

# **Green economy versus grey economy**

Costel Negrei

PhD, Professor, The Bucharest University of Economic Studies, Romania,  
costelnegrei@yahoo.com

## **ABSTRACT**

Improving the relation of humankind with its natural environment is a major goal since several decades. Along time many concepts and strategies were proposed and at some extent imposed in action by environmental policies. Currently a novel attempt is deployed by the proposition of the green economy concept as a vector for the transformations needed toward sustainable development. Our paper establishes the position of this new concept and then analyses its content. Finally we propose for Romania, as means of delivering green economy, the rethinking of the intensification concept in agriculture by considering information as key resource.