

GREEN FINTECH: INTEGRATING FINANCIAL TECHNOLOGY FOR CLIMATE RISK MANAGEMENT

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ABSTRACT

The ecosystem of global finance is enduring into quick changeovers and evolving into a new form. This is due to the upraising of the green finance and financial technologies in the market. In this paper, we discuss about the merging of the fintech along with green finance referring the term “Green fintech” which describes about the innovative and novel usage of financial technology to reduce climate risk and adapt the sustainability management. Green fintech provides exceptional opportunities for the enhancement of sustainability in financial markets. This also includes the assimilation of artificial intelligence (AI), blockchain, and data analytics for determining, managing, and curing the climate risks. This research aim is to recognize and analyse the strategic implications of fintech in the platform of green finance that focuses about the climate risk management tools. While examining the key applications and limitations to adapting to green sustainability, this research provides some suggestions and recommendations for policymakers, financial organizations, and start-ups based on fintech for improving their contribution to sustainability. Also, this paper mainly concentrates on the wider applications of emerging markets and developed markets where digital financial inclusion plays a key role in organizing the capital related with climate adaptable projects. The paper also evaluates the economic possibilities in Green Fintech that are generated by managing the financial flows with less carbon footprint and sustainable business models. By making an in-depth analysis of empirical data, the research focuses on the possibilities of Green Fintech and its acceleration towards the transformation to sustainable and less carbon production in economy.

KEYWORDS: *Fintech, Green Finance, Sustainability Management, Startups, Artificial Intelligence.*

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