

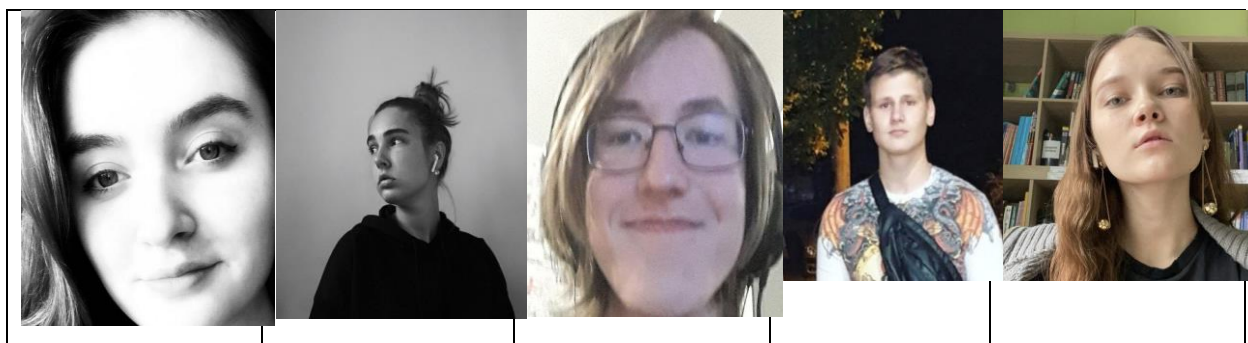
Бизнес и окружающая среда тесно взаимосвязаны. Что вы думаете о «зеленом» движении и экологически чистых продуктах и упаковке?

Александр Чичкин и его «молочная империя».

Анита Роддик и The Body Shop.

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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Educational Institution:

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Plan:

1. Industry destroys the world's ecology. Ways to save the planet form the main principles of the green business.
2. Anita Roddick and her idea of the prudent business. The Body Shop.
3. Chichkin's Dairy Empire as the example of clean and honest work.
4. Wealth and health of people should be connected. Ecobusiness is the only future if we want our children to live on the planet Earth

Nowadays, industry is highly developed which makes the problem of the impact of production on the environment acute. Factories massively pollute the environment. Substances that pollute the planet are various gases, oil, plastics and more. Of course, different wastes have different levels of harms. Some types of waste can be recycled, which is a huge plus for solving the problem of pollution. But what can we do with the waste we can't recycle? After all, every new day humanity hurts nature more destroying what is necessary for life. How do we deal with this?

The simplest (but not profitable for large businesses) solution is to consume less. No brands will encourage customers to do this, because then their excess profits will stop growing. But even in such conditions, they can contribute to improving the environmental situation: reduce the carbon footprint of their production, reduce electricity consumption (using renewable sources), abandon disposable packaging and accessories, reduce the number of "collections" produced each season, etc. The choice is left to the businessmen.

Attention to the environment is increasing every year. Eco-friendliness has become a new trend and business 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 has proven that eco-friendly products sell better. In 2020, the ecotrend was developing especially actively both around the world and in Russia. The goal of environmental business is not only to make a profit, but also to improve the health of the planet, because the main principles of green business are:

- ✓ No waste from production
- ✓ Health
- ✓ Ecology
- ✓ Justice
- ✓ Care

One of the brightest representatives of the green business was Anita Roddick.

When Anita started her small business, she had no experience at all but remembered her husband's advice to sell 300 pounds worth of goods a week. But gradually she realized that business is not a financial science, but just a trade: you buy and sell. Anita understood that it was about being able to offer a product or service that was so good that people were willing to pay for it. At the same time, the frugality that Anita's mother had maintained since the war made it easy for her to handle the day-to-day business. Why throw away the container after a single use, if it can be refilled? And why buy more than you can physically use? She did what her mother did during the Second World War, she reused, filled in, put into circulation everything that was possible.

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"¹. Thanks to this principle, the company is actively developing to this day and demonstrates great potential. We use our stores and products to promote brand ideas and core values.

One of the key areas where business and public interest have come into close contact has been The Body Shop® initiative to create a Fair Trade program. The program was launched in 1987 under the motto "Trade – Not Aid". Its main task was to support small farms that supplied natural ingredients for the production of cosmetics. The first partner of The Body Shop® was a small company called Teddy Exports in South India. Today, they work with 25 cooperatives around the world - from Brazil to Ethiopia. Business in these regions is developing steadily, influencing the common market, the union of

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https://www.thebodyshop.ru/html?utm_source=google&utm_medium=cpc_brand&utm_campaign=ru_msk_sear ch_brand&utm_content=ch_google_adwords%7Ctrg_kwd-398627794967%7Ccert_433594359312%7Ckwmt_b%7Cps_%7Csrt_g%7Ctrgt_%7Csrc_%7Cdevt_c%7Cdevm_%7Ccid_2046837990%7Ccll_20949%7Cfdi_%7Cmlid_4992%7Cdop_&utm_term=%2Вшоп%20%2Вбоди&gclid=EAIaIQobChMizJWplfCd7gIVFJiyCh3LHgzPEAAAYASAAEgJX1PD_BwE

creditors, the development and subsidization of retail outlets. Through participation in the Fair Trade program, more than 300,000 people receive a decent salary and hope for a bright future. And we can do more.

The Body Shop® and Anita Roddick have always been closely associated with public opinion. Today, it is impossible to separate corporate values from key social values, such as social responsibility, respect for human rights, protection of animals and the environment, and absolute commitment to the Fair Trade program.

Dame Anita Roddick passed away on September 10, 2007. The news of Anita Roddick's death literally "blew up" the local press. British Prime Minister Gordon Brown said: "She began to draw attention to public green issues long before it became fashionable, and inspired millions of people with her ideas, bringing high-quality and exceptionally eco-friendly products to the world market. As one of the most successful businesswomen in our country, she set an example for millions of women and encouraged them to start and develop their own businesses. We will remember her not only as a great activist, but also as a great entrepreneur"².

However, before the birth of Dame Anita there was one person, who, as we believe, was the founder of green movement in the world. Milk King Alexander Vasilyevich Chichkin (1862-1949) a prominent businessman liked to say: "Poets are poets, but a barrel of oil, and cheese, and a bottle of delicious milk can equally praise their homeland, to serve the common good and the flourishing of his native land..."³

That is why he always worked conscientiously. He demanded the same from suppliers and from his employees. Those who witnessed it, pointed out: "All rooms from floor to ceiling were washed daily with special rubber brushes,

² <https://www.livelib.ru/author/151988-anita-roddik>

³ <https://www.moskvahod.ru/blog/александр-васильевич-чичкин-основатель-огромной-молочной-империи-в-москве/>

a solution of soap and soda, then everything was washed off from hoses with clean water. All the metal parts - door handles, brackets were cleaned like on a warship. This work was done by the employees after they had finished their work with milk."⁴

The first cash registers in Moscow and a single phone number for food delivery appeared in Chichkin's stores. He was the first to use a spectacular advertising move: every morning yesterday's milk was defiantly poured into the sewer. After all, in Chichkin's stores, milk was only the freshest. The flash mob, as they would say today, worked flawlessly. There was no end of customers. And Chichkin was rapidly expanding his dairy empire.

So, though Chichkin and Roddick worked in different time, they both realized that business should be connected with wealth and health of the people. Their companies were dedicated to make the world better. That is why, nowadays there are more and more followers of these great people.

Ecobusiness includes business activities that ensure the prevention of pollution, resource and nature saving technologies and the use of biotechnologies that implement measures to improve the environment, processing, green energy, the production of healthy food, clean water, goods for construction, the construction of ecoparks, waste disposal, tourism, infrastructure, cultivation of crops and animals. This is the only way we will be able to save our planet for future generations.

⁴ <https://www.moskvahod.ru/blog/александр-васильевич-чичкин-основатель-огромной-молочной-империи-в-москве/>

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