



**GREEN
ENTREPRENEURSHIP
TRAINING**

Module 4 – Orientation in the field of Green Economy

Opportunities of greening business processes

Learning Outcomes

- ◆ Knowledge on **the opportunities of greening business processes**



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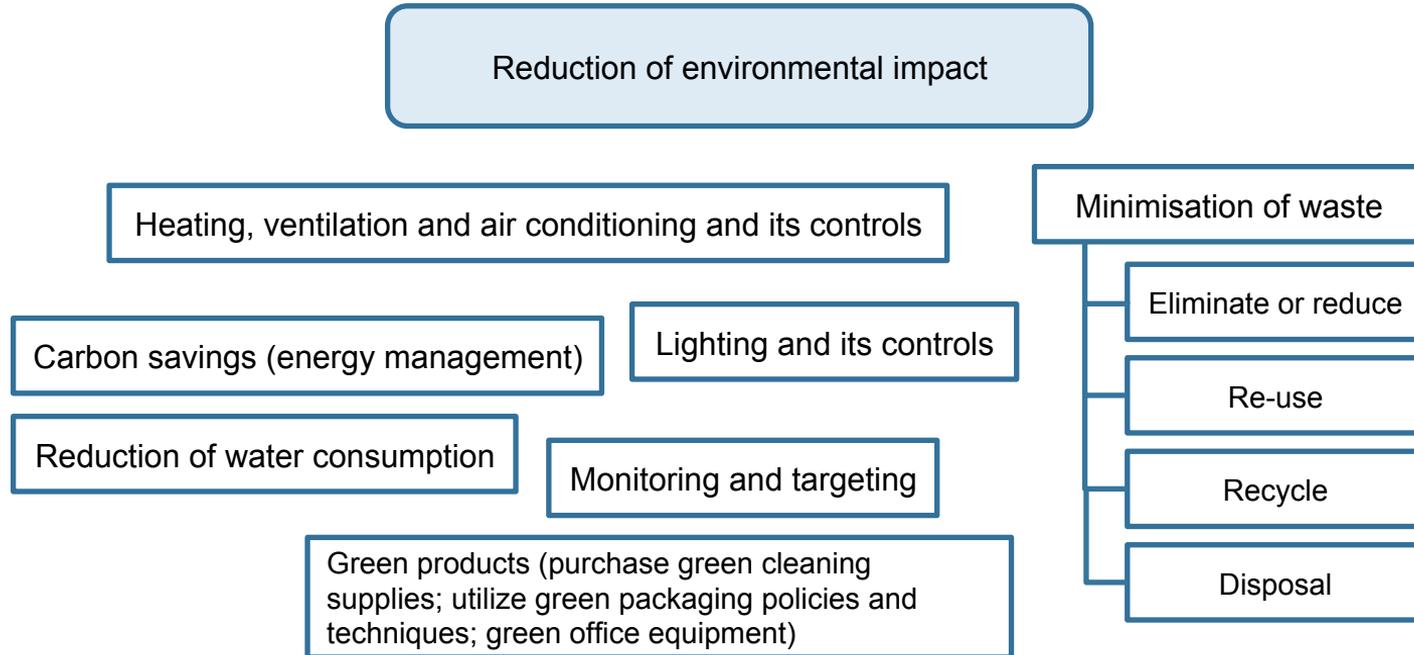
Opportunities of greening business processes

Reduction of environmental impact

Greening the business processes,
products and services



Opportunities of greening business processes





Opportunities of greening business processes

Greening the business processes,
products and services

Green products...

- have increased energy efficiency and/or use renewable energy
- have lower levels of embodied carbon (less energy is needed to produce)
- have a positive environmental effect
- are produced from less hazardous materials
- are more easily recyclable or are made of recyclable materials

Green services...

- offer differentiated services from standard options
- mostly add value to the service, therefore customers are willing to pay more
- are for example: green holidays using low-carbon travel and accommodation; local food (with minimal packaging); using water-based ink and recycled paper; fashion with a sustainable supply chain; recycling services
- improvements must be genuine, relative to the marketplace



Opportunities of greening business processes

Greening the business processes,
products and services

Greening the supply chain

- to minimise carbon emissions it is important to look at the whole product supply chain

Green design considerations

Materials

- Reduction of raw materials and switch to environmentally friendly options

Manufacturing

- Reduction of energy and water use during the manufacturing process
- Simplification of packaging design
- Cut out waste from production processes where possible

Retail

- Redesign of packaging
- Environmentally friendly way of distribution

Product in use

- Redesign of product life cycle (easier to repair, life of parts to be extended etc.)

Product end of life

- Promotion of re-use
- Improvement of recyclability
- Disposal minimisation



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Thanks!