

Бизнес и окружающая среда тесно взаимосвязаны. Что вы думаете о «зеленом» движении в экологически чистых продуктах в упаковке? Александр Чичкин и его «молочная империя». Анита Роддик и The Body Shop

Business and the environment are closely environment. What do you think of the green movement and environmentally friendly products and packaging? Alexander Chichkin and his "Milk empire". Anita Roddick and The Body Shop



*Захилько Степан (РЭУ имени Г.В. Плеханова)
Zakhilko Stepan (Plekhanov Russian University
of Economics)*



*Горин Артем (РЭУ имени Г.В. Плеханова)
Gorin Artem (Plekhanov Russian University
of Economics)*



*Рыжая Руслана (РЭУ имени Г.В. Плеханова)
Ryzhaya Ruslana (Plekhanov Russian University)*

Abstract plan:

1. Business and environment
2. “Green” movements
3. Eco products
4. Conclusion

Business and the environment are closely environment. What do you think of the green movement and environmentally friendly products and packaging? Alexander Chichkin and his "Milk empire". Anita Roddick and The Body Shop

Since the dawn of human civilization, the environment has become an integral part of business. It is thanks to her that a person has the opportunity to create new material wealth, which later became the subject of “exchange”, and then complex commercial fraud. People have been using nature for centuries, but now the period has come when nature can no longer work for man.

How does the environment relate to business? The answer to this question is simple – it is thanks to all the natural benefits that surround us that business exists. After all, to create something new, you need to use the long forgotten old! For example, to create the same smartphone, it is necessary not only to use materials such as alloys, plastic, glass, but also energy resources that allow machines to work and employees to be in comfortable conditions.

Of course, the impact of business on the environment is ambivalent. On the one hand, many “green” movements are being created, which prioritize the naturalness of all products and the complete processing of raw materials, and laws appear that oblige entrepreneurs to treat nature with the utmost respect. Now nature is in decline due to the unreasonable use of their resources by industry and business. Environmental pollution is a fairly common topic of discussion, but why discuss it when you can take real action? Unfortunately, many entrepreneurs have low social responsibility and daily increase the risk of a global environmental disaster.

We all know that products, which are based on the most natural ingredients, are much more expensive than low quality and usefulness. That is why in most cases it is unprofitable for entrepreneurs to use expensive raw materials, because competitiveness in the market is outweighed in favor of products whose cost is lower.

For many small businesses, cost is an issue. One study found that 78% of small businesses do not have an environmental management system. Regardless, most business owners did want to reduce their environmental footprint but were held back by “limited resources”, as well as other factors such as lack of support or leadership.



In knowledgeable circles, the term “environmental ethics” is often used, which represents intrinsic value. What does it mean? This means that nature is not just a means to an end, it is something that a person should want to preserve himself. This term shows that business is not always bad for the conservation of nature.

As mentioned above, many “green” movements are emerging that contribute to an increase in environmental literacy among the population of our planet. Eco-activists act on various media projects, create petitions, clean up natural areas, create funds to support animals and resources in general.

An example of such eco-activism is the team of the “big green bus” that only runs on vegetable oil (the panels are on photocells and the floor is made of bamboo). 15 students of this “Green Bus” traveled 20 thousand kilometers and made stops in more than 50 cities. The guys are the perfect example of how to communicate your environmental message to the general public.

Another example of eco-activism is Edina Tokodi. The girl was inspired by street artists and came up with her own direction for creating street masterpieces – instead of the usual spray cans, she uses moss, from which she constantly creates masterpieces in the form of animals on the walls of urban landscapes. This action not only shows that nature needs to be valued and protected, but also shows the creative abilities of the girl.

In addition to individual eco-activists, there are also entire organizations that improve our lives every day. One of these organizations is Greenpeace. For almost 50 years, Greenpeace has adhered to three basic principles: independence, non-violence and protest by action. They prove that people themselves are able to realize their environmental responsibility and help those who cannot help themselves.



By the way, it was eco-activists who began to actively promote the use of ecological products in business. New stores appear every day that produce only eco-friendly goods: from clothes made entirely from natural materials (flax, hemp, cotton) to various products of our everyday life (furniture, stationery, etc.). What is made of such materials does not affect our health in any way, on the contrary, it shows the maximum closeness to nature.

Sustainability has become a new trend, and business has quickly turned it into a marketing ploy. Over the past five years, store shelves have been filled with products with the prefixes “eco” and “bio”. A New York University study found sustainable products sell better. In 2020, the ecotrend is developing especially actively – both all over the world and in Russia. The goal of the green business is not only to make a profit, but also to make the planet healthier.

The history of eco-products began a long time ago. Quality, cleanliness and politeness have always been appreciated, but before that it was not just a sign of a good director of a company, but also an indicator of “fresh” raw materials. One of the old stories of a successful eco-business company is the story of the entrepreneur Alexander Chichkin, who once decided to open a dairy store and captured the hearts of his customers. At the end of the 19th century, network retail trade was just emerging, and at its origins was Alexander Chichkin, a merchant of the 1st guild, the founder of a huge dairy empire. But not only in the commercial field, he was the first. Alexander Vasilievich is one of the pioneers of private aviation. Repeatedly in the pre-revolutionary years, he rose from the Khodynsky airfield into the Moscow sky on his own Farman-7 airplane. Of course, he managed the airplane himself.



“Exemplary Dairy” is the first store that Chichikov opened after his arrival from Paris. By 1914, Chichkin owned a dairy plant and a curd and sour cream

factory. One of Chichkin's advertising moves was the following. Every morning, his clerks in white coats and caps, in full view of the entire venerable public, poured yesterday's milk from cans into the sewers. Chichkin's stores only had today's milk!

His business has gone through a lot: both the revolution (Chichkin actively cooperated with the current government), and the Great Patriotic War (during the war years, he developed a technology to rapidly increase the production of high-quality dairy products with less raw material consumption).

CONCLUSION

Thus, business and the environment are closely interconnected, because one cannot actually exist without the other. People have adapted to the use of all materials, to create more and more new technologies from them. Man uses the gifts of nature for his personal purposes, but lately man has also given himself to nature, creating eco-materials and products that help maintain the environment. Nature is what makes not only business exist, but also ourselves. We need to appreciate what we have and strive with great strength to achieve harmony between a person and the world around him. Now an imbalance has formed, but environmental activists are trying to eliminate it in all possible ways.

REFERENCES:

1. https://ru.wikipedia.org/wiki/Органическая_пища
2. https://ru.wikipedia.org/wiki/Чичкин,_Александр_Васильевич
3. <https://ru.wikipedia.org/wiki/Гринпис>