



E-LEARNING

Level 5



WA14: Environmental/Green Policies

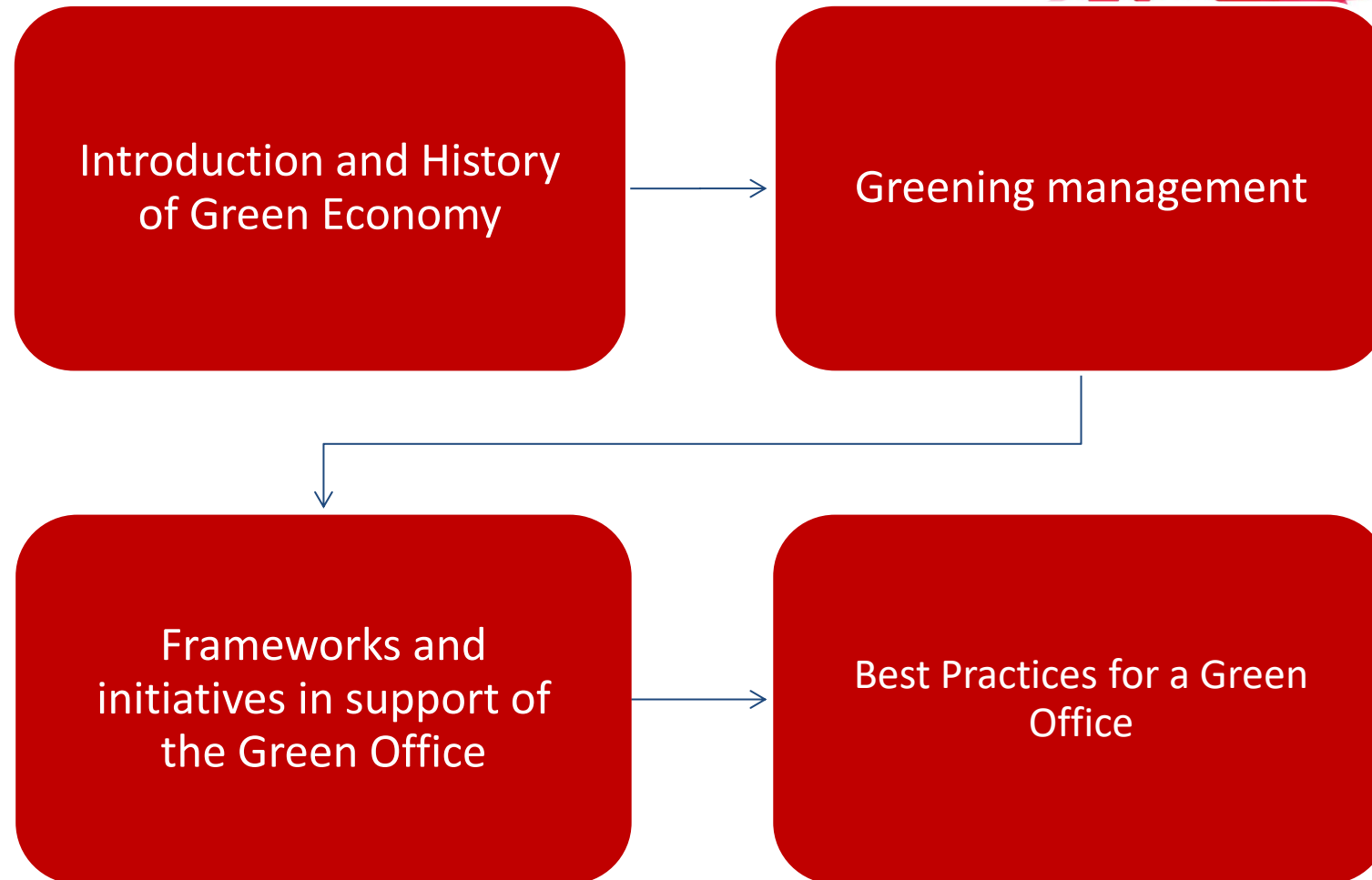
5.7 Green economy in the Office and the Manager

LO5.30 Defining and explaining the principles and practices of green economy including the principles of sustainability, resource efficiency and circular economy.

LO5.31 Applying green economy principles in the workplace as manager including tools and techniques in 'Greening' the office, through a multifaceted approach. Be able to create a plan for more sustainable solutions for your personnel.



Route Map



What is Green Economy?

Defining Green Economy

“One that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. In its simplest expression, a green economy can be thought of as one which is low carbon, resource efficient and socially inclusive.” (UNEP, 2011).

Roots of the Green Economy

- Traced back to the environmental movement of the 1960's and 1970's
- This initiated the creation of environmental laws and regulations to protect the environment
- This influenced business practices and the office

Green Economy: History II

Rise of sustainability

- The United Nations World Commission on Environment and Development released the Brundtland Report in 1987
- The term 'green economy' was coined in a key text about the economics of sustainable development

(Pearce et al., 1989)

Incorporation into organisations' lives: Corporate Social Responsibility

- The concept of Corporate Social Responsibility (CSR) gained traction in the early 2000s
- Companies recognized their responsibility to address environmental and social issues
- Contemporary research showcases that CSR enhances green innovation performance in corporations

(Mo et al., 2022)

Defining Green Economy

- In 2008, the UNEP developed the Green Economy Initiative
- In 2012, the UNGA convened UN Conference on Sustainable Development Rio + 20
- The green economy term and concepts progressed from its appearance until now

(Dogaru, 2021)

What are the principles of the Green Economy?



It is linked to the 17 UN Sustainable Development goals, especially 6

- SDG1 – Eradication of Poverty
- SDG8 – Decent Employment and Economic Growth
- SDG9 – Industry, Innovation, and Infrastructure
- SDG11 – Sustainable Cities and Communities
- SDG12 – Responsible Consumption and Production
- **SDG13 – Climate Change**

Linked to three considerations

- Low Carbon Emission
- Efficiency in the use of resources
- Search for social inclusion

Why advancing a Green Economy?

Inclusive Green Economy


- Growing concern about the state of the planet, and the impact that our actions have on the environment
- Significant social and economy challenges that need to be addressed, poverty, inequality and unemployment

Green economy is a potential solution by promoting sustainable economic growth that is inclusive and equitable

Green economy and Sustainable Development

- Green economy does not replace sustainable development, but creates a new focus on the economy, investment, capital and infrastructure, employment and skills and positive social and environmental outcomes

Benefits and challenges



The green economy has various benefits but there are also challenges which impact how effective it could be at creating long term change within economies. Green economy encourages economies to become more sustainable and low-carbon.

Benefits of Green Economy

The benefits of the green economy

- Energy efficiency
- Reduction of waste
- Sustainability

Challenges of Green Economy

The challenges to the green economy

- Global warming
- CO2 emissions
- Carbon footprint

The concept of “Green Entrepreneurship”

Green Entrepreneurship

- Green business and green entrepreneurship are used interchangeably
- Pursues economic, environmental, and social prosperity
- Creating value through ecological innovations and products
- Same as circular economic system that reutilizes waste or any byproduct materials





Navigating the Green Economy
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The concept of Green Management

Definition

“The organized and intended integration of traditional human resources management activities with the organization’s environmental priorities.” (Mehmood et al., 2021)



Green Spectrum of Management

- Employment research
- Recruiting and placement
- Induction
- Preparation
- Assessment of results
- Awards

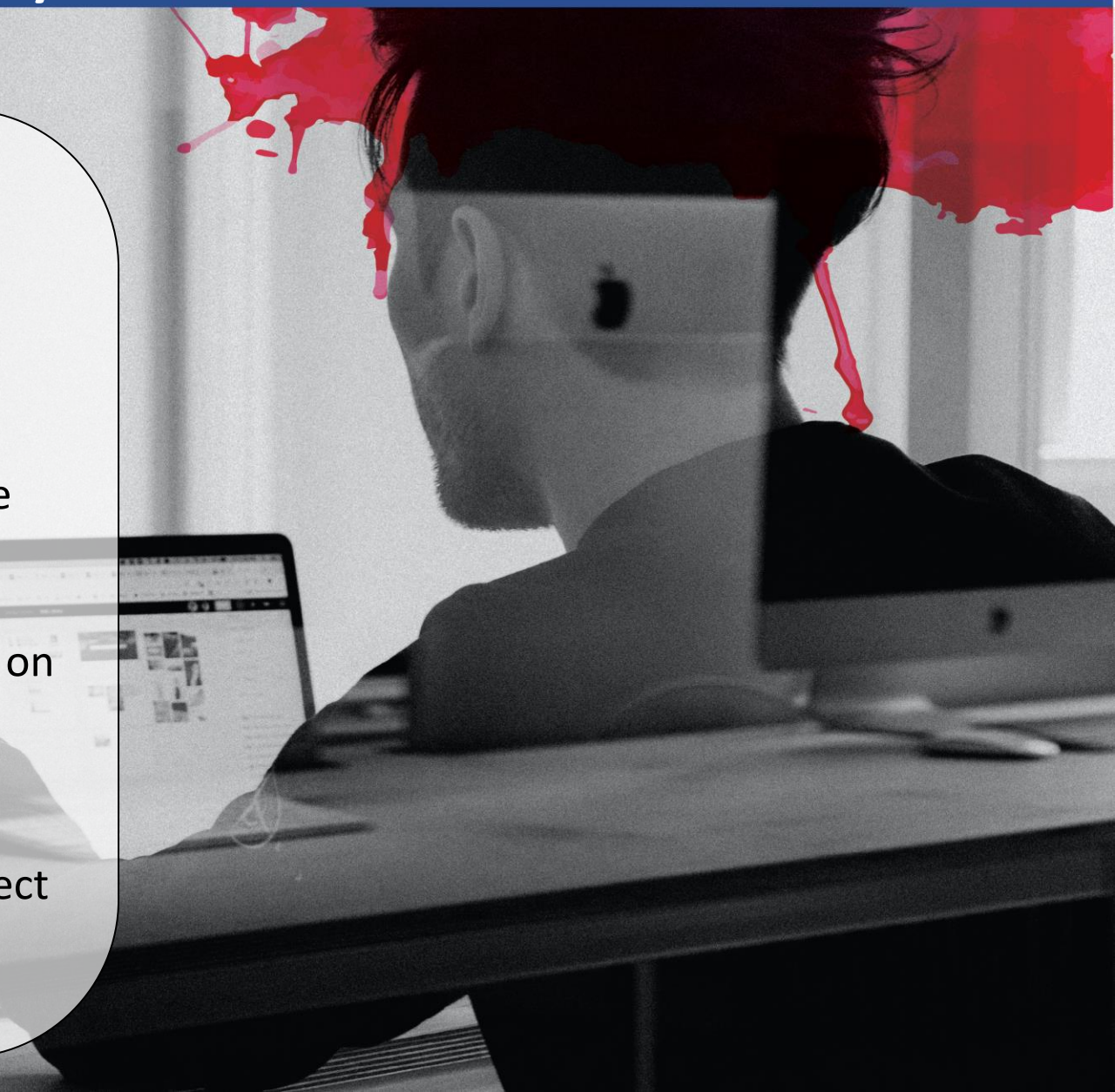
(Chen, 2022)



Recruiting Green Employees

Green work design

- Designing and implementing new roles and positions on green aspects
- Adopting at least one ecological maintenance requirement or concern
- The recruiting and selection process is based on environmentally friendly methods for recruitment
- Potential administrative personnel who respect ethical commitments are drawn to greener organizations



Green Induction

- Familiarization of new hires with the organization's greening activities
- General Green Induction and Green Work induction
- Including environmental sustainability priorities in the performance assessment scheme

Green Rewarding Schemes

- Rewarding the development of renewable skills
- Green empowerment: encouraging administrative employees to make environmental choices
- Providing employees with educational environmental opportunities/training

Green Business Practices: The benefits

Research shows positive aspects in variables such as:

- Good impact to the environment protection
- Cost savings
- Improvement of employees' conditions
- Improvement of local communities' conditions

Three types of internal benefits

1. Organizational benefits (e.g., improved working conditions and safety)
2. Financial benefits (e.g., cost savings)
3. People benefits (e.g., improved employee ethical behaviour)

(Purwandani, 2021)

Three types of external benefits

1. Commercial benefits (e.g., gaining competitive marketing advantage)
2. Environmental benefits (e.g., reduced pollution)
3. Communications benefits (e.g., creating a positive public image)

(Purwandani, 2021)

Barriers to Green Innovation I

1. Organisational or managerial
2. Technological
3. Financial and economic
4. External partnership and stakeholder engagement

(Gupta & Barua, 2018)

Barriers to Green Innovation II

5. Government support
6. Market and customers
7. Knowledge and information-related barriers

(Gupta & Barua, 2018)

“Greening” the office as a manager: How to?

Set and monitor environmental goals

- Crucial role in setting environmental goals for the organisation
- Identify areas where the organisation can reduce its environmental impact
- Prioritize the areas and align with the overall sustainability strategy
- Establish SMART goals to achieve reductions in environmental impact (e.g., -15% energy reduction within the next 6 months)

Develop environmental policies

- Establish procedures and guidelines outlining the policies developed (e.g., water waste, energy etc.)
- Review and update the policies regularly

Showcase leadership

- Leading by example and demonstrating a commitment to sustainability
- Administrative personnel and other employees can imitate green activities that come from a role model
- Boost knowledge sharing through creating and promoting training programmes and workshops for educating employees in sustainability practices

“Greening” the office as a manager: How to?

Promote engagement I

- Define the company’s long-term purpose to your personnel
- Spell out the economic case for sustainability
- Make every administrative employee under your supervision a sustainability champion
- Cocreate sustainable practices with employees
- Encourage healthy competition among employees
- Showcase higher and ethical purpose by creating transformational change

(Polman & Bhattachaya, 2016)

“Greening” the office as a manager: How to?

Promote collaboration and partnerships

- Collaborate with other organizations (e.g., NGOs, local communities etc.)
- Collaborate with suppliers
- Involve the clients/customers
- Work with industry groups and the state

Teaching and implementing ‘Green Finances’:

- Ask banks what sectors your money is being invested in. Change if not sustainable
- Pension. Money invested through pension funds. May be invested in non-green sectors
- Ethical investment funds. Funds with high Environmental, Social and Governance (ESG) standards



Greening the office as a manager: Case Study

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European Green Deal (EGD)

European Green Deal

- EU's new growth strategy
- Fair, prosperous society with a modern, resource-efficient and competitive economy
- No net emissions of greenhouse gases in 2050
- Economic growth decoupled from resource use
- No person and no place left behind

The Corporate Sustainability Reporting Directive (CSRD, 2023)

- Modernizes and strengthens the rules concerning social and environmental information that companies have to report
- New rules will ensure that investors and other stakeholders have access to the information they need to assess investment risks arising from climate change and other sustainability issues
- A culture of transparency about the impact of companies on people and the environment

Circular Economy Action Plan

Circular Economy Action Plan

- Designing products for sustainability
- Promoting circular business models
- Ensuring sustainable consumption
- Fostering circularity in key sectors
- Strengthening EU waste policy

EED (2018)

- Companies undergoing regular energy audits and management
- Requirements for building energy efficiency
- Measures for energy efficiency in public sector and industry
- Measures for energy efficiency in transport

EU Ecolabel

EU Ecolabel

- Voluntary certification scheme developed by the European Union to promote environmentally friendly products and services
- Services and products that meet strict environmental and performance criteria
- It can be used in the office for:
 - Paper and printing products
 - Cleaning products
 - Office Equipment
 - Furniture
 - Services

EU Taxonomy (2020)

- Developed by the European Union to define environmentally sustainable economic activities
- Designed to help investors and businesses to align their activities with environmental goals (Paris Agreement, and Sustainable Development Goals)

EU Taxonomy Environmental objectives



sustainable use of water and marine resources



climate change mitigation



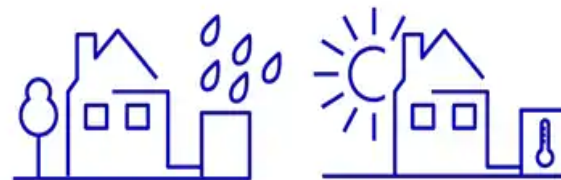
pollution prevention



transition to a circular economy



protection of ecosystems



climate change adaptations

EMAS (2009)

- EMAS is a premium management instrument developed by the European Commission for companies and other organisations to evaluate, report, and improve their environmental performance.

EMAS (2009) II

The process for organisations

- conduct a review of all the environmental aspects of its activities, products and services
- adopt an environmental policy containing a commitment to comply with all the relevant legislation and to achieve continuous improvement of their environmental performance
- develop a programme with information on specific environmental objectives and targets
- establish an effective management system to achieve its environmental policy and ensure continuous improvement
- carry out an environmental audit assessing the management system in place and overall conformity with its policy and programme
- provide an environmental statement of its performance, set against its objectives, and the steps to be taken in the future.

GreenComp

- A reference framework for sustainability competences
- Responds to the growing need for people to improve and develop the knowledge, skills and attitudes to live, work and act in a sustainable manner
- Four interrelated competence areas:
 - Embodying sustainability values
 - Embracing complexity in sustainability
 - Envisioning sustainable futures
 - Acting for sustainability

GreenComp

The European sustainability competence framework



Examples of Company Sustainability



Paragonix allows employees to work for the good of the planet through activism.

Example 1: Patagonia: Environmental Activism

What do they do?

- 'Employee internship program'
- Allows employees to work for the good of the planet, through activism

What can you do?

- Encourage office personnel to raise money
- Offer them opportunities to volunteer
- Have a broad range of green programs that positively benefit the earth

(recyclecoach.com, 2020)



Example 2: Nike: The Lunch Program

What do they do?

- 'Reusable Dishware Program'
- Prompts employees to stop buying and bringing disposable lunch containers

What can you do?

- Eliminate non-recyclable coffee cups
- Host 'plastic free lunch days'
- Encourage reusable dishware to reduce waste

(recyclecoach.com, 2020)



Example 3: Coca-Cola: In-House Education

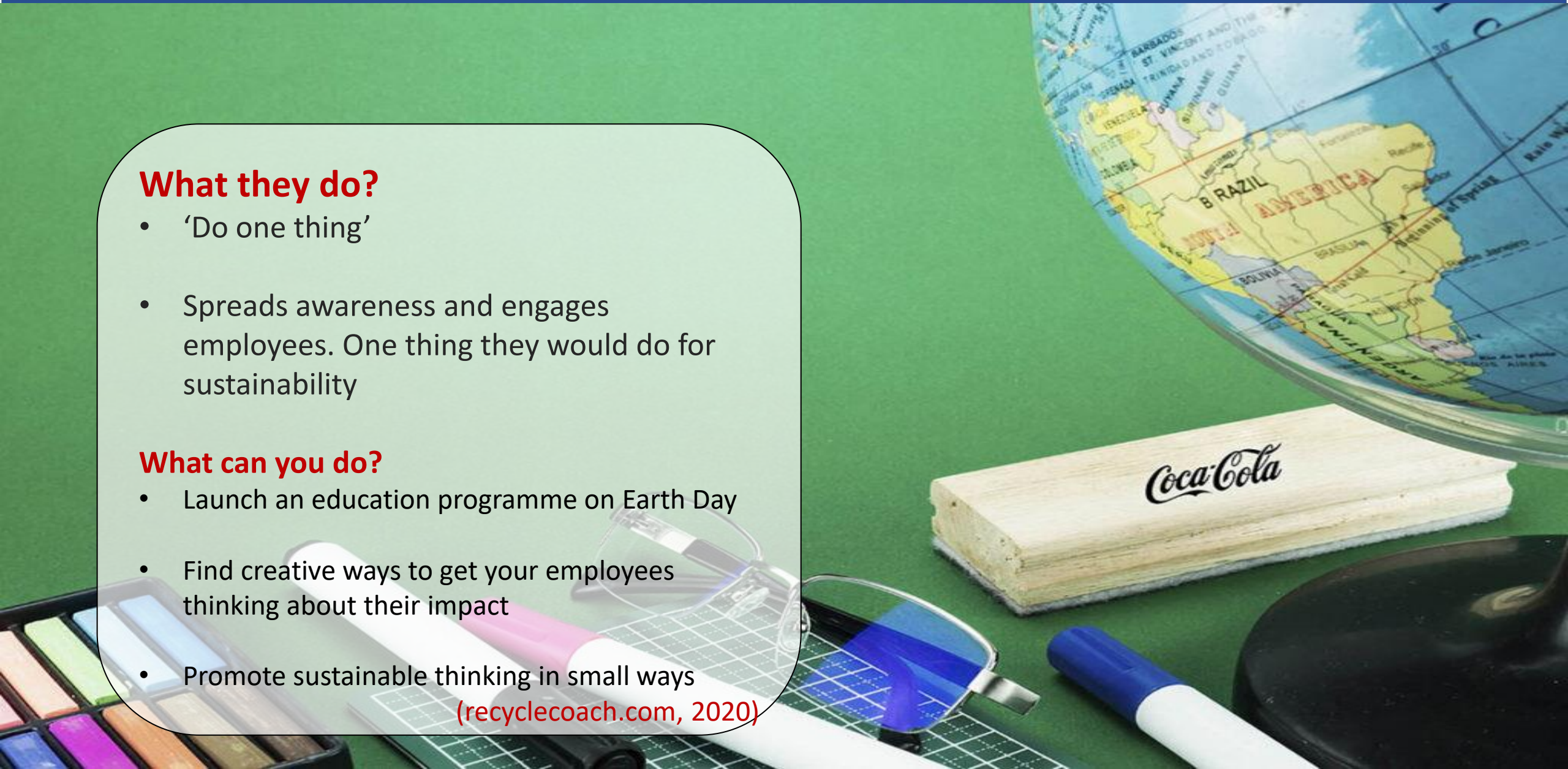
What they do?

- 'Do one thing'
- Spreads awareness and engages employees. One thing they would do for sustainability

What can you do?

- Launch an education programme on Earth Day
- Find creative ways to get your employees thinking about their impact
- Promote sustainable thinking in small ways

(recyclecoach.com, 2020)



Example 4: Apple: Consumer Engagement

What they do?

- Consumers in their recycling process
- Making customers eco-conscious and eager to participate. Donating money for every recycled device

What can you do?

- Involve your customers in your recycling programs
- Run imaginative campaigns that motivate your customers to participate
- Promote sustainable thinking in small ways

(recyclecoach.com, 2020)





Designing a corporate campaign as a
manager for greening the office
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Revision Questions

Question 1

Which are the main principles of Green Economy?

Question 2

Which are the benefits and challenges of Green Economy?

Question 3

Which are the internal and external benefits of Green Business Practices?

Question 4

Name and explain 4 ways in which a manager can "green" the office.

Question 5

Name and explain 4 frameworks or initiatives in support of the Green Office

Question 6

Mention 4 ways in which workplaces can be more environmentally friendly.

What is Green Economy

- A term that has progressed over the years
- Six SDGs are quite relevant to Green Economy
- Main principles:
 - Low carbon emission
 - Efficiency in the use of resources
 - Search for social inclusion

Benefits and challenges of Green Economy

- Energy efficiency
- Reduction of waste
- Sustainability
- Global warming
- CO2 emissions
- Carbon footprint

Unit Key Points II

Areas of application of Green Management

- Recruiting and training 'Green' employees
- The concept of Green Design
- Green induction
- Green rewarding schemes

Internal and External Benefits of Green Business Practices

- Organizational benefits
- Financial benefits
- People benefits
- Commercial benefits
- Environmental benefits
- Communications benefits

Unit Key Points IV

'Greening the office'

- Develop environmental policies
- Showcase leadership
- Promote engagement
- Promote collaboration and partnerships
- Teaching and implementing 'Green finances'

European frameworks and initiatives

- European Green Deal
- Corporate Sustainability Reporting Directive
- Circular Economy Action Plan
- Energy Efficiency Directive (EED)
- EU ecolabel
- EU Taxonomy for sustainable activities

Unit Key Points V



Making the workplace more environmentally friendly

- Creating a Green Team
- Enhancing engagement in the office
- Go paperless
- Encourage reusable dishware to reduce waste
- Saving water

WELL DONE!



You have completed Unit 5.7



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