



Eco-Friendly Organizations

English language course (B2-1)

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The plan

- ❖ Eco-friendly organizations;
- ❖ Why is it important for organizations to be eco-friendly?
- ❖ Advantages of eco-friendly organization;
- ❖ Disadvantages of eco-friendly organization;
- ❖ Examples of Eco-friendly companies;
- ❖ Consumers attitudes to eco-friendly products.

Eco-Friendly organization

- ❖ Puts the environment first
- ❖ Creates sustainable products
- ❖ It's manufacturing and production is environmentally responsible



Why is it important for organizations to be eco-friendly?

- ❖ To reduce the impacts of business on the environment
- ❖ The customer's desire to consume eco-friendly products
- ❖ A great way for organization to save money



What activities are used by eco-friendly organizations to protect the environment?

- ❖ To recycle or reuse old products to turn into new ones
- ❖ To use organic and fair trade ingredients
- ❖ To use recyclable plastic for packaging
- ❖ Compost



Advantages of eco-friendly organization

- ◆ Reduced pressure from regulators
- ◆ Reduced cost
- ◆ Better brand image



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Disadvantages of eco-friendly organization

- ❖ The switch may be expensive
- ❖ The prices of products rise
- ❖ Customer adverse response

WHAT ABOUT

ECO 
FRIENDLY

PRODUCTS
PRICES?



Eco-friendly companies

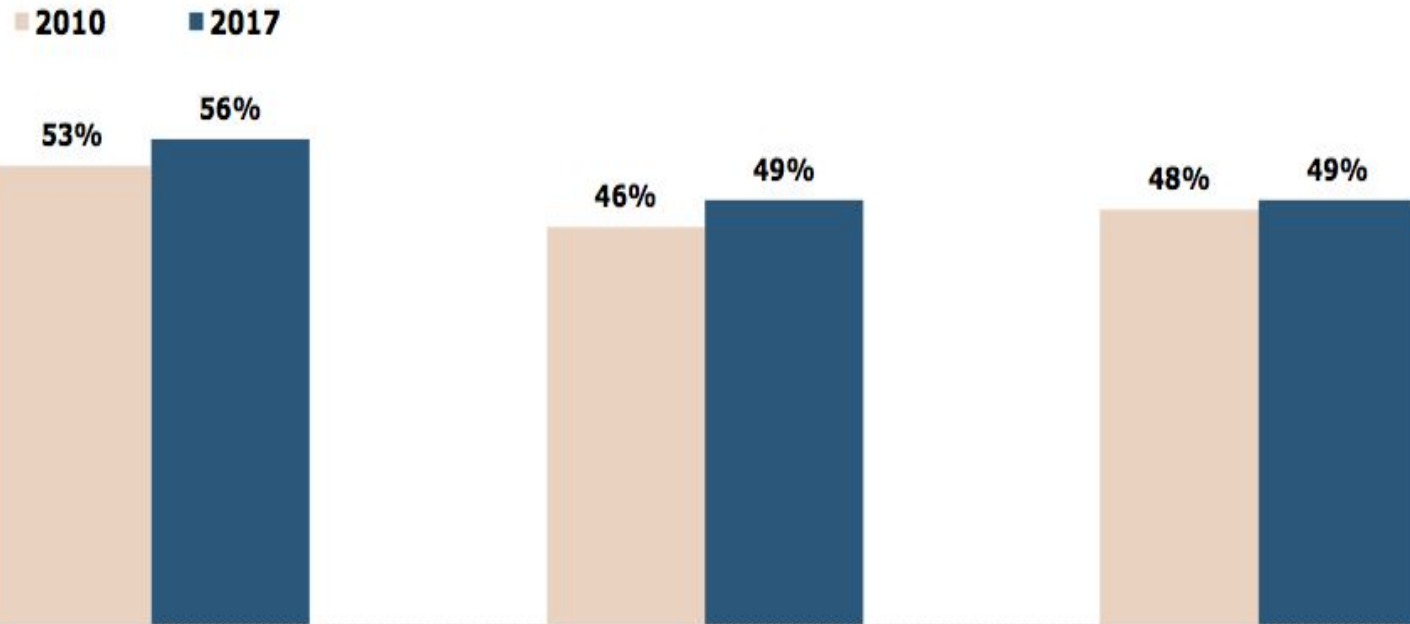




Consumer Attitudes to "Green" Products

based on rolling surveys of 25,000 US consumers

2017 vs. 2010



Willing to pay more to use environment-friendly ("green") products

Willing to give up convenience in return for a product that is environmentally safe (agree "somewhat" or "mostly")

"A company's environmental record is important to me in my purchasing decisions" (agree "somewhat" or "mostly")

Thank you for your attention



who gives a crap

patagonia



BEYOND MEAT



Thinx!



native

pela

YES STRAWS



NUMI
ORGANIC TEA