

# Green Environment Initiatives: The Role of Government, Companies and Individuals

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**Abstract-** There is an ongoing debate about the proper role that government, companies, and people should play to keep our environment green. Due to the serious problems, the environmental agencies and organizations asked governments to intervene in order to preserve nature and its creature. Nowadays, the inadequate ways of getting rid of waste lead to pollution, which in turn causes global warming. Thus, there is a serious need to think about the atmosphere that we live in and solve the problem more efficiently.

## Introduction

Sustainable companies pay great attention to factors or issues that help to build their image and enhance their reputation. These companies can generate a lot of benefits if they have a sense of responsibility toward the environment. Nowadays, environmental initiatives make a huge difference in a highly competitive business world. For example, companies with environmental initiatives will have a positive competitive edge. Similarly, customers are now more knowledgeable about these initiatives and require companies to meet their needs. The customers take these activities seriously and include them in their purchasing decisions. More customers purchase from environmentally responsible companies. As a result, the profitability of those companies increases.

Some companies claim that because they don't make things, they don't participate in making our environment green. However, "Walmart is a prime example of a company that doesn't make things, yet is developing a supplier index for its tens of thousands of suppliers to measure the carbon impact from the things they sell to the company" (Marsh).

The main reason for those who refused to take part in green activities is the cost. They argue that there would be a conflict between shareholders' interests and these activities. They may be partially correct about this claim but it seems that it is a short term vision without considering the long term benefits. Companies with environmental initiatives have enhanced their reputation and strengthened their brand names.

## The Role of Government

The government should play a much more active role than the current efforts by giving environment a top priority through:

- ❖ Cooperate with different nonprofit and environmental agencies to save environment;
- ❖ Impose rules, set policies, and ensure that companies and individuals are committed and adherence to the law;
- ❖ Putting constraints in cutting trees, controlling pollution, managing waste, and encouraging people to recycle;
- ❖ Increase awareness using different communication channels to describe how green environment helps us to live better and healthier and also the negative consequences that inappropriate dump of waste could affect us and our environment negatively; and
- ❖ Encourage responsible initiatives of individuals and companies through recognition, facilities, prizes, and give these companies a priority when deciding to purchase products.

## The Role of Companies

Companies should make a lot of efforts to produce green and safe products to customers. They can do so by innovating new ways of producing products without harming the environment. Besides, Employees may participate in this step if companies encourage them to find green ways of production, listen to their opinions, and train them to think green all the time and make it as a culture inside the company. Also, the recycling programs that some companies have already implemented reduced the waste level and helped to reuse materials, such as plastic and paper, in the production process again. The most important thing that helps to keep our environment green is through cooperation with government and other companies. This aids all responsible parties to find the best ways of

disposing of their waste and sustain the development plans to reach the desired result.

## **The Role of Individuals**

We are one part of the living system of the earth just the same as trees, animals, insects, etc. It is our responsibility to save our environment because its quality affects all of us. The rising temperature, the damaged ozone layer, droughts, floods, hurricane, and earthquake are only some examples of what we caused to the environment. We must understand that a better environment means a better life for us, for our children and the next generations. These generations need clean air, safe food, and healthy life, which is impossible if all people do not take a part to use resources in a sustainable manner. Besides, people may participate in recycling activities, reuse products or donate them to others instead of ending with sending these hazardous products to landfill. Furthermore, people can make a big difference if they report any issues to their municipality and other responsible government departments. These problems include inappropriate disposal of medical and chemical waste, broken sewage pipes, pollution of air and water by factories, etc.

## **Conclusion**

It is crucial that all parties which include government, corporations, and individuals to work together in order to reach their common goal. Unfortunately, many CEOs and Vice Presidents of companies just think about economic benefits and forget the community they live in. This is because they do not understand that they are part of this community besides their families and other people. I believe that it does not hurt too much if some funds from customers are paid back to people by means of improving our community and saving the environment.

## **References**

Marsh B. Sustainability – 10 good business sense reasons to do it. <http://creatingwhatmatters.co.nz/articles/10-ways-it-improves-business/>