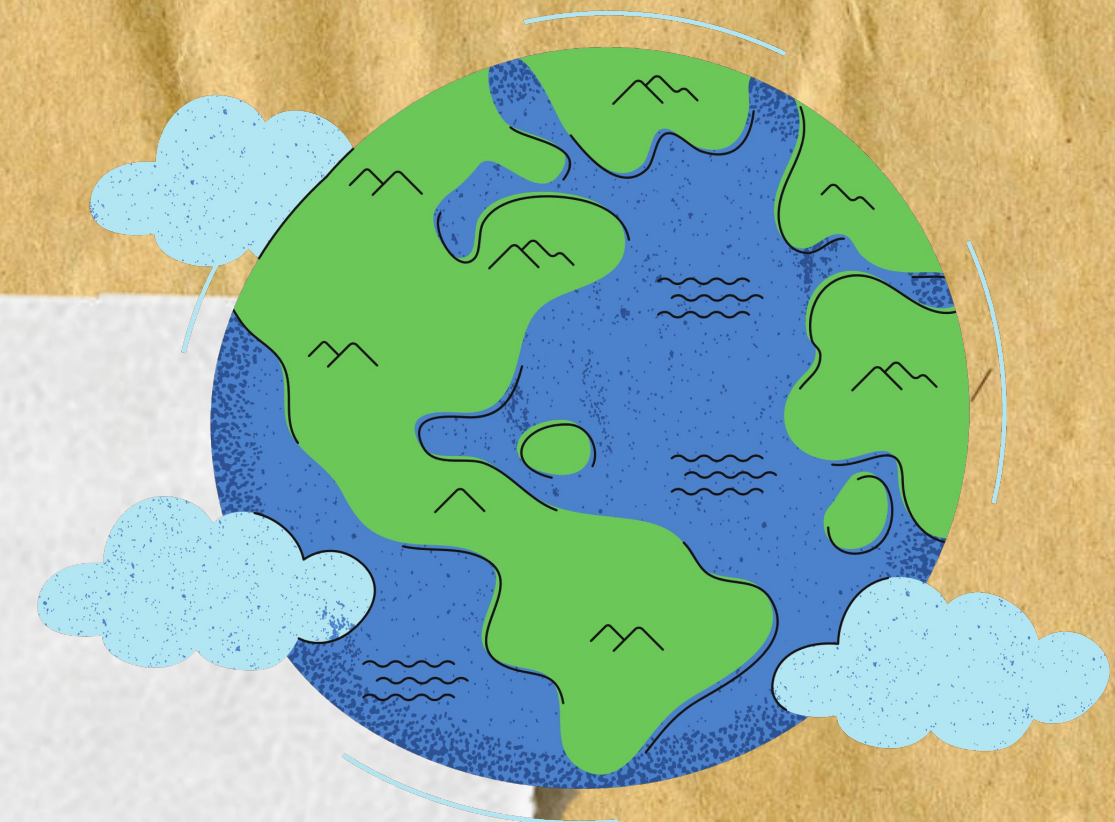
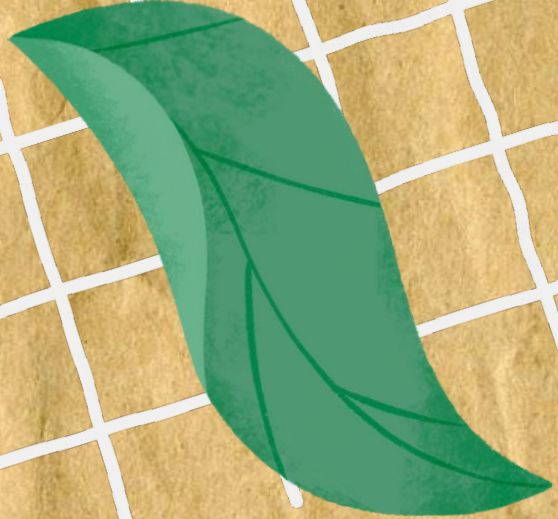


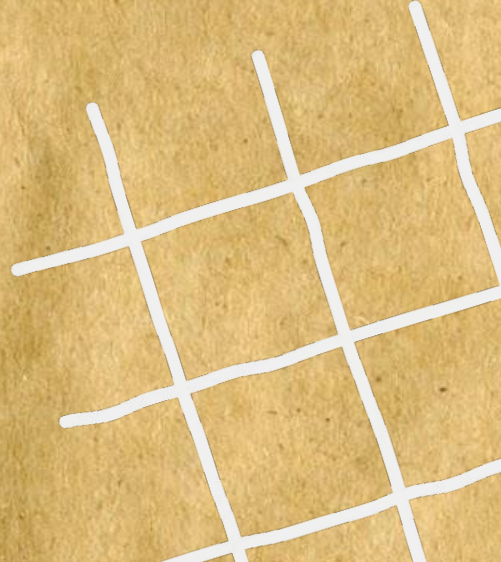


# GREEN BUSINESS



# Definition

“Green businesses incorporate principles of sustainability into their business decisions in order to reduce their negative impacts on the global or local environment. They do this by selling environmentally friendly products or by greening their processes to make them more environmentally sustainable”





# Why Green Business Matters in Today's World?

## Stay ahead of environmental regulation

Environmental regulation is becoming more and more stringent. Green businesses can reap the benefits of staying ahead of environmental regulation.



## Access new markets

There is an increasing demand for green products and services worldwide

## Access to finance

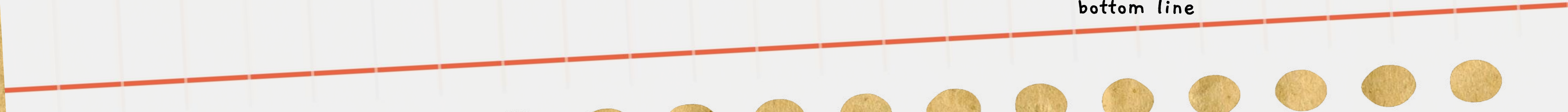
Green businesses may be able to attract certain types of financing options for their green business ideas that are not be available for conventional business ideas.

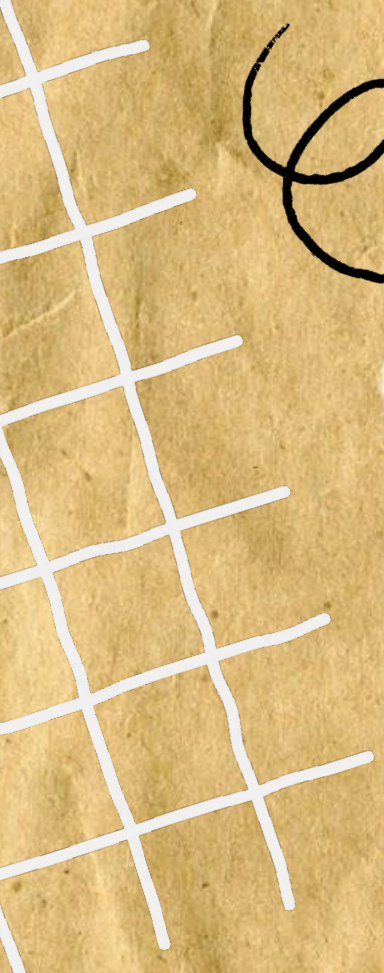
## Reduce costs

These cost reductions generally arise from efficiency gains when less inputs are required to produce the same output.

## Improve quality

Green products and services can therefore improve the value proposition of the enterprise and improve its bottom line





# Why Green Business Makes Economic Sense?

## Competitive Advantages

Green business practices provide economic benefits like **cost savings** through energy efficiency, innovation in eco-friendly products, and **increased consumer appeal** by attracting sustainability-focused customers.

## ESG and Investment Trends

Companies with strong Environmental, Social, and Governance (ESG) profiles tend to **attract better financing opportunities**, drawing in investors who are increasingly focused on sustainability.

## Enhanced Brand Loyalty

Green businesses often build **stronger brand loyalty** by aligning with customers' values and commitments to sustainability.

# Green economy| Explained in 3 Minutes





# Empowering the Next Generation of Sustainable Entrepreneurs

## Instilling Environmental Responsibility

Teaching kids about sustainability helps them develop a sense of **environmental management** from an early age.

## Preparing for Future Green Career

Equipping students with knowledge about green business **prepares them for careers in emerging eco-friendly industries.**

## Fostering Critical Thinking

Encourages young people to **think critically** about corporate responsibility and ethical practices, shaping them into responsible future leaders.

## Inspiring Innovation

Educating youngsters about green business inspires them to **develop innovative solutions** for environmental challenges, fueling future advancements in sustainability.



## Incorporating Sustainability into Education

- **Curriculum Integration:** Include green business principles and environmental topics across various subjects like science, economics, and social studies.
- **Project-Based Learning:** Encourage students to work on projects that focus on sustainable solutions and innovations.
- **Real-World Examples:** Use case studies and examples from green businesses to illustrate practical applications of sustainability.
- **School-Wide Initiatives:** Implement sustainability practices within the school, such as recycling programs and energy-saving measures, to reinforce lessons.
- **Guest Speakers:** Invite professionals from the green sector to share insights and career opportunities in sustainability.
- **Digital Resources:** Utilize online tools and platforms for virtual learning about sustainability and green business.



Thank you for attending



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