

ECO FRIENDLY CULTURE – ROLE OF CORPORATE AND GOVERNANCE**Dr. D.Loganathan***Professor, Department of Management Studies, AMC College, Bangalore.***Abstract**

CSR and environmental management are becoming key issues for a wide range of businesses and organizations, both in the India and overseas, as they seek to resolve longstanding operational and competitive challenges using socially and environmentally friendly technologies and processes. Companies all over the globe are recognizing the risks of being environmentally irresponsible. Whether management is increasing their recycling participation, switching to more energy-friendly devices, or taking other measures to reduce their negative impact on the environment, going “green” has become an important trend in the corporate world. This paper attempt to explore the impact of environmental pollution remedies for protection and governance.

Keywords: *Environmental Protection, Energy Conservation, Eco-Labeling, Consumer Protection.*

Concept of Eco Friendly Environment

Eco friendly environment or Green Marketing includes a broad range of activities like product development, modifications, packaging, modifying advertising, pricing policy to meet the environmental friendly. The Eco friendly Environmental refers to activities that reduce, mitigate or eliminate the environmental impact of operations before or after they occur. Environmental technologies are used by business to prevent or abate pollution and to protect the environment. Environmental protection is divided into two categories: 1. pollution prevention, abatement and control 2. Other environmental protection.

WBCSD's Seven Elements of Eco-Efficiency

- Reduce material intensity
- Reduce energy intensity
- Reduce dispersion of toxic substances
- Enhance recyclability of materials
- Maximize the sustained use of renewable resources
- Extend the durability of products
- Increase the service intensity of goods and services

Source: World Business Council for Sustainable Development.

Pollution Prevention

Pollution prevention is the use of processes, practices, materials, products or types of energy that hinder or minimize production of pollutants, wastes and wastage, while providing a general decrease in threats to human and environmental well-being.

Six pollution prevention indicators are:

- On-site recirculation, recovery, reuse or recycling
- Prevention of leaks and spills
- Energy conservation
- Material or solvent substitution
- Substitution or modification of production process (Design for Environment)
- Product design or reformulation

Eco-Labeling & packaging

Many commercial organizations made declarations and claims such as “recyclable”, “Eco-friendly”, “low-energy”, and “recycled content”. These labels attracted environmental conscious set of customers. The environment label or Eco-label which shows the consumer the environment quality of the product. It answers the consumers need to obtain information about the environmental features of the product. As described by international Standardization Organization (ISO) “The Environmental label (Eco-Label) is a label assigned to products of which the environmental effects are evaluated according to the criteria determined by an impartial third party.”¹Eco-labels are market instruments designed to provide manufacturers with an incentive to produce environmentally friendly products and services, while giving consumers the ability to differentiate their purchases on the basis of environmental criteria.

Green Packaging-Corporate Initiatives across Industries**Some of the Eco friendly labeling and packaging**

Hewlett-Packard (HP)- HP as a organization has taken number of initiatives enabling reducing impact over environment. HP’s focus from design, technological to Eco-labeling, packaging innovations resulted into their position of market leadership. Their Environmental friendly activities include **Eco-Label** – HP created Eco-Label and posts environmental data on all product packaging. Almost the HP’s entire product carries Energy Star label. HP promise to cut its global energy uses 20% by the year 2010. To accomplish this reduction HP announced plans to deliver energy –efficient productions and services.

Eco-packaging - HP participate in packaging industry forums such as the Sustainable Packaging Coalition and the Institute of Packaging Professionals (IoPP). They also worked with the Bren School of Environmental Science and Management at the University of California, Santa Barbara, to establish an industry-wide environmental packaging certification program.

Highlights-

- Entire elimination of PVC from packaging.
- All cartridge packaging uses 45 percent less packaging material (by weight) than previous designs. –This in turn improved their Logistics program and reduced costs per pallet transportation.
- All HP camera products now use paper-based packaging.

McDonalds -At McDonalds the environment responsibility is one of the key areas of putting value in practice. Product’s entire life cycle is taken in to consideration. It starts with where we source our material and the design of the food packaging. End of life cycle means recycling and composting. HAVI global solutions is their partner for environment sustaining packaging. In restaurant napkins, bags are made of recycled paper.

McDonald’s recent initiative “Global Packaging Score Card” frame work focuses on following

- Minimizing Weight
- Maximizing use of recycled materials
- Preference for renewable materials
- Minimizing the amount of harmful chemicals used in production
- Reducing CO2 and other greenhouse gas emission
- Maximizing end of life options such as recycling

Packaging highlights Nutrition Facts as well packaging made from Recycled content. McDonalds concern for Global Warming gets highlighted by Golden Arch endorsing the view.

Big Box Retailers –The trend amongst Greentailers is visible i.e. to reduce unnecessary packaging to the maximum extent. One of the easiest and most visible commitment for sale of reusable shopping bags as an alternative to disposable paper and plastic bags. Wal-Mart, Walgreen, Target, Whole Foods, Carrefour in Gulf – all these big retailers did away with plastic grocery bags in most of the stores and eliminated the usages of disposable plastic bags. Few of these retailers sell reusable bags as an alternative to plastic bags.

Incentives are offered to customers, those who are using reusable bags helps in some extra savings to the customers. All these initiatives are turning like a Win-Win benefits to retailers also by participating in social cause of saving the environment as well saving costs.(Green tailing and other revolutions in Retail, WILEY 2008, NEIL Z. STERN & WILLARD N. ANDER)

Green the Supply Chain – Wal-Mart, World's biggest retailer has committed towards sustainability of environment by joining hands with their large community of suppliers. Their strategies encompasses right from the land use, SCM, Packaging, Logistics, energy aspect including their floors are given exclusive space for the products, those use less packaging at all of their retail stores.

Eco –packaging beyond Packaging

Applications outside packing include mobile phone casing (NEC), carpet fibers (DuPont Sorona), and car interiors (Mazda). The French Company, Arkema, Produces a grade of bio plastic called Rillsan, Which is being used in fuel line and plastic pipe applications. In these areas, the goal is obviously not biodegradability, but to create items from sustainable resources.

CNG in Delhi: In the year-2002, Supreme Court of India passed a verdict to completely adopt CNG for all public transportation systems to curb pollution. This was a great step and appreciated by all as Delhi was being polluted at a very fast pace. However, there was lot of strikes and objections by the transporters but later on it proved successful and all appreciated the court order.

Philips: Philip's decision to launch 'super long life' bulb which can save up 20% energy is a great success in the market. The company re-launched the product as "Marathon," underscoring its new "super long life" positioning and promise of saving \$26 in energy costs over its five-year lifetime Finally, with the U.S. EPA's Energy Star label to add credibility as well as new sensitivity to rising utility costs and electricity shortages, sales climbed 12 percent in an otherwise flat market

Badarpur Thermal Power station: Trying to find out ways to utilize the coal-ash which pollutes air and water.

Xerox Corporation: It introduced a high quality recycled photocopier paper to satisfy the demand of the firms for less environmentally harmful products.

Cocoa-Cola: Invested huge amount to minimize its environmental impact. Coke is regarded as highly environmentally friendly firm.

Walt Disney World (WDW): It has an extensive waste management programme and infrastructure in place

Car Sharing Services

Car-sharing services address the longer-term solutions to consumer needs for better fuel savings and fewer traffic tie-ups and parking nightmares, to complement the environmental benefit of more open space and reduction of greenhouse gases. They may be thought of as a "time-sharing" system for cars. Consumers who drive less than

7,500 miles a year and do not need a car for work can save thousands of dollars annually by joining one of the many services springing up, including ZipCar ,Flex Car and Hour Car .

Electronics Sector

The consumer electronics sector provides room for using green marketing to attract new customers. One example of this is HP's promise to cut its global energy use 20 percent by the year 2010. To accomplish this reduction below 2005 levels, The Hewlett-Packard Company announced plans to deliver energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide.

CSR initiatives in Recycling

As part of Encorp CSR initiatives, all employees participated in the Encorp Recycling Campaign introduced in 2007. By actively promoting the benefits of the **3Rs – REDUCE, REUSE & RECYCLE**. Encorp aims to drive home the message that each individual has a part to play in repairing the damage done to the earth for centuries. To support this effort, recycle bins have been placed in all Encorp offices to promote the recycling habit of separating waste materials that can be recycled or disposed off.

Care for the Environment through Festive Greeting Cards

Dating back from 2007, all of Encorp's festive cards were printed with an environmental message to support public awareness on environmental issues. A tag-line was chosen from entries submitted by Encorp employee. The message was "**Save the Environment for Our future generation**".

Eco-Friendly Initiative in Construction Industry

Environmental impact considerations at Encorp's Industrialized Building Systems (IBS) construction sites addressed the following:

- ❖ Compliance to Environmental Impact Assessment requirements and procedures.
- ❖ Minimizing wet trades which reduce involvement with environmentally hazardous materials such as cement, quick lime, mould oil, asbestos, etc.
- ❖ Effective stock-taking to ensure minimal wastage of building materials.
- ❖ No on-site burning and proper disposal of waste materials to approved dump yards.
- ❖ Minimal workmen employed on-site with proper site accommodation provided.
- ❖ Construction and demolition waste management.
- ❖ Usage of environmentally-friendly construction materials on-site, such as using timber-based block out for service ducts instead of polystyrene.
- ❖ Compliance with all regulatory requirements on Environment Protection and Safety, the Environmental Management Plan and ISO 14001.and Promoting a safe and clean construction site.

HAL&ITC –Village Forestry Programme

Both the ITC and HAL are taking initiative to Eco friendly environmental measures through planting trees in and around their business environments and all over the country.ITC has taken a good number of initiative towards the Eco friendly measures through a comprehensive natural resources management initiative called "**sunehra kal**"it having triple bottom line concept like-Economic ,social, Ecological goals of organisation,it also covers the attractive use of waste land and Economic development of rural people.

Role of Education Institutions/Universities

Education institution playing vital role in Eco friendly culture through comprehensive environmental awareness programme and for the purpose of imparting need of Eco friendly environment, the universities introduced this as one of the subject in graduation level.

Apex Hotels- Green Initiatives

Apex Hotels is committed to our focus on green initiatives and have appointed an Environmental Director who is fronting Apex's green policies by monitoring and reducing consumption levels, converting environmental efforts into cost-reduction and revenue generating opportunities.

E-Waste Disposal

Disposal of E-WASTE has become pressing issue in Eco friendly environment, the old and discarded electronic goods and their accessories are not bio degradable, it mostly end up in the informal recycling sectors which use all sorts of environmental unsound practice like open air burning and acid both. But there are number of NGO's like SAAHAS, EWA are working for E-waste management in association with KSPCB and E-Parisara, they are collecting and recycling of E- waste to ensure minimal impact to health and environment especially in software industrial areas.

Some other industries on this line

1. Transport & Motor Manufacturing Industry
2. Eco friendly initiation in railway department
3. Wind power producers
4. Self-help group- green initiatives

All most all the organizations maintain and improve its environmental management system and monitor its effectiveness in project cycle and its internal operation and reducing electricity consumption, saving paper (use of recycling paper) and water, proper room temperature and proper ventilation, environmentally conscious business travel where possible, reducing and properly disposing of waste to achieve sustainable Eco- friendly environment.

Reference

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