

ECOLOGICAL SPHERE: IT'S ROLE IN WORLD POLITICS

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Agenda

- **Introduction**
- **Defining a green business**
- **Environmental initiatives & life cycle phases**
- **Alternative sources of energy**
- **The negative impact of green business on raw materials economy**



Introduction

What man-made disasters do you know?



Implementation- реализация
Lenient- снисходительный
Intertwining- переплетение
Eliminate- устранить

Man-made
disasters



Defining a green business

A green business (or sustainable business) is one where profitability, concern for the environment and social commitment are in harmony.

There are 2 green business approaches:

- the transition of the classic business of the real sector to more environmentally friendly mechanisms of existence that meet the ideas of sustainable development and respect environmental human rights;
- green business is a completely new direction in the development of entrepreneurship, built on the implementation of innovative ideas that reflect the principles of sustainable development and ensuring environmental safety



4 approaches in the interaction of business entities and the environment

1. Nihilism

2. Malthusianism

3. Ecological technocracy

4. The achievement of social and environmental well-being

Flagship- флагман

Entities- хозяйствующие субъекты

Emphasis- акцент

Pernicious- пагубный

Gratuitous- безвозмездный

Environmental initiatives & life cycle phases



GROWTH



MATURITY



DECLINE



Why is it necessary
to focus on the
global trends in
"greening" ?



Alternative sources of energy

Leaders in the development of alternative energy sources from the total produced share:

- Iceland (25%)
- Denmark (21%)
- Portugal (18%)
- Spain (17.7%)
- New Zealand (15.1%)

Primarily- первично
Presence- присутствие



The negative impact of green business on raw materials economy

Thank you for your attention