

## **From Green Dreams to Green Deeds: Navigating the Future of Sustainable Economies”**

**Zbigniew Grzymala , Agnieszka Wójcik-Czerniawska**

*SGH*

*Warsaw School of Economics, Poland*

### **Abstract**

In recent years, the discourse around sustainability has increasingly centered on the transformative potential of alternative economic models such as the green economy, circular economy, and sharing economy. These concepts promise to reconcile economic development with environmental stewardship and social equity. However, the transition from visionary frameworks to actionable strategies remains uneven and, in some cases, superficial. This article critically examines the current trajectories of these sustainable economic models and explores the barriers, contradictions, and opportunities that lie ahead.

The green economy envisions low-carbon growth, resource efficiency, and inclusivity; the circular economy emphasizes regenerative production and consumption cycles; and the sharing economy promotes access over ownership to optimize resource use. While these approaches are gaining traction in policy and practice, they are increasingly co-opted by market forces, often resulting in “greenwashing”—the strategic misrepresentation of sustainability efforts for reputational or financial gain. The article interrogates the tension between authentic transformation and performative environmentalism, using case studies and policy analysis to illustrate where progress is being made and where deeper structural change is needed.

By navigating through examples from business innovation, grassroots initiatives, and regulatory developments, the article highlights practical pathways for aligning economic activity with ecological boundaries and social needs. It also raises critical questions about who benefits from current sustainability narratives and what systemic shifts are required to move from aspiration to implementation. In doing so, the article contributes to the growing body of interdisciplinary research that seeks to turn green dreams into green deeds—ensuring that sustainability is not only a goal but a guiding principle embedded in everyday economic decisions.



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