

DAGESTAN STATE UNIVERSITY OF NATIONAL ECONOMY

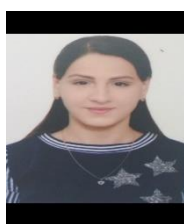
Group essay contest

**«Unity in Diversity: Russia and the English-Speaking World.**

**Time for Equal Opportunities»**

**«BUSINESS AND THE ENVIRONMENT ARE CLOSELY INTERCONNECTED. 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»**

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## Theses:

1. Business and the environment: how are they related?
2. Environmental friendliness is developing.
3. Environmentally committed companies launch environmentally friendly initiative in addition to the traditional business strategy.
4. Alexander Chichkin was a milk emperor committed to the environment.
5. Anita Roddick had a special inspiration to environmental rights.
6. Eco-tourism is a growing trend.
7. We have to take care of the world around us.

The modern world is impossible without factories, plants and other various ways of producing goods and providing services for modern people. Business and the environment... How are these two concepts related?

Any business system interacts with the environment to some extent. In this case, the interaction can be both positive and negative. The second, unfortunately, is more common. Therefore, any business unit needs to formulate certain principles of relationship with the environment. Certain influence on this system of relations is exerted by state bodies exercising supervision and control in the field of environmental protection, as well as public organizations that have recently increased their activity. However, it is often necessary to face situations where the activities of public organizations are not aimed at solving the problems of environmental protection and prevention of environmental offenses, but for completely different purposes — for example, to receive financial assistance from large corporations or to participate in competition between nature users to discredit one or another of their activities or products.

But in the modern world, an “Environmental friendliness” (Environmentalism) is developing. Business has caught the change in public sentiment. The request for environmental friendliness quickly turned into a marketing trend. In the past five years, as millennials and homelander have

become a key consumer group, store shelves have been filled with green labels, and products with the prefixes “eco –“ and “bio –” have moved from specialty stores to supermarket shelves. Businesses quickly felt that products positioned as eco-friendly sold better. This was proved by a recent study by New York University. Analysis of consumer behavior in 2013-2018 showed that specifically “green” products are not just better to buy — their presence has a positive effect on the growth of the entire product category.

It is not surprising that global brands are willing to exploit the trend to maintain and improve sales. One of the leaders in the fast fashion segment, *H&M* launched its Conscious line of organic cotton and recycled materials in 2012, and a textile recycling program in 2013. *IKEA* began to accept batteries and led bulbs in its stores, and last year launched a program in Russia to accept unnecessary textiles (and in 2019 significantly expanded the list of accepted goods). *GENERAL MOTORS* in 2009 even changed the color of the logo to green to appear eco-friendly. *ADIDAS* draws attention to the pollution of the world's oceans by releasing sneakers from recycled ocean wastes. And the outdoor clothing brand *PATAGONIA* surprised everyone in 2011 by releasing an ad in the *New York Times* on Black Friday with the slogan: “Don't buy this jacket”. The list of such examples can go on endlessly, but they all want to use the trend for “eco-friendliness”. There are no statistics on the profitability of the trend for brands yet — most often companies launch such initiatives in addition to the traditional business strategy (Figure 1).

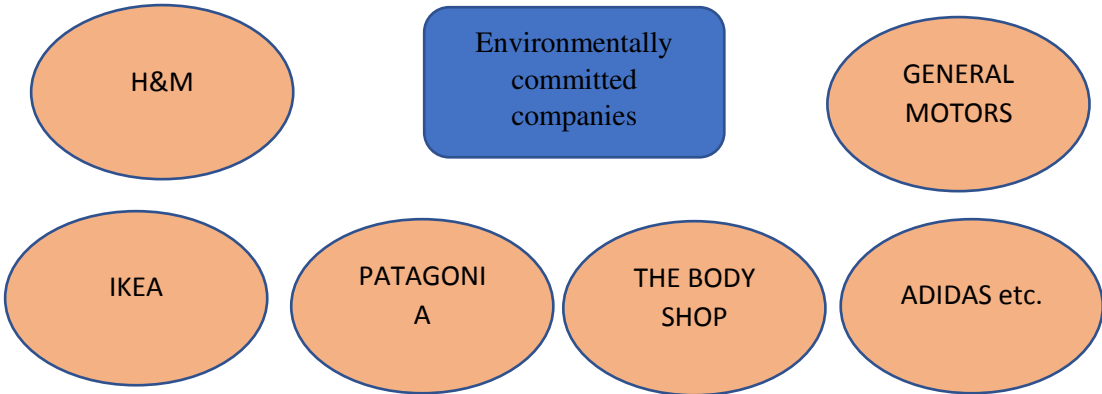


Figure 1. Environmentally committed companies.

As an example of environmentalism in former Russia we'd like to say about Alexander Chichkin, a former milk merchant, one of the most successful entrepreneurs of the Russian Empire, who made a real revolution in the dairy industry and trade of that time.

At that time, and this was in 1888, in Moscow and throughout the rest of Russia, peasants trade in dairy products in the markets and just on the streets. There were no dairy shops. But there was economic growth in the country and peasant farms clearly could not cope with the provision of the urban population. And with the advent of railways, perishable goods such as milk and dairy products were able to be shipped from remote villages.

Alexander Chichkin paid a lot of attention to marketing. His shop shone with cleanliness and whiteness, clerks wore white robes, doorknobs and other metal items were polished to a shine. And this is to some extent environmental friendliness.

Moreover, particular attention was paid to the quality of the goods, it was always fresh, all unsold milk at the end of the day was publicly poured down the drain.

Anita Roddick, owner of the natural cosmetics chain *The Body Shop*, is a prime example of companies' commitment to environmental friendliness. Already in her school years, she began to think about the importance of protecting the environment. The Body Shop mission begins with a summon: "Dedicate your business to making changes for the better in the social sphere and protecting the environment". Thanks to this principle, the company is actively developing to this day and demonstrates great potential.

Today The Body Shop® is a large multinational chain with more than 2,700 outlets.

Anita's wealth of knowledge gained from her travels around the world was instrumental in the opening of the first The Body Shop: she spent time in rural and fishing villages with people not affected by the industrial revolution,

adopted their knowledge and experience in the field of skin care ... At the same time, the frugality that Anita's mother has maintained since the war has made it easy for her to handle the issues of day-to-day business. Why should we throw away a container after a single use when you can refill it? And why should we buy more than you can physically use? And why should we buy more than we can physically use? She did the same as her mother did during World War II — reuse, refill, put into circulation whatever she could.

These principles form the basis of The Body Shop's environmental policy. Anita was convinced that success is more than just a good idea. It is also the ability to choose the right time to implement your idea. The first The Body Shop appeared just as Europe was starting to turn green. The store was always recognizable by its green color, the only color Anita could find to paint over the dark, moldy walls of the old building that housed The Body Shop.

The company went public in 1984 and Anita has received numerous awards. In September 2001, Anita teamed up with Greenpeace to take action against ExxonMobil (Esso brand), the world's largest oil and gas company and considered the "world's №1 environmental villain."

John Sauven, CEO of Greenpeace said: “Anita Roddick has been a special inspiration to the people around her, and not only on environmental or human rights issues that were her passion. ... She was way ahead of her time ... When you see how today every company claims to be "green", you understand that Roddick lived like this a couple of decades ago. She was a true pioneer. The energy she radiated was phenomenal”.

If to speak about tourism, tourism poses a threat to conservation. But nowadays there are some environmentally friendly companies, for example “The sea-cooled eco-resort that's nearly mosquito-free”. The Brando is one of the most luxurious eco-resorts on the planet, nestling on an atoll in the middle of the Pacific Ocean. It's the last place you might think to find pioneering technology.

The Brando resort on Tetiaroa - a stunning atoll north of Tahiti - is the epitome of luxurious exclusivity. Two-room bungalows start from €3,700 (£3,200) a night.

Formerly owned by Hollywood legend Marlon Brando, who was keen that it should become an ecological haven, it has now developed into a hideaway for the rich and famous seeking conscience-soothing holidays that do less harm to the planet.

Eco-tourism is a growing trend that resorts are seeking to exploit around the world, as people seek to make more responsible choices in the face of climate change.

But with tourism contributing around 8% to global greenhouse gas emissions, according to one recent paper published in the scientific journal *Nature Climate Change*, all resorts will need to become carbon neutral, not just those targeting the world's rich.

Thus, environmental protection in the modern world is increasingly gaining momentum and coming out on TOP. Modern companies strive to develop without harming the environment, and various examples have been given to prove this. But, unfortunately, there are also those who do not pay due attention to this problem. They continue to produce goods, provide services, without thinking about environmental problems at all. Obviously, for the successful solution of this problem, it is necessary to intervene on the part of the state. Perhaps it is necessary to introduce bills to support entrepreneurs seeking to protect the environment, on additional taxes for emissions into the air and water, the creation of new waste processing plants, and more. We have to take care of the world around us, otherwise the world around us will stop taking care of us.

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