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The role of social policy in transition towards a green economy: the case of South Africa

Abstract

The paper examines the significance of social policy towards growth of a green economy with particular reference to South Africa. As such, the roles identified are that social policy: constructs ideological foundations which enhance growth of a green economy, promotes efficiency of green economy advancement, improves competitiveness of green economy emancipation and enables sustainability participation required of private firms and financial entities thereby enhancing establishment of a green economy when adopting economic market policies. Further, the paper outlines specific recommendations which are essential towards constructing a green economy by developing an efficient social policy in South Africa. These recommendations include constructing planning processes which empower both rural and urban social policy establishment and implementation procedure pertaining to green issues, employing complete media mass communication models that facilitate expanded publicity concerning social policy issues which relate to green matters, exercising complete employment of academic research and development (R&D) capability of social scientific institutions which enhance and propel green economy development and constructing a government and private sector social policy collaborative venture which enhance green economy advancement. Moreover, the paper suggests integrating green technology systems in social policy planning and implementation so as to support green economy growth, introducing green funding service frameworks in social policy adoption, integrating green benchmarks in performance assessment frameworks of government department's social policy initiatives and reinforcing green legislation.

Keywords: social policy, green economy, South Africa.

JEL Classification: D63, H5.

Introduction

The past few years have witnessed increasing pressures which demand countries, societies and enterprises to effectively participate in activities which generate a green economy so as to realize sustainable development. In this regard, a green economy leads to better human welfare plus improved social equity whilst environmental damages have been lessened (UNEP, 2012). Hence, the key constituents of human welfare and social equity which are associated with green economy features are creation of green jobs, production of green commodities, fair distribution of total wealth, access to green energy technologies, plus availability of clean water and clean sanitation (UNEP, 2011a). Within South African contexts, the matter on green economy interest has also been heightened. Indeed, an impartial and equitable green economy should attempt to change social frameworks, organizations along with power relations which form the basis of poverty, inequality and other disadvantages (UNRISD, 2012). So, an efficient social policy can capably be adopted to transform societies into green economies (UNRISD, 2011; UNRISD, 2012). With reference to South Africa, major socioeconomic challenges include poverty, social exclusion, unemployment, corruption and unequal distribution of wealth between the rich and poor classes (ISER, 2011).

Mail & Guardian (2011) show that an estimated half of the aggregate South African population depends

on R500 on a monthly basis which is below the poverty datum line. Momata (2012) explains that World Bank reports also show that social inequalities are still high and are founded upon racial grounds such that 58% of South Africa's economy is controlled by 10% of the rich and only 0.5% of South Africa's economy is accounted by middle class and low class groups. Furthermore, Sharma (2012) posits that the apartheid system in South Africa increased income poverty in addition to increasing income inequality between the rich and poor which realized the white minority groups benefiting from pro-social policies and that gap has been difficult to cover or address. For instance, the author highlights that in 2008, the Black group who are 79% of the country's population obtained 44% of income and used 41% as expenditure whilst the White minority group who are 9.2% of the country's population acquired 40.3% as income and used 40.9% as expenditure. Moreover, Motsosi (2011) announces that South Africa's unemployment rate is over 36%. Further, the country is comprized with high rates of HIV/AIDS and TB pandemics, in addition to high infant and child mortality cases. For instance HIV prevalence in South Africa is 23 times higher than worldwide averages (Duncan, 2011). In addition, chronic disease such as diabetes, heart disease, cancer, high blood pressure and mental illnesses are high as a result of alcohol abuse, high smoking and drug practices, lack of balanced diet and inadequate exercise (Duncan, 2011). Powell (2012) writes that there has been rapid increase in corruption in South Africa, especially in urban areas

where the practice has been accepted as a lifestyle. In 2011, the country was put on the 64th place on the Transparency International Corruption Index and it was a decline towards unfavorable positions. Africa Check (2013) using South Africa Police Service (SAPS) records determine that South Africa's murder rate is 4.5 times greater than worldwide average, sexual offence rate increased at a rate of 1.5% and armed robbery increased by 4.6% for the period studied from 2012 to 2013. In light of these findings, this study attempts to examine the role of social policy in transition towards a green economy.

The main questions of this study are: What are the meaning, attributes and origins of social policy in South Africa? What is a green economy? What is the role of social policy deployment in advancement of green economy? What are the particular recommendations on establishing a green economy by developing an efficient social policy in South Africa? Therefore, the objectives of the study are: to examine the meaning, attributes and origins of social policy in South Africa, to define a green economy with special emphasis to South Africa, to investigate the role of social policy deployment in advancement of green economy, to outline particular recommendations on establishing a green economy by developing an efficient social policy in South Africa.

This paper is organized as follows. Section 1 examines the meaning, attributes and origins of social policy in South Africa. Section 2 defines a green economy with special emphasis to South Africa. Section 3 investigates the role of social policy deployment in advancement of green economy. Section 4 outlines particular recommendations on establishing a green economy by developing an efficient social policy in South Africa. The final section presents the conclusion.

1. The meaning, attributes and origins of social policy in South Africa

Social policies in less industrialized nations are determined by European and British social policy frameworks (Midgley and Kaseke, 1996). Hence, South Africa is no exception such as its unique past has led to social policy model that is moderately characteristic of a middle income emerging nation (Triegaardt, 2006). Social policy is defined as a comprehensive strategy which encourages social welfare practices (Rodgers, 1977). Marshall (1965) expressed social policy as strategies that the state has incorporated thereby directly affecting the well-being of the people through provision of services as well as earnings. Consequently, the major focus is on social insurance, health, housing and national

aid. Rein (1970) defined social policy as the planning with reference to social externalities, plus the fair allocation of social rewards, particularly social services. Graycar (1977) defines social policy as the outcome of motivation influences which seek to realize social justice, accomplish equality, promote reallocation and sustain efficient advancement of the whole society. Townsend (1975) outlines social policy as frameworks and procedures in which societies restrict, postpone, incorporate and control transformations.

Ferge (1978) briefs social policy as managing key redistribution systems which are targeted to change social relations models so as to realign with socialist objectives and goals. So (RSA, 1996) confirms that the Republic of South Africa Constitution of 1996 Section 27 Chapter 2 reinforces social policy by announcing that each person has rights to adequate health services, food and water, in addition to suitable social security of which social assistance can be afforded to vulnerable groups. Further, the government is expected to integrate legislation which promotes accomplishment of such rights. Historically, South Africa's social policy was recognized through social protection practices which included social assistance and social insurance initiatives (Skoufias et al., 2009). However, social policy frameworks in South Africa were largely affected and overshadowed by the apartheid system (Lund et al., 1996). In this situation, most social welfare benefits were targeted towards developing the whites standard of life while most blacks had minimized safety-nets. Consequently, the democratic elections in 1994 witnessed the engagement of a new social policy through the announcement of the White Paper for Social Welfare (South Africa Department of Welfare, 1997). The White Paper supported ideologies which gather all South African citizens to be committed towards activities which promote equity, democracy, people focused agendas and suitable social welfare models. Indeed, South Africa's social policy through welfare frameworks has continually grown in recent years by giving first preference to poor households such by 2013, 16 million people were expected to benefit from social security (Jacobs et al., 2010).

Briefly, the social policy adopted by South Africa has been noticeable between a relief and a primary holistic social protection net (Taylor, 2012). But, South African social policy strategies that are earmarked for relief objectives only last for a short period of time and they are not able to provide long term solutions to key challenges such as poverty, food insecurity, inequality and lack of jobs. Lawrence (1986) highlights that a transformative social policy develops ways which address the society's interest and demands, connect microbased needs to

macro social and economic approaches, encourage equitable allocation of commodities and rewards, express constitutional values on issues that concern rights and foster platforms in which the state and the whole society participate so as to get rid of all known structural barriers. In this regard, South Africa has adopted various types of social policy interventions in areas of health, education, assets, social assistance, self-targeted provision and universal provision (Taylor, 2012). Firstly, the South African Department of Health and the Department of Social Development on Early Childhood Development (ECD) introduced practices which seek to alleviate poverty in South Africa's health service provision. These interventions included available primary health care services, free health service provision to pregnant women and children who are less than 6 years old, education and care service to children and additional food packs to mothers and their infants (Taylor, 2012). The key matter concerning their provision is to minimize poverty in health sector, promoting early childhood growth, supporting equity and fostering capacity development. However, major hindrances include absence of institutional capacity, inefficient administration from local to national level in government departments, inadequate distribution of materials, infrastructure and equipment as well as deteriorating health facilities (Taylor, 2012).

The South African Department of Education has integrated activities that attempt to minimize poverty in South Africa's education service provision. These measures are available for free education services, school feeding projects and offering study loans and bursaries to tertiary students (Taylor, 2012). The principle objective of such interventions are to encourage universal availability to primary education, fostering social inclusion of disadvantaged groups, enhancing capability of people and minimizing hunger of pupils. Therefore, developmental social policy results in promoting human abilities by widespread support of educational social services (Mkandawire, 2007). Nevertheless, main barriers are inadequate education infrastructure and a slow and inefficient education school feeding framework (Taylor, 2012).

The South African Department of Agriculture, Land and Housing has incorporated strategies that are aimed at lessening poverty in South Africa asset model. The measures introduced involve free housing to people earning less than R3500 a month and offering agricultural inputs such as seeds, finance and training to vulnerable groups. Within South African context, about 3-4 million families survive on subsistence agriculture (Aliber, 2009). As such, these households receive food security

subsidies, agricultural training and support through the Comprehensive Agricultural Support Program (CASP) and funding (Jacobs et al., 2010). The major goals include lessening poverty by asset building; encouraging redress and social inclusion, improving housing of poorest groups as well as addressing matters that concern land use and its reform. Nonetheless, main barriers include absence of relevant information on matters that concern agricultural training, housing, credit facility provision and access to land. In addition, the land reform exercise has been slow in progression (Taylor, 2012).

The South African Department of Social Development has introduced strategies that aim to provide social assistance to South Africa. These practices are providing Social Grants: child support funds, disability funds, old age pension foster care funds. Indeed, social grants are components of social assistance interventions to disadvantaged individuals and groups which are financed through the national budget and they are principal ways which reallocate fiscal resources to economically disadvantaged groups (Marcus, 2007; Farrington and Slater, 2006). In South Africa, social groups as part of developmental social policy consist mainly of the old as pensioners, children and the disabled who constitute 95% of the recipients. It was discovered that 36% of households have one type of social grant while 31% have two forms of social grant. Consequently, Limpopo, Eastern Cape and KwaZulu-Natal provinces make up 60% of all social grant recipients since these areas are mostly rural (Jacobs et al., 2010).

Furthermore, the Black African population received numerous social grants provisions compared to Coloureds, Whites and Indians/Asians in 2011. Particularly, 14.62 million people benefited from social grants which included 8.04% in old age pensions, 69.5% in child support grants and an amount of R89.368 million was specifically reserved for social grants in 2011/12 financial year (ISER, 2011). As well, the South Africa's Social Development department offers aid, short-term income and food packs as social relief to vulnerable groups. The primary objectives of such measures include providing income to particular disadvantaged individuals, minimize poverty by 40%, lessening inequality, improving purchasing power of vulnerable groups and enhancing gender justice. With respect to gender aspects, historical frameworks of social policy tends to exploit females more than males for the benefit of the whole family yet the women do not have social security or cover (Kasente, 2000). As such, women have many responsibilities which include caring for the sick and children, hence a social policy that outlines greater accountability based on gender emancipate socioeconomic strategies (Triegaardt, 2006). Therefore, women and children tend to

benefit from social grants from the 25% identified of the country's population, but unemployed persons who are from 18 to 59 years old do not have income support. In addition, social relief projects are expensive to fund (in 2011/12 they reached an estimated high R118 million) and child support grant rated at R270 per month in 2012 is inadequate for child upkeep (Taylor, 2012).

The South African Department of Water, Labor, Cooperative and Local Government have adopted self-targeted services to South African individuals. The practices are Expanded Public Work Programs (EPWP), community work projects and short work schemes (for 100 days) where wages are under market minimum standards. The introduction of EPWP employment prospects targets were mainly aimed at: 750 000 prospects in the infrastructure division; 200 000 opportunities in environment and culture division; 150 000 prospects in the social department and 12000 in the economic sector (Jacobs et al., 2010). As such, by end of 2009, the EPWP had generated employment prospects in KwaZulu-Natal; Gauteng and Eastern Cape provinces, and the second phase of this scheme in 2009 had proposed a 4.5 million job target designated to motivate partakers to acquire job expertise on a short-term basis (Jacobs et al., 2010). The major objective is to offer temporary job prospects, offer inclusion of absent middle income groups, encourage capacity building and propel advancement of social services. The key problems are unavailable formal employment and the age group (from 18 to 35 years) who constitute 70% of this category have limited options to move from school to employment prospects (Taylor, 2012).

South Africa's National Government have adopted universal provision as a social policy initiative. The interventions include no value added tax (VAT) for particular staple food as well as free distribution of water and electricity to designated groups. The primary aim of such an initiative includes access to water and electricity to people in informal locations and rural areas who have been identified as economically disadvantaged. That being so, Komives et al. (2007) also evaluated subsidies prioritized for water and electricity provision to economically vulnerable groups in low income nations as in-kind social transfers hence social policy in form of social protection reallocates resources to the poor. However, the main challenges are high demand for water and electricity which heightens violence, poor administration of local government frameworks as well as lack of expertise to manage such policies (Taylor, 2012).

Budlender et al. (2008) also demonstrate that South Africa's social policy is given less attention when it is compared to education or justice policies to the extent

that the Department of Social Development does not have greater influence on the country's National Treasury than other departments which focus on other areas. As such, an innovative policy has been difficult to assume. Moreover, the authors document that in the mid-1990s soon after apartheid, the South African government introduced the White Paper for Social Welfare, a social policy aimed at fostering developmental socioeconomic objectives but this course of action has only managed to address challenges that are current without providing effective solutions to problems that have been experienced in the past which still affect existing settings. On that account, the authors suggested that an effective social policy should be established that seek to solve roots of South Africa's historical and current challenges.

2. The green economy: special focus on South Africa

Sarah (2012) writes that heightening demand for a green economy focuses on environmental preservation demands, empowerment of local people's sustainable livelihoods, minimizing greenhouse gas emissions and setting standards which give nature an appropriate monetary value. In this regard, Green Economy Summit (2010, p. 5) defined the green economy in South African scenarios as "a system of economic activities related to the production, distribution and consumption of goods and services that result in improved human well-being over the long term, while not exposing future generations to significant environmental risks or ecological scarcities". Thus it is designed to promote large investment in green sectors through decoupling resource consumption as well as environmental effects from economic development, in addition to encouraging sustainable consumption and manufacturing procedures. That being so, development of green sectors in South Africa results in high energy efficiency, resource efficiency, productive efficiency, reduced carbon emissions and more green employment (Green Economy Summit, 2010). Therefore, Sarah (2012) obtains that a true green economy is one in which people's needs are considered in a suitable sustainable approach above profit making motives of organizations that are attributed with massive unsustainable consumption as well as obsession towards economic advancement. Currently, firms are causing extended environmental degradation which also damages people's livelihoods yet these same firms are not charged for the social and environmental costs owing to their harmful operations.

In addition, Sarah (2012) mentions that market-based tools such as carbon trading schemes have failed green economy objectives since regulation cannot preserve livelihoods of the economically disadvantaged groups, and they also cannot minimize the worst operations of

companies. For instance, these schemes have actually locked in high carbon emissions operations, plus the free distribution of carbon emissions permitted through European Union has resulted in carbon emitting companies to acquire supernormal financial returns through sale of excess carbon credits that they also buy cheaply in developing countries. Moreover, Sarah (2012) also mentions that though recent innovations and technologies such as geoengineering and genetically modified foods have been developed to mitigate climate change, they are still being controlled by corporations that are profit oriented and these firms cannot hesitate to cause social and environmental harm on the livelihoods of the world's poor, particularly in developing countries. Hence, ICC (2012) briefs that a green economy promotes economic justice in which the economically disadvantaged groups are able to ascertain their own way from deprivation through doing away with damaging policies which magnify financial returns goals instead of the local people and the natural environment needs. In this respect, the Working for Water program (WfW) is also a South African government funded green economy project which was established to guarantee natural resource protection and water supply supervision and control which results in overall society emancipation. The scheme employs many marginalized people by creating jobs estimated at 20000 on an annual basis through standardized capacities of 60% of women, 20% of the youth and 5% of the disabled (Musyoki, 2012).

Sarah (2012) also argues that food and energy sovereignty are constituent mechanisms which builds a green economy. For this reason, a food sovereignty model supports the rights of the people to healthy and culturally suitable food which is generated by environmentally compatible as well as sustainable approaches. As such, this framework affords local people full responsibility and accountability in producing their own food and developing their own agricultural frameworks. On the other hand, energy sovereignty affords local people the right to acquire clean energy and have full responsibility and accountability instead of permitting companies which are profit oriented to be involved since they have no green ideology interest in their way of operation. These views are supported by IHDPGEC et al. (2012) who posit that existing systems for a green economy embrace the main issues which: magnify income and employment as principal parts of human welfare; devise ways on how carbon emissions can be lessened and determine how energy saving methods can be attained. Moreover, a green economy model adopts approaches on how resource efficiency can be recognised, investigates how nature can be preserved while growth in income and employment takes place,

supports investment in low carbon frameworks, results in the realization of social equity attributes, promotes investment in livelihoods practices of the poor (eg. farming, fishing) which minimizes poverty and attains social equity (IHDPGEC et al., 2012; UNEP, 2011; UN, 2011; Green Economy Coalition, 2012).

South Africa has experienced an enduring path over the years in efforts to develop sustainable courses of action which align economic policy with green consciousness. Deloitte and Touche (2012) illustrate that in 2004, the country introduced the National Climate Change Response Strategy which was followed by the Green Paper on Climate Change in 2010. Then, in 2011, the nation also incorporated the National Climate Change Response White Paper and in 2012 the National Development Plan was adopted as the ideal economic system for the country. Lastly the Green Economy Accord was also introduced outlining various engagement activities that will influence the country's development policy towards realization of a green economy (Deloitte and Touche, 2012). Further, the country has also committed towards minimizing carbon emissions by signing the 2009 Copenhagen Accord in which the country engaged to reduce emissions to 34% and 42% in 2020 and 2025 respectively (Deloitte and Touche, 2012).

Numerous reasons have also been put forward to explain the relevance of a green economy within South African contexts. These reasons include unemployment rates which grow at an average rate of 3.8% annually, expanded environmental harm which can inevitably destroy natural capital resources, high poverty and inequity compared to global standards, pursuit to avoid economic crisis through extended investment in low-carbon technologies and creation of green employment in industries (Green Economy Summit, 2010). Moreover, other reasons for adoption of a green economy in South Africa include the desire to integrate renewables since fossils such as coal used extensively (about 90% of energy) results in high carbon emissions, efforts to manage water and its resources since fresh water is generally scarce in the nation, desire to incorporate environmentally sound manufacturing procedures which realize better competitiveness and open up new trade patterns (Green Economy Summit, 2010).

Green Economy Summit (2010) confirms that the Medium Term Strategic Framework (MTSF) FOR 2009-2014 in South Africa is actually part of the green economy advancement system which aims to reduce effects of economic recessions; promotes poverty alleviation processes, supports job creation approaches, examines prospects which foster economic emancipation and sets the country in a

sustainable growth and advancement course. As well, Green Economy Summit (2010) states that South Africa's National Planning Commission has produced a 25 year strategic green economy plan through its green paper. For example, with reference to the National Framework for Sustainable Development, this model highlights that owing to the large disparity in income distribution of the rich and the poor, it follows that environmental, social and governance approaches are inadequate towards achievement of a green economy (Green Economy Summit, 2010). Hence, South Africa has determined that environmental, economic and social aspects are interdependent and influenced by governance, so adopting that strategy attains green economy attributes. Moreover, Green Economy Summit (2010) also notes that Environmental Fiscal Reforms are important for South Africa's green economy context since they enhance human welfare and they monitor performance of portfolios so as to maintain sustainability. In this regard, poverty will be alleviated and inequality issues will also be efficiently eradicated.

Furthermore, Green Economy Summit (2010) identifies that the Industrial Policy Action Plan must also integrate green thinking and philosophies so that South Africa's industrial firms can assume green leading roles which encourage and support overall green economic development. So, the Industrial Development Corporation (IDC) has put forward US\$3 billion towards supporting green economy transition practices in South Africa from 2010 to 2015 (Financial Mail, 2011; Musyoki, 2012). The IDC specialize on financing Strategic Business Units (SBUs) through ways that create green jobs thereby uplifting people's livelihoods, financing green energy systems, and fostering carbon emission management practices in industries. Specifically, UNEP and ILO (2011) outline green jobs as occupations identified in production, management, research and development, farming and service practices. Particularly, the reports add that these jobs enhance preservation of the environmental quality, improve health statuses of both workers and the local society, minimize energy consumption, support water and resource efficiency, manage waste and pollution plus they reduce carbon emissions.

Green Economy Summit (2010) also mentions key challenges for South Africa in pursuit to attainment of a green economy. These are unavailable and dispersed environmental data, reduced cost of water and electricity which is generally wasteful and low level of literacy in science fields which hinders entrepreneurship and skills transfer. Furthermore, other barriers noted are lack of expertise as well as level of research which also do not reinforce each other in

relation to studied fields, weak co-ordination of state agencies, lack of green funding from the government and absence of inducements which promote sustainable practices. And also, IHDPGEC et al. (2012) also posit that the current challenges towards attainment of a green economy are that: its goals are narrowly designed and cannot comprehend the sophisticated function of the global environment and its people; the issue that human welfare cannot be sustained without economic development and the views put forward to explain green economy reality do not support contemporary science finding. Additionally, countries are subjected to the global biogeochemical restrictions hence the green model applicability is difficult to incorporate and the view that the green economy model can ultimately minimize poverty but it fails to address increasing inequality in countries and internationally which has resulted in high social chaos.

Consequently, the Global Green New Deal (GGND) of 2009 outlined that countries should provide incentives that stimulate growth of green sectors by establishing three goals which are economic recovery, alleviation of poverty and minimized greenhouse gas emissions plus reduced environmental damage (UNEMG, 2011). Further, ICC (2012) illustrates primary conditions essential towards realization of a green economy. These conditions include superior socioeconomic innovation which is incorporated in economic markets so as to mobilize funding; supporting joint collaborative efforts from government, private sector and the general society; integrating governance at policy, industry and national levels which results in improved economic advancement and preservation of the environment; guaranteeing social progress, reducing social inequality and supporting technology diffusion.

3. Role of social policy deployment in advancement of green economy

This section examines the role of social policy towards development of a green economy. These roles are that social policy: can construct ideological foundations which enhance growth of a green economy, is capable of promoting efficiency of green economy advancement, is capable of improving competitiveness of green economy emancipation and enables sustainability participation required for private firms and financial entities thereby enhancing establishment of a green economy when adopting economic market policies.

3.1. Developing an efficient social policy can construct ideological foundations which enhance growth of a green economy. Historical social policies are characterized with serious environ-

mental damage and social inequality which has only served to increase the income gap between the rich and the poor. Nonetheless, developing an efficient social policy support views which consider interest of all people and stakeholders by enhancing equality and social equity. That being so, all people and stakeholders are able to reflect on their relationship with the natural environment which eventually sets up peaceful and sustainable coexistence with the natural environment rather than applying environmental management practices which only serve existing environmental challenges but cannot address the roots of that environmental problem. Furthermore, development of an efficient social policy foster collaborative efforts in the social society towards improving environmental quality which establish firm foundations towards growth of a green economy.

3.2. Developing an efficient social policy is capable of promoting efficiency of green economy advancement. Besides enhancing all people to reflect their concerns with respect to the environment, along with restrictions in resource availability, social policy also results in improved savings behaviors which are essential towards resources deployment so that already limited resources are employed optimally and effectively. As such, since social perspectives and social policy emancipation affects cultural, economic, political and social developmental criterions, green investments which are allocated in these developmental aspects can also be applied effectively. In that case, development of a social policy is important to appropriate government sectors and private entities which improve conservation consciousness of green economy advancement.

3.3. Developing an efficient social policy is capable of improving competitiveness of green economy emancipation. Motivated through constructing a holistic and complete social policy, green innovation can be utilized to promote transition towards a low-carbon economy. South Africa as an emerging country has continuously relied on traditional technological systems which result in low industrial progression, minimized socioeconomic activities and high environmental damage. Therefore, the country should engage individualised innovation policies, in addition to promoting high research and development on matters which relate to green technology, its application and diffusion procedures. Eventually, South Africa is able to acquire independent green intellectual property rights which are supported by its own specific and independent social policy which capably improve green economy competitiveness.

3.4. Developing an efficient social policy capably conscientize sustainability participation required of private firms and financial entities and enhance establishment of a green economy when adopting economic market policies. Both private firms and financial entities are accountable towards processes that promote green consciousness. Within South African contexts, private companies and financial entities are now expected to consider environmental, social and governance (ESG) aspects as social responsibility practices besides pursuing profit oriented conducts. For this reason, both private entities and financial institutions are expected to increase green investments towards practices which promote establishment of a green economy.

4. Particular recommendations on establishing a green economy by developing an efficient social policy in South Africa

Social policy development is a methodological engineering process which requires all associated and relevant sectors to incorporate resources, co-ordinates all construction and implementation strategies, promotes education and training support, institutes assessments and appropriate policy measures and fosters security to such policies. In addition, enhancing social policy adaptation procedures to changes which have taken place in transition to a green economy is necessary.

4.1. Construct planning processes which empower both rural and urban social policy establishment and implementation procedure pertaining to green issues. As green economy characteristics continue to develop, it is essential for South Africa to encourage appropriate extent of social policy integration. In this regard, a more detailed comprehensive and methodological planning process, in addition to an effective social policy implementation process is significant for both rural and urban areas on aspects which relate to green issues. Therefore, suitable departments are expected to establish efficient social policy planning outlines and implementation courses of action which promote green economy advancement.

4.2. Employing complete media mass communication models that facilitate expanded publicity concerning social policy contexts on aspects which relate to green matters. The media is important to the society through communicating social policy knowledge and publicizing culture on issues which concern greening so that media assume mainstream roles which promote an efficient social policy which also incorporates green matters. Furthermore, media can be deployed through undertaking diversified approaches which popularize the fundamentals, key interests, major

ideas as well as implementation techniques which foster social policy adoption on issues which pertain to greening the economy. Moreover, media can be utilized to assume strong platform which initiates exchange of social policy ideas and knowledge on aspects that relate to green economy progression. As well, the media should be fast in disseminating the States decisions, legislations and judgements in relation to social policy matters. Moreover, the media should obtain society's perspectives and feedback to appropriate government sectors on matters which concern social policy contexts in relation to green issues.

4.3. Exercise complete employment of academic Research and Development (R&D) capability of social scientific institutions which enhance and propel green economy development. It is critical for social scientific institutions, educational settings as well as social science research organizations to conduct extensive green economy research. In this regard, principal green economy challenges in South Africa can be determined which also assist to ascertain the green economy accomplishments thereby motivating these appropriate educational settings to actively undertake more study on green economy challenges. In addition, the green economy accomplishments can also be disseminated to the public which motivates all stakeholders (industries, societies, private entities, schools, individuals) to integrate such achievements which ultimately improve green consciousness concerning social policy matters, along with improving decision making procedures in both private and public sectors.

4.4. Construct a government and private sector social policy collaborative venture which enhance green economy advancement. Green economy advancement demands collaboration practices with respect to relevant government sectors and the private sector. Briefly, government sectors do have considerable advantages than other stakeholders since it manages and controls particular social, economic and political resources. Hence, traditionally government departments assumed full responsibility of developing both social and green economy development strategies. Nonetheless, at firm level, the private sector should work hand in hand with the State's entities through social responsibility practices so as to fulfil social policy agendas which encourage green economy emancipation. As such, collaborative structures involving the government and the private sector are essential so as to foster social policy initiatives which enhance transition to a low-carbon economy.

4.5. Integrate green technology systems in social policy planning and implementation so as to

support green economy growth. Introducing green technologies into social policy adoption achieve social achievements which are characterized with green economy features. Being so, green socio-economic value as well as green enterprise value are also realized. So, participation of green technology in capital frameworks, market models, social science research, investment frameworks and personnel designs of social policy is critical to support green economy advancement.

4.6. Introduce green funding service frameworks in social policy adoption. Availability of capital is crucial in supporting social policy development and its integration. Therefore, green funding service frameworks in social policy incorporation are important to be aware of social policy participants and all stakeholders on the significance of going green. For instance, capital support for social policy integration can be comprized with green credit scheme assessments, green financing frameworks and green risk management frameworks. These green capital support frameworks for social policy integration should also be managed by efficient green financial services which also offer appropriate green advice and strategies that further promote greening of the social policy, thereby facilitating progression towards a green economy.

4.7. Integrate green benchmarks in performance assessment frameworks of government department's social policy initiatives. Instituting green standards in performance assessment models plus analyzing governments green accomplishments pertaining to social policy initiatives in all its sectors is crucial to enhance green economy recognition. For instance, benchmarks which preserve the natural environment, which introduce environmental norms and beliefs, in addition to carrying out environmental construction schemes are critical in social policy adoption. Furthermore, stringent accountability systems should be incorporated in government entities so as to pass tough judgements on social policy practices which neglect as well as fail to accomplish green yardsticks. On the other hand, reward frameworks concerning social policy implementation so as to encourage particular activities which support greening the economy objectives should be instituted. Moreover, the incorporation of green benchmarks in performance assessment frameworks of government departments social policy practices offer essential organizational assurance for green economy development.

4.8. Reinforce green legislation. Developing strong green legislation is important for green economy development. As such, reinforced green legislation prescribes legal frameworks which promote green

economy establishment by granting adherence guidelines which avoid unfavorable conducts. By the legislative procedure, comprehensive scientific plus democratic regulation through engaging social science experts and researchers to take part in establishing green legislation is crucial. Moreover, improving participation of the civil society in green legislation construction gradually improve green legislation quality since they are the group that to greater extents benefits from social policy.

Conclusion

This paper focuses on the role of social policy in pursuit to develop a green economy through special emphasis on South Africa as an emerging economy. As such, these roles are that social policy: can construct ideological foundations which enhance growth of a green economy, is capable of promoting efficiency of green economy advancement, is capable of improving competitiveness of green economy and enables sustainability participation required of private firms and financial entities thereby enhancing establishment of a green economy when adopting economic market policies.

Further, the paper outlines specific recommendations which are essential towards constructing a green economy by developing an efficient social policy in South Africa. These include constructing planning processes which empower both rural and urban social policy establishment and implementation procedure pertaining to green issues, employing complete mass media communication models that facilitate expanded publicity concerning social policy contexts on aspects which relate to green matters, exercising complete employment of academic R&D capability of social scientific institutions which enhance and propel green economy development and constructing a government and private sector social policy collaborative venture which enhance green economy advancement. Moreover the paper suggests integrating green technology systems in social policy planning and implementation so as to support green economy growth, introducing green funding service frameworks in social policy adoption, integrating green benchmarks in performance assessment frameworks of government department's social policy initiatives and reinforcing green legislation.

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