



# 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?

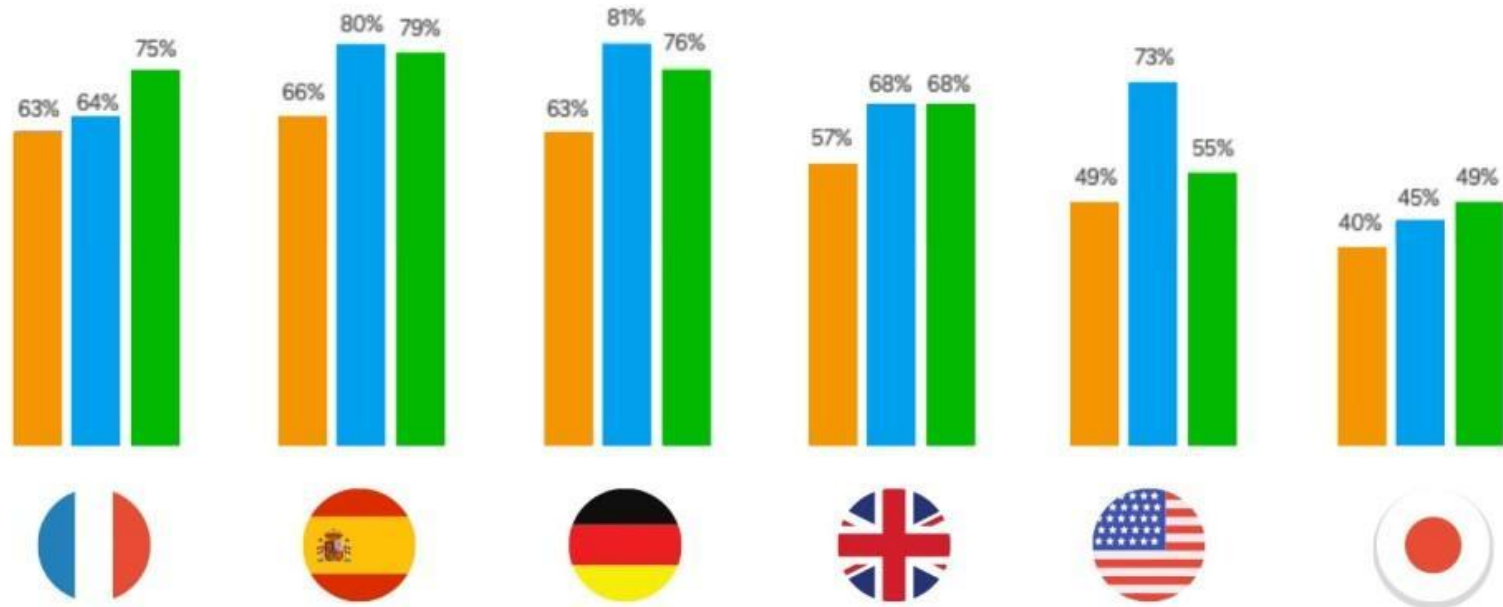


## Eco-friendly companies





# Do you plan to buy more sustainable products in the next 5 years?



**Rakuten**

# Thank you for your attention



who gives a crap

patagonia



BEYOND MEAT



Thinx!



native

pela

YES STRAWS



NUMI  
ORGANIC TEA