



Home ▶ All Journals ▶ Communication Studies ▶ Environmental Communication ▶ List of Issues ▶ The Green Economy: Reconceptualizing the Volume 10, Issue 4 Q Environmental Communication > Volume 10, 2016 - Issue 4 1.982 29 12 Views CrossRef citations to date Altmetric **Original Articles** The Green Economy: Reconceptualizing the Natural Commons as Natural Capital Joanna Boehnert 🔽 Pages 395-417 | Published online: 13 Mar 2015 (Check for updates **66** Cite this article https://doi.org/10.1080/17524032.2015.1018296 Sample our Geography Iournals >> Sign in here to start your access to the latest two volumes for 14 days Full Article 🖾 Figures & data References **66** Citations **Metrics**

Share

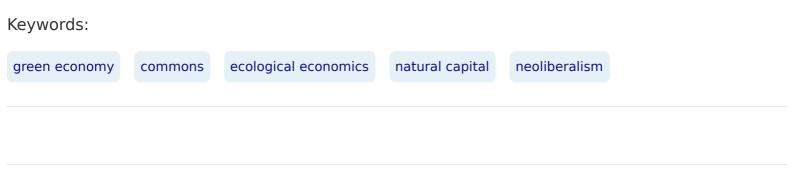
🔒 Reprints & Permissions

Abstract

The green economy is an emergent approach to sustainable development launched at Rio+20. Herein environmental decision-making is increasingly achieved through economistic processes and logic. The natural commons are quantified and managed as natural capital. This paper summarizes the trajectory of the project and its ideological framework. It examines various conceptualizations of economic approaches to the environment and considers philosophical, methodological, and political problems associated with the green economy project. In the face of very different definitions of what constitutes a green economy, environmental communicators face a situation characterized by discursive confusion as the complexity of natural capital accounting processes conceal new political configurations. Counter movements argue that the green economy program is performing ideological work that uses language of environmentalism to obscure an intensified agenda of neoliberal governance and capital accumulation. The concept now has contradictory meanings. Environmental

Read this article

communicators have an important role to play in exposing the contested nature of the project and in helping to define the emerging green economy.



Acknowledgments

I am grateful to James Beecher, Luke Devlin, Rebecca Wasil, Max Boykoff, and the anonymous reviewers for constructive feedback.

Additional information

Funding

I thank the Cooperative Institute for Research in Environmental Sciences at University of Colorado Boulder for financial support.

Related research i

| People also read | Recommended articles | Cited by 29 |
|------------------|----------------------|----------------|
| | | |

| Information for | Open access | |
|----------------------------|----------------------|--|
| Authors | Overview | |
| R&D professionals | Open journals | |
| Editors | Open Select | |
| Librarians | Dove Medical Press | |
| Societies | F1000Research | |
| Opportunities | Help and information | |
| Reprints and e-prints | Help and contact | |
| Advertising solutions | Newsroom | |
| Accelerated publication | All journals | |
| Corporate access solutions | Books | |

Keep up to date

Register to receive personalised research and resources by email





| Copyright © 2025 | Informa UK Limited | Privacy policy | Cookies | Terms & conditions | Francis Group |
|------------------|--------------------|----------------|---------|--------------------|---------------|
| Accessibility | | | | | |

Registered in England & Wales No. 01072954 5 Howick Place | London | SW1P 1WG