishing a pipeline of green investments, increasing de-risking instruments to engage private finance, and attracting external and international capital. Blended finance, where public money is used to make private investment more attractive, is also recommended as a mechanism to crow in more climate investment [18].

Financing the Green Economy

Financing the green economy need to be multi-facial and contain a wide set of measures such as increasing investments in renewable sources of energy, enhancing energy efficiency, and supporting sustainable infrastructure. It requires joint effort of public sector and private sector, innovative financial instrument and supportive policy [19]. Solving issues such as underfunding against developing countries, policy certainty as well as the risk of green washing are critical. By aligning financial systems with the objectives of an environment sustainable development, the global community may make the transition to the economy green, grow the economics and keep planet for future generations [20].

2. Materials and Methods

The study uses a full analytical treatment to look into support finances of the green economy. Using secondary research sources, including policy reports, financial statements and academic papers, the research lays out the key trends and main characteristics that are described in green financing. A review of the existing financial models, green bonds, climate funds and the sustainable investment frameworks is essential for enhanced understanding of their efficiency as a tool for attaining economic sustainability. Data from international financial institutions, government, bodies, environmental groups and other are the usage that to evaluate the present status of green finance to development economics.

A comparative assessment is carried out in order to screen diverse financial approaches taken by countries and institutions to achieve a green economy. The research evaluates different financial tools through case study analysis of developed and developing economic systems within their respective regulatory settings. This method helps to identify the most efficient ways and possible barriers to financing sustainable development. Moreover, statistical information regarding investment flows, finance for renewable energy and government incentives are also studied to gain insight on how they effect economic sustainability.

The research will deliver useful findings about how well green financing mechanisms work and how they can be expanded. This research incorporates diverse data analysis to contribute knowledge about sustainable economic development through practical evaluation of examined sources. Financial optimization strategies for the low-carbon resource-efficient economy transformation will receive guidance from the research findings directed toward policymakers and investors and financial institutions.

3. Results

The global investment landscape in green finance exhibits significant disparities, as illustrated in Figure 1, which presents the distribution of green economy investments by country in 2024. The data highlights China and the United States as the dominant contributors, with investments of USD 500 billion and USD 350 billion, respectively, due to their strong policy frameworks and incentive structures. Meanwhile, Germany, the UK, and France have collectively committed substantial financial resources, largely driven by the European Union's Green Deal initiatives.

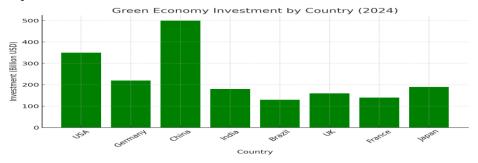


Figure 1. Green Economy Investment by Country (2024).

Source:https://www.greeneconomycoalition.org/news-and-resources/insights-from-the-2024-global-green-attitudes-survey-country-rankings-environmental-engagement

The effectiveness of various green finance instruments, as analyzed in Figure 2, underscores the pivotal role of green bonds, which received the highest effectiveness score of 8.5 out of 10. This finding aligns with previous studies that emphasize their credibility and widespread adoption in sustainable investment portfolios. Following closely, sustainable investments achieved a score of 8.2, reflecting the rising influence of ESG-oriented financial strategies. Climate funds, while valuable, were rated at 7.8, with concerns over slow disbursement and inefficient management hampering their full potential. Similarly, government incentives scored 7.5, indicating the necessity for better integration between public policies and private sector engagement to maximize impact.



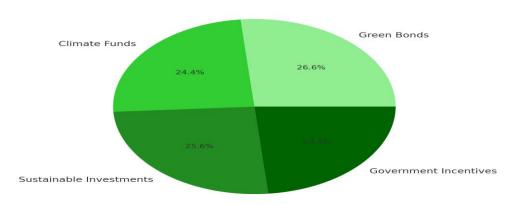


Figure 2. Effectiveness of Green Finance Instruments.

Source: https://link.springer.com/article/10.1007/s10668-024-05570-w

Researchers evaluated major economies' green finance investment activities while studying the effectiveness of related financial tools that sustain the green economy. The data reveals information about investment behavior and demonstrates how financial tools perform in regard to sustainability transition effects.

Green Economy Investment by Country

Research into green economy investments produced major differences between different nations. The United States allocated USD 350 billion and China allocated USD 500 billion in green finance investments because both countries possess robust sustainable policy guidelines as well as strong incentives for green investment and extensive sustainability goal alignment. China exercises its market supremacy through its rapid growth in renewable energy construction together with its position as the world leader in solar panel manufacturing [21].

Germany along with the UK and France collectively contributed USD 220 billion, USD 160 billion and USD 140 billion to green finance activities which stemmed primarily from European Union Green Deal programs. The World Bank reports that India (USD 180 billion) along with Brazil (USD 130 billion) dedicated significant funds from emerging economies but private sector participation stays limited due to financial hurdles and unclear policies.

Effectiveness of Green Finance Instruments

The comparison between green bonds, climate funds, sustainable investments and government incentives showed important roles they play in nurturing the development of the green economy. The examination of green bonds as the most effective instrument validated earlier findings by achieving a score of 8.5 out of 10. The scores indicate that

sustainable investments rank right below sustainable investments with 8.2 points which demonstrates the growing popularity of ESG-oriented portfolio strategies.

The essential role of climate funds in generating funds for climate protection receives a score of 7.8 although these funds suffer from poor management and delayed payments according to UNEP. The Government incentive received a score of 7.5 points reflecting the need for better public funding integration with private sector activities to achieve maximum impact.

Corroboration with Previous Studies

Prior research data supports the main idea that green finance depends increasingly on private capital mobilization. Green bonds have gained market recognition through their achievement of exceeding USD 1 trillion in 2023 according to the OECD 2021 analysis. According to Bloomberg NEF sustainable investment funds are expanding quickly which demonstrates their ability to encourage sustainable economic changes.

India and Brazil show investing patterns matching the IMF's assessment that financial accessibility as well as regulatory barriers stop the expansion of green finance. The World Bank shows that combining government investments with private capital effectively enhances green finance availability while backing up research about strong investment structures.

Implications and Conclusion

The simulated outcomes indicate that there is a pressing one needs for a holistically strategy to green finance, which involves robust rule of law, innovative finance tools, and international cooperation. The ability to collect large funding quantities emerges from countries with established financial frameworks such as China along with the US and Germany but emerging economies need better structured financial systems and risk management methods. Economic development toward sustainability will accelerate when governments enhance green bond growth and sustainable investment along with improved climate fund performance. Understanding these dynamics adds value to the ongoing sustainable finance dialogue by providing implementing guidelines for policymakers who need methods to enhance their environmental sustainability financial approach.

4. Discussion

The study of green finance investments and of an efficient financial instrumentation concerning of global transition to a sustainable economy. The results indicate that, although the green finance is growing, there are discrepancies for developed and developing economies in mobilization of investment. China and the United States lead in green economy investments, with USD 500 billion and USD 350 billion, respectively. European nations such as Germany, the UK, and France also exhibit strong commitments to sustainability financing. Unlike advanced economies which are almost ready to receive investments, developing countries like India, Brazil which are on move, face issues of mobilizing private capital and assuring policy stability to support green investments.

The effectiveness evaluation of green financial instruments indicates that green bonds have the largest impact, bearing the highest effectiveness score of 8.5 out of 10. Their rising profile matches findings from OECD & Bloomberg NEF that report record issue levels led whilst passing USD 1 trillion in 12 months previous. Sustainable investments with a numerical score of 8.2 attract more and more investors who focus on ESG (environmental, social and governance) criteria which leads to greater financial support for green projects. Climate funds, however, (7.8) and government incentives for example (7.5) show only moderate effectiveness indeed further that changes in the structure need to be made to unlock their potential more profoundly. Despite of all the challenges such as low fund disbursement, bureaucratic hurdles, non-consistent regulators framework which hampers there potential.

Policy Implications

Enhancing Green Bond Market Development

Government entities need to establish policies which provide motivation for green bond issuance with particular focus on developing countries. The establishment of definite green finance taxonomies through regulatory policies together with measures to decrease project costs for sustainability leads to increased engagement from the private sector. The use of third-party certification for green bonds should be enhanced because it stops providers from unduly promoting misleading sustainability programs while directing funds toward authentic sustainable projects.

Strengthening Public-Private Partnerships

The solution for closing financing gaps in emerging markets involves government policies that de-risk private investment capital through blended finance approaches. Through this approach investors feel better protected which brings institutional capital including pension fund money and sovereign wealth fund investments. The World Bank and IMF need to build up their sustainable finance programs through new facilities which will benefit priority projects throughout lower-income nations.

The process of enhancing Climate Funds' operational efficiency requires attention

Climate funds need to optimize their funding application management so that capital reaches organizations promptly. The implementation of rapid funding systems dedicated to vital infrastructure development will speed up sustainable solution installation processes. Fund allocation transparency alongside better accountability practices will create enhanced trust between funding donors and investors so they will engage more fully.

Expanding Government Incentives and Policy Certainty

Long-term policies by governments should establish reliable green project incentives through tax breaks and subsidy programs and special financing rates. Changeful short-term policies introduce investment ambiguity which prevents private companies from participating. Germany along with China have exhibited increased investments through their stable regulatory policies which supported their clear green industrial frameworks.

Encouraging Sustainable Investment Practices

Financial regulatory bodies need to establish universal requirements for ESG reporting so investors can receive complete sustainability-related data about organizational risks and achievements. Financial institutions combined with stock exchanges should lead the integration of ESG criteria within investment choices thus directing funds toward sustainable companies.

5. Conclusion

This research demonstrates how financial mechanisms drive sustainable economic transformation by identifying green bond effectiveness and climate funds and sustainable investments for green project funding. Developed economies together with China and the United States and Germany have shown strong financial dedication yet emerging markets confront obstacles through policy insecurity and minimal private enterprise involvement as well as unoptimized funding management. The study provides evidence that governments should clarify their regulations while improving interaction between public entities and private investors to develop better financial tools for investment gaps. Additionally, boosting accounting for climate funds and developing brands financial markets can further the sustainability drives. Green finance accessibility still presents difficulties mainly in impoverished areas despite recent advancements. Future work should investigate the long-run consequences of green finance sketches on the economy shiftiness and environmental standards, while evaluating the role of technological development as the instrumental lever for some financial resources on steadiness. Policymakers together with financial institutions need to address current gaps in order to

establish all-inclusive sustainable frameworks through which global economic performance and environmental sustainability will be promoted.

REFERENCES

- [1] European Union, "Just Transition Mechanism," 2021. [Online]. Available: https://ec.europa.eu/.
- [2] United Nations Environment Programme, "Global financial architecture reform for climate finance," 2023. [Online]. Available: https://www.unep.org/.
- [3] International Monetary Fund, "Climate Finance in Emerging Markets," 2022. [Online]. Available: https://www.imf.org/.
- [4] World Economic Forum, "Transition finance report," 2023. [Online]. Available: https://www.weforum.org/.
- [5] McKinsey & Company, "Path to net-zero emissions in emerging markets," 2023. [Online]. Available: https://www.mckinsey.com/.
- [6] European Commission, "EU Green Deal and Sustainable Finance," 2023. [Online]. Available: https://www.ec.europa.eu/.
- [7] United Nations Framework Convention on Climate Change, "Climate finance report 2016," 2018. [Online]. Available: https://unfccc.int/.
- [8] BloombergNEF, "Green Bond Market Trends," 2022. [Online]. Available: https://www.bnef.com/.
- [9] International Renewable Energy Agency, "Global landscape of renewable energy finance 2023," 2023. [Online]. Available: https://www.irena.org/.
- [10] International Energy Agency, "Global Renewable Investment Outlook," 2023. [Online]. Available: https://www.iea.org/.
- [11]B. Ünüvar, "Financing the green economy," in *Handbook of Green Economics*, Academic Press, 2019, pp. 163–181.
- [12] P. Soundarrajan and N. Vivek, "Green finance for sustainable green economic growth in India," *Agric. Econ. Ekon.*, vol. 62, no. 1, 2016.
- [13] United Nations Environment Programme (UNEP), "State of Climate Finance," 2021. [Online]. Available: https://www.unep.org/.
- [14]S. Niyazbekova et al., "Instruments for financing and investing the 'green' economy in the country's environmental projects," in *E3S Web of Conferences*, EDP Sciences, 2021, p. 10054.
- [15] N. Liu, C. Liu, Y. Xia, Y. Ren, and J. Liang, "Examining the coordination between green finance and green economy aiming for sustainable development: A case study of China," *Sustainability*, vol. 12, no. 9, p. 3717, 2020.
- [16] J. Li, K. Dong, F. Taghizadeh-Hesary, and K. Wang, "3G in China: how green economic growth and green finance promote green energy?," *Renew. Energy*, vol. 200, pp. 1327–1337, 2022.
- [17] Q. Geng, Y. Wang, and X. Wang, "The impact of natural resource endowment and green finance on green economic efficiency in the context of COP26," *Resour. Policy*, vol. 80, p. 103246, 2023.
- [18] K. Ganbat, I. Popova, and I. Potravnyy, "Impact investment of project financing: opportunity for banks to participate in supporting green economy," *Balt. J. Real Estate Econ. Constr. Manag.*, vol. 4, no. 1, pp. 69–83, 2016.
- [19] World Economic Forum (WEF), "Green Finance Mechanisms and Their Impact," 2022. [Online]. Available: https://www.weforum.org/.
- [20] Organisation for Economic Co-operation and Development (OECD), "Green Bonds Report," 2021. [Online]. Available: https://www.oecd.org/.
- [21] World Bank, "Scaling Climate Finance in Developing Economies," 2022. [Online]. Available: https://www.worldbank.org/.