

OPEN MINDS DEVELOP GREEN BUSINESS

BURDUF (MIERLARU) ANDREEA ELENA

Doctorate Economy, Bucharest University of Economic Studies

Email: andreea_burduf@yahoo.com

Abstract

Because of the high costs related to environmental and climate protection, green products and green energy sources, firms are not interested in reducing environment-unfriendly activities.

But even large companies can afford allocating money for research?

Apple won a patent which, if used in the near future, it could transform into a mobile iPhone 5 obsolete and polluting the atmosphere. Apple patent obtained is related to the integration of a touchscreen display has a solar charging system.

But who was the open mind behind the rise of Apple? Steve Jobs dropped out of college after six months and spent the next eighteen months attend on creative classes.

Starting with the definition of green economy, the purpose of this paper is to analyse how to reduce environmental risks, so the economy becomes a component of the ecosystem in which it resides.

A person with completed studies can be a skilled specialist who has mastered the field, but condemned to be only professional competent, but not an open mind who contribute to innovation.

In conclusion, the future of the planet depends on business decisions, and whether they will be good, earth will be a place that future generations will enjoy it.

Cuvinte cheie: *green economy, renewable energy, innovation.*

Clasificare JEL: *D83*

1. Introduction

The green economy is one that results in reducing environmental risks and ecological scarcities. Also it is an economy that aims for sustainable development without degrading the environment. It uses the knowledge of ecological economics.

A feature distinguishing it from prior economic regimes is the direct valuation of natural capital and ecological services as having economic value and a full cost accounting regime in which costs externalized onto society via ecosystems are reliably traced back to, and accounted for as liabilities of, the entity that does the harm or neglects an asset.

It defines a green economy as based on six main sectors:

- Renewable energy
- Green buildings
- Sustainable transport
- Water management
- Waste management
- Land manageme

The green economy is one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. Green economy is an economy or economic development model based on sustainable development and a knowledge of ecological economics.

A Green Economy not only protects ourselves and our planet, but can provide millions of jobs as we develop and install new technologies, rebuild and retrofit buildings, and devise new processes and modes of production.

The International Chamber of Commerce, representing global business defines green economy as an economy in which economic growth and environmental responsibility work together in a mutually reinforcing fashion while supporting progress on social development.

Green economy includes green energy generation based on renewable energy to substitute for fossil fuels and energy conservation for efficient energy use.

Because the market failure related to environmental and climate protection as a result of external costs, high future commercial rates and associated high initial costs for research, development, and marketing of green energy sources and green products prevents firms from being voluntarily interested in reducing environment-unfriendly

activities, the green economy may need government subsidies as market incentives to motivate firms to invest and produce green products and services.

Already, humans appropriate more than half the available freshwater and exploit most good quality soil resources. We are emitting ever more pollutants, greenhouse gases and waste. And we risk crossing critical environmental thresholds, leading to dramatic and irreversible damage to ecosystems.

When we reflect on the demands that we are already imposing on our ecosystems, it's apparent that green growth isn't just a preferable approach to economic development. On the contrary, in the long term it's the only way to sustain economic growth. 'Brown growth' that destroys our natural systems can't be justified by the apparent gains it offers. Ultimately, it will diminish our prosperity in every sense.

In contrast, the objectives of a green economy are to meet our needs — for food, transport, energy and so on — in a sustainable and equitable way.

A green economy is one in which policies and innovations enable society to generate more of value each year, while maintaining the natural systems that sustain us.

2. Green Energy: Apple prepares a truly revolutionary product

The motto of Apple Company is :”We Want to leave the world better than we found it” .

As a global company that makes some of the most popular products in the world, they know that they use a lot of energy and material, which in turn generates greenhouse gas emission that contribute to climate change. They try to find ways to use energy and materials more efficiently, to get energy from clean sources. Apple is the only company in their industry whose data centers are powered by 100 percent renewable energy and whose entire product line not only meets but far exceeds strict energy star guidelines.

If not recycled properly, electronic waste can be a serious health and environmental issue. It's often dumped in countries where dangerous recovery techniques leach toxins from electronics that can affect people and the environment.

For more than 20 years, Apple has been working on ways to minimize the impact its company and its products have on the environment.

At Apple, they believe innovation is about making things better. The simple ideas drive them to take action in the face of the very real problem of climate change. They feel the responsibility to consider everything they do in order to reduce their impact on the environment. This means using greener materials and constantly inventing new ways to conserve precious resources.

Every Apple Retail Store takes back Apple Products and then make responsible recycling. They also have recycling events where they even accept other company products.

Apple launches the redesigned iMac, which uses 68 percent less material and generates 67 percent fewer carbon emissions than earlier generations. In addition, the aluminum stand on the iMac is made using 30 percent recycled content.

Apple introduces the new Mac Pro, which uses 74 percent less aluminum and steel than its predecessor.

All Apple products exceed the strict ENERGY STAR guidelines for energy efficiency. All products are at least twice as energy efficient as the ENERGY STAR specification, and Mac mini is up to six times more energy efficient.

Apple introduces the Mac App Store in 123 countries, providing customers with one-click access to Mac software, including OS X Lion. Digital downloads dramatically reduce the environmental impact of delivering software by eliminating the packaging and transportation of boxed software. In addition, Apple eliminates restore DVDs previously included in Mac product packaging.

Apple introduces the Apple Battery Charger for rechargeable batteries. Using rechargeable batteries instead of disposable alkaline batteries reduces the battery waste by 78 percent and the carbon footprint by 63 percent over a four-year period.

Apple introduces the new Mac mini, the world's most energy-efficient desktop computer. It can operate on just 10 watts of electricity, which is less power than a single energy-efficient CFL lightbulb.

Apple reveals complete life cycle analysis of greenhouse gas emissions, setting a new standard of full environmental disclosure. While other companies report on a fraction of their emissions, Apple is the only company in the industry that publishes the environmental footprint of each of its products.

Apple introduces a new built-in battery with the MacBook Pro family that lasts nearly three times longer than typical notebook batteries.

All products ship BFR-free and with mercury-free LED-backlit displays and arsenic-free display glass.

They are continually thinking of ways to make more innovative products without taking more from the environment.

Apple recently obtained a patent which, if used in the near future could transform the iPhone 5 in a phone obsolete and polluting the atmosphere.

Apple patent obtained is related to the integration of a touchscreen display has a solar charging system. The system is made so that mobile devices, specifically the iPhone, do not change the thickness.

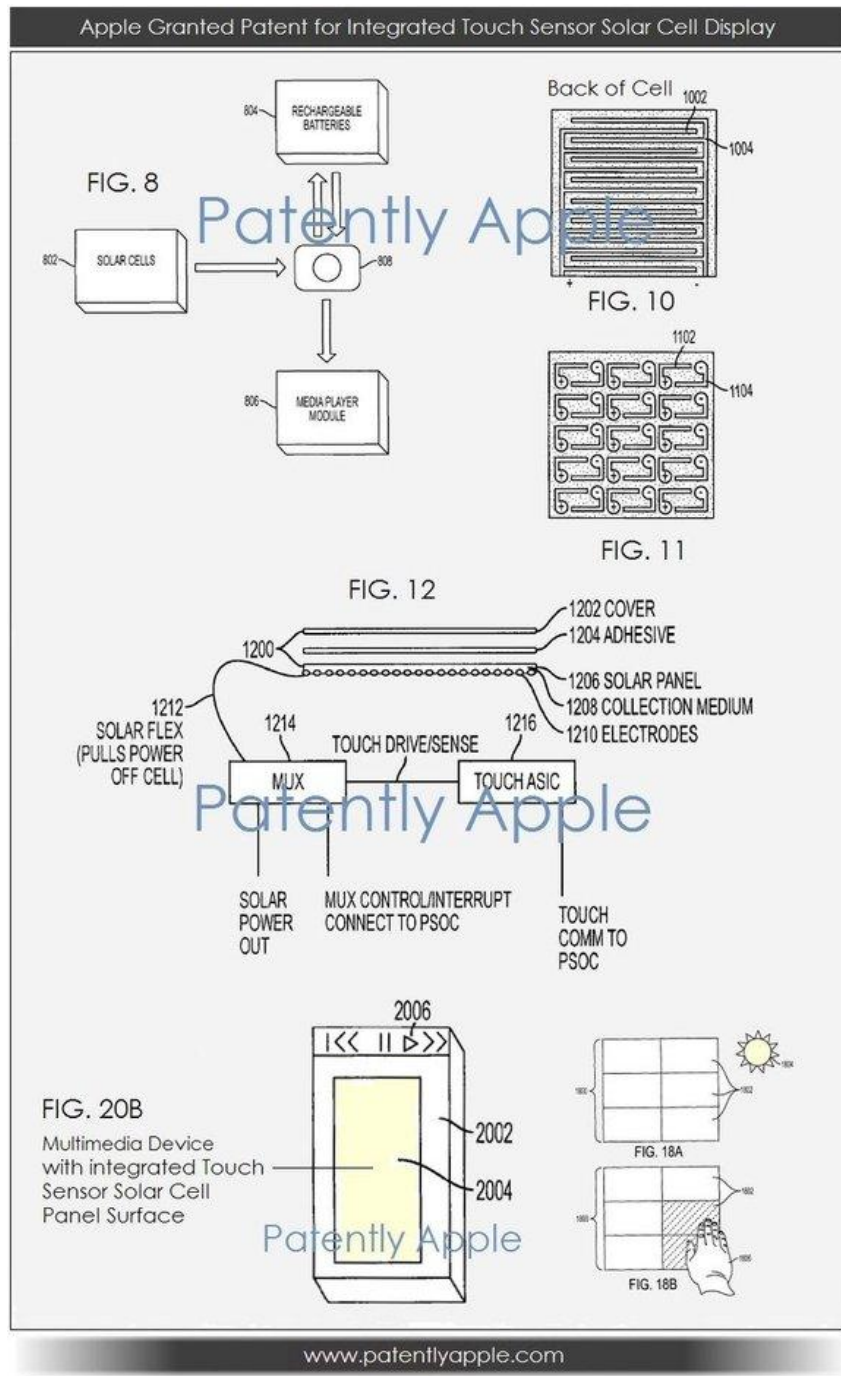
Apple sold 47.8 million iPhones in the last quarter of 2012, up from 37 million smartphones sold in the fourth quarter of 2011 or the 26.9 million iPhones sold in third quarter in 2012. Revenue rose 18% to \$ 54.5 billion in the fourth quarter of 2012, but net profit remained unchanged year on year to 13.1 billion dollars.

Apple was reluctant in the past to make design changes that would benefit the environment, such as removing certain chemicals from wires or screens, or even talk about the environmental aspects of its products, but now it boasts of the energy efficiency of its goods, the heightened recyclability of its aluminum-body products and how many toxics it has taken out of its products.

How much Apple's departure from the registry cuts into its sales is yet to be seen.

It is now a real fact that big companies are turning to investment in research for environmentally friendly products out.

Tabel nr. 1



3. Global evolution on environmental protection

The analysis of the global environment of a company is called global environmental analysis. This analysis is part of a company's analysis-system, which also comprises various other analyses, like the industry analysis, the market analysis and the analyses of companies, clients and competitors.

Obviously, a company is influenced by its environment. Many environmental factors, especially economical or social factors, play a big role in a company's decisions, because the analysis and the monitoring of those factors reveal chances and risks for the company's business.

This environmental framework also gives information about location issues. A company is thereby able to determine its location sites.

Economical factors deal with national or international economical developments and have a direct influence on supplier and consumer markets. Examples of economical factors that play a big role are: the GDP, the rate of inflation, interests, the change rate, employment or the situation of money markets.

These economical factors influence demand, competition intensity, cost pressure and the will to invest. For instance, if the gross domestic product of a country is fairly low, the demand is in general lower than in countries with a higher GDP.

Social factors deal with social issues regarding the values, ideas, opinions and the culture of market participants. Market participants can be employees, customers or suppliers. Through their contact with the company, they influence it due to their opinions. The company needs to follow the market participant's change of value and adapt its strategies. Nowadays, a change of values concerning environmental protection is on the move.

Environmental factors are becoming more and more important nowadays. They regard natural resources and the basis of human life. Among those, the availability of raw materials and energy is the main topic. As the availability of fossil fuels, like oil or coal, gets worse within the next decades, the dependency on those fuels stays pretty risky. Moreover, to show an ecological responsibility, companies should assess and reduce their ecological damage.

Through rare raw materials and increasing pollution, an environmentally friendly management gets spotlighted more and more by the public interest. Consequently, eco-friendly products or technologies can even signify a competitive advantage

International Energy Agency joined with representatives from the geological surveys of Australia, Canada, Germany, the Netherlands, the United Kingdom and the United States for workshops to build a transparent and robust assessment of geologic CO₂ storage resource throughout the world, across geologic settings, regardless of the amount of available geologic data.

The goal was to create a uniform and coherent process, independent of specific policy choices, to allow comparison of storage assessment results.

The first and fundamental concept to be addressed in any storage assessment is the technically available storage resource (TASR). The TASR answers the question: how much storage resource is there in total? It comprises the pore space that can be reasonably expected to retain CO₂ over a long period of time without adverse environmental impact; in this sense it represents an "upper limit".

Since the TASR is not constrained by economic or policy considerations, it gives a better understanding of the trade-offs that are made when developing policies to control access to resources. Because of this, the TASR allows comparison of different countries' storage endowments.

Further IEA recommendations outline the next steps to develop storage assessments in a straightforward and uniform way, taking into account systematically applicable policy constraints and limited knowledge of deep depths.

Following these recommendations can give a clear picture of how much CO₂ can be stored in different jurisdictions and nations – essential knowledge for CCS to fulfil its potential role as a key CO₂ emission abatement technology.

Climate scientists have calculated that the amount of CO₂ from fossil fuel sources that humans can emit into the atmosphere in order to remain within the 2 degree Celsius warming limit is approximately 565 gigatonnes ("CO₂ budget").

According to the International Energy Agency, in 2011 global emissions were 31.6 gigatonnes up 3.2% from 2010. At the expected annual growth rate of CO₂ emissions of approximately 3%, the CO₂ budget will be exhausted in 16 years. (hold that thought).

So babies born today will be graduating from high school into a world that is required to emit zero CO₂ emissions if temperature rises are to be kept below 2 degrees Celsius.

Siemens produces half of installed capacity of offshore wind turbines worldwide, saving about 4 million tones of CO₂ annually.

Businesses making the transition towards the green economy are already reaping rewards worth millions of dollars in savings and high return on investment, while benefiting consumers, communities and the environment, according to a 2012 UNEP report [7].

Sustainable development can only be achieved if we re-orient ourselves towards a more balanced, inclusive and green economy. A key part of this involves achieving greater engagement and transparency from the private sector.

4. Conclusions

Green Economics is one of the fastest growing global movements for change which has been taken up by many governments and is having a huge influence on the worldwide social and economic landscape. It seeks to reform the very concept of economics itself by creating an entirely new discipline which is designed to help all people everywhere, prevent poverty as a given assumption, consider other species, nature and the planet and its systems.

Green Economics is for all people everywhere, nature, other species, the planet and its systems as beneficiaries - not just as throw away inputs to a mainstream economy. Its for everyone and everything on the planet.

The climate has started to change and is more unstable.

Human civilisation has built up over the last 10,000 years since the last ice age. If we mess with the climate that nurtured us and our way of life - we enter unknown waters and we have no roadmap to guide us. In an age of rising sea levels we are in danger of drifting way out of our comfort zone. We think we should be trying to halt further runaway climate change, rather than increasing its velocity.

We all should put social and environmental justice at the heart of economics and financial practice, policy and theory.

5. Bibliografie

- [1] Kennet M., Winston Ka-Ming Mak - Green Economics and Climate Change, The Green Economics Institute, 2012;
- [2] Gradinaru Giani - Perspective de protecție a mediului în societatea informațională, Editura Inforec, București, 2000;
- [3] Rojanschi V. - Protecția și ingineria mediului, Editura Economica, București, 2002;
- [4] *** www.apple.com;
- [5] *** www.greeneconomics.org.uk;
- [6] *** www.iea.org;
- [7] *** www.unep.org;
- [8] *** www.zf.ro;