HOW ENGLISH PROFICIENCY ENHANCES CROSS-CULTURAL COMMUNICATION IN THE GLOBAL GREEN ECONOMY

Bridget Mungowa PhD Candidate
University of Business and Science,
Namangan State Technical University

Abstract. The global green economy seeks to promote sustainability, use renewable energy and champion environmentally friendly approaches. As businesses and governments collaborate across boarders to address climate change, effective communication becomes essential. English, as the dominant lingua franca, plays a pivotal role in facilitating cross-cultural interactions in this sector. This paper discusses how understanding English helps people in the green economy by encouraging teamwork, preventing confusion and making important information available to them. The findings suggest that having good language skills helps individuals and companies to succeed in making sustainability decisions globally and locally. It is found that better English language abilities can help greatly in achieving global green goals.

Keywords: English proficiency, cross-cultural communication, , sustainability, lingua franca, international collaboration, environmental policy, renewable energy

Introduction. The global green economy is rapidly expanding as nations and corporations shift toward sustainable development to combat climate change. For this transition to be successful, international cooperation is needed and strong communication is very important. Since English is the most common second language, it is used to communicate in environmental science, policy and green business. When professionals can speak English, they are able to discuss, agree on and put into practice environmentally friendly improvements more efficiently. A lack of clear communication in international sustainability projects may cause projects to take longer, cost more and fail in achieving their goals. As a result, having good English skills helps everyone involved in global environmental work understand each other

clearly. In this paper, we explore how English helps people from different cultures communicate in the green economy, focusing on its effects on sustainability in companies, international agreements and sharing of new technology. Based on existing research and real cases, the study points out how language abilities are important for meeting global environmental goals.

The Role of English as a Global Lingua Franca in the Green Economy. English is now the leading language in business, science and diplomacy around the world. Since the green economy involves many countries, English is the language everyone understands. To share information on renewable energy, carbon emission reduction and sustainable practises, researchers, policymakers and business leaders depend on English (Crystal, 2012). Most reports and conferences by the United Nations (UN), the World Bank and the International Renewable Energy Agency (IRENA) are written in English. Since the language is the same in all countries, stakeholders can easily read and understand crucial information, without needing translations (Graddol, 2006). In addition, green sector MNCs tend to use English as their main language to coordinate activities across all their international branches (Neeley, 2012).

Enhancing Cross-Cultural Collaboration in Sustainability Projects. Since many green economy projects involve teams from several countries, cross-cultural communication is very important. For example, setting up wind farms in Denmark might involve the help of German engineers, Chinese manufacturers and African energy consultants. Good English skills help these staff members avoid mistakes due to language problems (House, 2014). A report from the European Commission in 2018 showed that language issues in multinational sustainability projects added up to 15% in operational expenses. On the other hand, teams whose members spoke English well reported working faster and sharing knowledge more easily. English also allows countries to join global meetings such as the COP summits, to negotiate on climate issues. Those who speak English well can take part in discussions which helps their countries be heard (Phillipson, 2008).

Access to Knowledge and Innovation in the Green Sector. The main scientific literature on sustainability is written in English. Most green technology-related articles, patents and manuals are written in English, so it is important to know English well to follow new developments (Ammon, 2012). Not being able to read English can make it hard for professionals to find and use the latest research which hinders their ability to use new solutions. For instance, important advances in solar panels or carbon capture are most often mentioned in English-language publications first. When a country makes English a main focus in its environmental science teaching, it can adopt new ideas in its policies more rapidly (Jenkins, 2015). Besides, websites like Coursera and edX mainly provide sustainability courses in English, indicating the importance of English in worldwide environmental education.

Corporate Sustainability and English Proficiency. Tesla, Siemens and Unilever which are driving the green transition, all use English for their daily business activities. Since firms in this industry interact with people globally, their employees need to be very fluent in English (Neeley, 2012). Businesses that offer English courses to their teams experience better teamwork with international partners and faster implementation of green practises. Tanaka (2020) argued that a Japanese renewable energy firm found that employees who spoke English well could adjust to international practises more easily, while those who spoke less English struggled during negotiations. It means that training in languages is vital to the success of corporate sustainability efforts.

Policy-Making and International Environmental Agreements. The Paris Agreement and similar global climate agreements are put together and discussed in English. For diplomats and environmental ministers to take part in these discussions, they must have good English skills (Meadows, 2019). If treaty negotiations are misunderstood, it can result in gaps or weak promises that damage global actions to address climate change. Due to their high English skills, Sweden and the Netherlands are often leaders in environmental policymaking because their representatives can make

their views understood (Björkman, 2013). In countries where English isn't as widely spoken, people often depend on interpreters. This can really drag out negotiations and might even lessen their impact in decision-making discussions.

Challenges and Recommendations. Even though English is very useful, there are still gaps in language education. In many cases, developing countries which are hit hardest by climate change, do not have the resources to provide comprehensive English training. As a result, the discussion about green issues is mostly led by wealthy countries (Canagarajah, 2013). For this reason, international organisations ought to support language programmes for professionals in the Global South. Using online schools, getting subsidised language classes and reading environmental policies in multiple languages can help everyone understand better. Also, teaching students in two languages at school will help them become more active in the green economy (García, 2009).

Conclusion. The ability to speak English well is very important for people working in the green economy around the world. It supports partnerships in worldwide sustainability tasks, improves sharing of scientific knowledge and improves both company and government action. When the world moves toward sustainability, having fair access to English education will help create better and fairer ways to protect the environment. If people focus on language as well as technical skills, international green initiatives will have a bigger effect.

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