

## **GREEN BIZ IS PART OF CORPORATE SOCIAL RESPONSIBILITIES (CSR)**

Keys to success

A. Introduction - Climate change has already happened and represents one of the greatest environmental, social and economic threats facing our planet. The fight against climate change has become one of today's most challenging tasks. UN and many nations have put forward number of proposals, legislations etc., to combat climate change and promote renewable energy; that will help transform them into a low-carbon economy and increase their energy security. Many have also set themselves the target of increasing the share of renewable energy.

These efforts are also shared by Global business houses and private sectors who have designed and implemented initiatives to cut greenhouse gas emissions, improve energy efficiency and increase use of renewable energy. These companies have their own environmental policies that play an important role in the fight against climate change. Their efforts have far-reaching influence on their internal operations, suppliers as well as their customers both within and outside of their country.

B. Importance of Green Businesses – ‘Going Green’ is all the buzz these days. Operating a green business is not only good for the environment but good for your business's bottom line because conserving resources and cutting down on waste saves money. The good news is that whether you run a home-based business or an off-site enterprise, there are simple things you can do to run an environmentally friendly business. Many large corporations have their own “Green” policies and seem to out “Green” their competition. From small business to small manufacturing companies, any company can easily compete with big business when “Going Green”.

Business leaders today are responding to growing concern about pollution, renewable energy etc. These “Green” policies by a company have become key success factor when doing businesses with most of the companies in developed and emerging economic countries. These business sectors can create and develop a competitive edge by being ahead of competition “Going Green” – “Green Business” as one of their key marketing strategies (part of the Corporate Social Responsibilities). These companies encourage their suppliers and others in the industry to accept “Going Green” as a business practice. “Going Green” create a good corporate image and build credibility for businesses in international arena.

C. Corporate Social Responsibility (CSR) - Corporate sustainability encompasses strategies and practices that aim to meet the needs of stakeholders today while seeking to protect, support and enhance the human and natural resources that will be needed in the future.

CSR is a way of thinking about and doing businesses, which needs to be 'mainstreamed' across business operations and into company strategy. It is not just a task for the public relations department but needs to permeate across the company. csr

In other words, CSR means different things to individuals, governments and businesses. For some individuals, it simply refers to how 'good' or ethical a company is. For governments, it can be about the contribution that the corporate sector can make to a government's own policies, for example, on urban regeneration or sustainable development. For businesses themselves it can mean anything from ensuring that their global workforce is treated in accordance with rigorous ethical guidelines, to ensuring that office supplies are recycled. Its meaning will vary according to size, sector, country and the views of management and other stakeholders. What is increasingly clear is that despite the differing interpretations, CSR does and will increasingly matter to all companies.

Now, at least four themes are increasingly common across sectors and countries – Environment, Community, People, and Ethics/Governance, each of which relates to areas such as:

- \* Environment – waste management, use of office space, energy and water use and travel
- \* Community – charity, sponsorship, education and community development
- \* People – reward/recognition, work-life balance, health & well-being, diversity & equality and development
- \* Ethics/ Governance – ethical decision-making, transparency, business conduct, and quality control

Clearly, whilst CSR does include "Green issues", that are at the forefront of consumer consciousness, it covers a broader range of issues that are of concern to diverse stakeholders such as investors, supply-chain partners, regulators, employees, special interest groups and government

Source : <http://saferenvironment.wordpress.com/2009/10/01/green-business-is-part-of-corporate-social-responsibilities-csr-%E2%80%93-keys-to-success/>