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GREEN BUSINESS & CONSUMERISM

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Green Business

- ▶ The definition of a green business is one that has no detrimental influence on the environment, economy, or community.
 - ▶ Green firms adhere to socially responsible principles and employ environmentally sustainable materials.
 - ▶ A sustainable business, often known as a green business, is one that has little or no detrimental influence on the world or local environment, community, society, or economy.
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What exactly is ethical consumption?

Ethical consumerism is concerned with how you spend your money and the products you purchase.

- Your spending habits have an impact on others and the environment.
- Ethical customers purchase goods from ethical businesses. These businesses make every effort to avoid causing harm to the environment or society.
- Trade has a beneficial and bad impact on the economies of other countries and groups within society.
- Our consumption has an impact on the environment as well.
- Does our wealth and happiness come at the expense of others?

These topics are addressed in this unit.

*Ethical consumerism should be about using our purchasing power
to make the world a better place
& the best way to recycle in eco-friendly manner.
Feeling pure will not help the world's poor.*

Julian Baggini



Concerns about the environment

Everything we buy is made from natural resources. There is a scarcity of these materials.

When we buy something, we almost always toss away a portion of it. Perhaps we can get rid of the packaging or a portion of the item that is no longer usable.

When we use gas or electricity, we increase the demand for fuel, which results in an increase in greenhouse gas emissions. We contribute to pollution when we drive.



Reduce, reuse, and recycle your waste.

Every two months, people in any country, such as India or the United Kingdom, toss away their own body weight in garbage. This equates to roughly one tonne of garbage per person every year.

- Previously, trash was thrown in landfills, polluting enormous sections of the countryside; or it was burnt, contributing to greenhouse gas emissions.
- Recycling can help to reduce a significant percentage of this waste.
- A lot of things could be repurposed.
- There would be less waste if there was less packaging.
- Recycled materials can be reused for disposable objects multiple times.

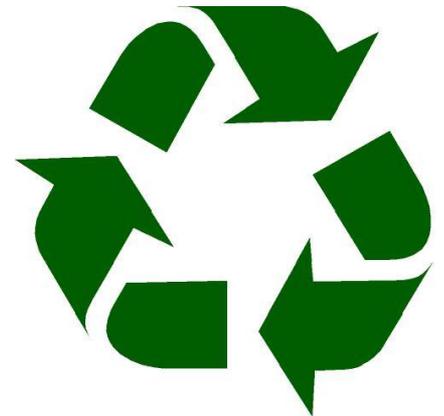


Reducing consumption

Reduced consumption minimizes your contribution to environmental issues such as global warming and trash disposal. It also assists you in saving money.

- When not in use, turn off electrical appliances
- Reuse plastic bags
- Recycle newspapers, magazines, bottles, and cans;
- Instead of driving, walk, cycle, or take public transportation;
- Purchase used products or clothing.

What other ways are there to consume less and save money?



Fair-trade

The way Western countries trade with impoverished countries has an impact on their living standards and, in many circumstances, keeps them in poverty.

We could improve the lives of millions of people if we adjusted the laws of trade to be more equitable.

When you buy certain things, you are assisting large Western corporations in exploiting people in poorer countries.



A world that is unequal

Rich countries use high import taxes to limit and control impoverished countries' share of the global market.

As a result, many poor countries can only afford to export raw resources, which pay far less than finished goods.

- Western firms, for example, acquire cotton and cocoa from Africa, Asia, and Latin America at extremely low costs, then convert them into expensive clothes and chocolate.

- When we buy these items, the profit typically goes to the huge companies rather than the farmers.

Do you know where your chocolates come from and how much (or how little) profit the producers get from your purchases?

Exploitation as an example

- Employees at one well-known sports brand are paid \$2 to build a pair of trainers that sell for \$67.
 - In many poor nations around the world, these massive multinational firms employ millions of people on low salaries and in deplorable working conditions.
 - The governments of these underdeveloped countries are often reluctant to protest for fear of deterring investment.
 - Would you still want to buy beautiful clothes if you knew the workers who manufactured them were paid a pittance?
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Slavery

Millions of people are enslaved all over the world.

- People are bought and sold, and they are forced to work for very little remuneration.
- Their working conditions are deplorable, and they have no means of protecting themselves from abuse.
- Despite the fact that it is against the law, some people are brought to the UK and forced to work against their will, typically out of fear of being detected by the authorities.
- Would you buy things made by slaves if you knew they were made by slaves?

For more information visit Anti-Slavery International www.antislavery.org

Child labour

In many places of the world, children are forced to work. They are sometimes compelled to do so through types of enslavement.

However, acute poverty forces youngsters to work in order to survive. They are deprived of an education and the upbringing that we in the West are accustomed to.

- Would you buy anything if you knew it was manufactured with child labour?
 - Would you buy things manufactured by children if you were on vacation in a distant country?
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Animal welfare is important.

Animals are used for food and other items, such as fur.

Many people no longer accept the concept of mistreating animals because it is obvious that they suffer in the same way that we do.

Modern agricultural methods include confining a large number of animals in small spaces, allowing them limited movement, and feeding them manufactured food. This is done to save money, but it can harm animals. • Recent examples of concern include animals being jammed onto lorries and transported across vast distances. Veal production has also been criticized, as many people believe it is inhumane.



Pressure groups

Pressure organisations have been founded in response to animal welfare issues, and new methods of food production have been introduced. In shops, you'll notice labels that say things like: • RSPCA-monitored • grown in a cruelty-free environment • permitted to wander free • organically produced.

- Would you prefer to eat meat from animals that have been treated humanely?
 - Are you willing to pay a higher price for this?
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Fur

Fur coats were once considered a high-end fashion item worn by rich women. Fur isn't as popular as it once was, and that's not only because of the price.

Several pressure groups have worked to raise public awareness about the brutality of fur manufacture.

People who have worn fur in public have received a lot of criticism.

- Is wearing a fur coat appropriate or inappropriate? What about the material leather?
- Which would you choose if you had to choose between a genuine fur coat and a faux fur coat?

Animal testing

To verify that items are safe for humans, many are tested on animals. Medicines, household cleaners, and cosmetics are among them.

Animals suffer and die so that we can buy their products. Some firms now provide a wide range of products that have not been subjected to animal testing.

- Does it upset you if you buy make-up that has been tested on animals?
- Would you be willing to pay a higher price for make-up that has not been tested on animals?
- Have any of the products in your home been tested on animals?

Ethical banking and investment

Your bank makes a profit by investing your money. It pays you some of the profit as interest.

What if you found out your bank has invested your money in:

- supporting corrupt governments and regimes
- animal exploitation and cruelty?
- the arms trade with poor countries, which contributed to unending warfare?

Some banks offer investments that ensure your money isn't wasted on these things.

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- ▶ Institute of Business Ethics
- ▶ Ethical Consumer www.ethicalconsumer.org
- ▶ Ethical Investment Research Services www.eiris.org
- ▶ British Anti-Vivisection Association
- ▶ National Anti-Vivisection Society
- ▶ Compassion in World Farming www.ciwf.org.uk
- ▶ Royal Society for the Prevention of Cruelty to Animals
- ▶ UNICEF www.unicef.org.in
- ▶ End Child Exploitation Campaign www.endchildexploitation.org.uk
- ▶ Recycle Now www.recyclenow.com

THANKS

