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**In the UK, the concept of environmentally friendly or ‘green’
business practice, which does not deplete natural resources, is
becoming more "significant".**

**Focusing on the UK, the advantages and disadvantages of this
development.**

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Abstract

Humankind is facing serious problems such as the depletion of natural resources and environmental changes that result from their negative actions. Therefore, some developed countries, especially the UK are exerting a great effort by applying green business practices in their societies in order to counteract these issues as much as they can. In this research, we will point out the benefits of applying such a method as well as the difficulties that prevent companies from following this concept due to the lack of finance and others.

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The governments in the developed world are currently facing strong challenges regarding essential concepts such as Environmentally Friendly or Green Business practices and to become an environmentally friendly business is more complex than a mere signing of a trade agreement. As a result, the companies and organizations in the UK are seeking to meet and override the standards for this concept. A report from Gov.uk (2015), for example, states that the UK's companies and economy build on resources and international business, and naturally, with the increase in population and climate change, there is great pressure on natural resources, environment and energy supplies. There is a tendency to enhance sustainable business, so the economy will be rising and environmental effect will decline, and by exploitation of natural resources effectively will obtain profits directly to UK trades (Gov.uk, 2015). There are numerous but similar definitions of green business by academic authors. Brown and Ratledge (2011) define a green business as "an establishment that produces green output" (Brown, Ratledge, 2011). This essay will attempt to demonstrate the advantages and disadvantages of advanced 'green' business practices. It is structured as follows. First, it will point out the benefits of green business practices and then it will present the drawbacks of these practices, finally, an evaluation will be provided for this issue.

There are various views as to whether environmentally friendly business practices do have a valid place within traders and societies. These opinions classify those practices on the environment as playing a positive role in business, whereas, opponents of the concept of 'green' business practice believe that running an environmentally friendly business is reducing its negative impact on the environment and conserving natural resources. For instance, according to

Omer (2015), there is a positive effect on buildings in the UK which built with natural materials on consuming of energy, and further adds that promotion of renewable applications and the renewable energy will contribute to conservation of the environment by decreasing the amount of emissions by exchanging the normal fuel with renewable energy that does not produce pollution air (Omer, 2016). Moreover, for example, Dadhich et al., (2015) mention that construction has been specified as one of the most emission-intensive industries by The UK Green Building Council with about 50% of greenhouse gas production in the UK and indicates that a hybrid life cycle (LCA) method is utilized to analyse the plasterboard supply chain which considers as the most commonly used product in the UK to decrease gas emissions and decarbonization (Dadhich et al., 2015). Thus, it can be said that some business activities can do some process differently to be environmentally friendly and preserve natural sources and an ecosystem.

The second major aspect which shows the positive impact of green business practice is to improve sustainability. Jones et al. (2005) emphasise that sustainable development attracts to government and in the business world increasingly (Jones et al., 2005). They, for example, note that in the UK, the majority of the main retailers are listing sustainability plans in their schedule of work that they realize, albeit in diverse degree, the extent of their work impact on the environment, the economy and society (Jones et al., 2005). In addition, Corporate Social Responsibility (CSR) recently is an essential element which has strong relationship with environmentally friendly business practices (Jones et al., 2005). Furthermore, Grayson (2011), for instance, demonstrates that Marks & Spencer in the UK have aligned sustainability with basic strategy and has developed their specialist sustainability group (Grayson, 2011). As a result, it is clear that there is a great benefit to merge CSR into commerce works and the desired result will be sustainability.

On the other hand, green business practices in the UK are facing some difficulties and challenges. One of the clearest challenges facing

environmentally friendly business in the UK is the great costs and customers may have to pay more for green products. According to Abbasi and Nilsson, 2012, there are five important aspects of challenges for supply chain management are derived: costs, complexity, operation alisation, mindset and cultural changes, and uncertainties (Abbasi and Nilsson, 2012). Atkins (2018) explains that while most customers are searching for low-cost products to minimize their expenses as much as they can, most green goods are more expensive than the competition. Consequently, if green products will buy in low quantities, companies and factories face poor growth conditions. Moreover, the most common argument is that investments in environmentally friendly businesses are not competitive in term of cost (Atkins, 2018). Čekanavičius, Bazytė and Dičmonaitė, (2014), for instance, claim that there may be some causes which hinder commerce works from “going green”. Also, corporations accurately may not know how to transfer to “green business” and they consider “green business” as an expense that depletes resources and reduces revenue rate (Čekanavičius et al., 2014). In addition, Bartlett and Howard (2000) examine that in the UK, cost consultants have a high understanding that more energy efficient and green buildings cost around 5% and 15% more than normal buildings (Bartlett and Howard, 2000). Hence, the high cost could be a stumbling block in front of manufacturers who are looking for making green products.

Another factor indicates the difficulty of applying green businesses is that there is a lack of community awareness about the importance of green materials and lack of government support for traders. According to Aston (2013), the designers are exceedingly frustrated by a lack of consistency, reliability services which help to verify of authenticate green materials' benefits (Aston, 2013). This idea is also supported by Organisation for Responsible Businesses (2009) indicates that education and public awareness are essential factors should be consider them from green businesses. Also, the support and enhance of green

practices in to investors is a main factor that is necessary to raise public understanding to this issue (Organisation for Responsible Businesses, 2009). Moreover, the government is supposed to focus on subsidies and motivating traders who are interested in environmental issues. Harvey (2017) shows that green businesses have been disappointed by the apparent lack of interest in the sector in the general election campaign and the investors need to find ambitious and long-term strategies to improve the environment for the UK. Also, recently, environmental businesses in the UK have been impacted by changes in government policy that causes job losses and uncertainty for investors. These changes involve dispose of subsidies and decreasing of support for solar panels and the elimination of the promised £1bn funding for carbon capture facilities (Harvey, 2017). Thus, it can be said that there is a need to spread the importance of green products among all members of the community, and clarify the degree of the influence quality of life positively by using these products.

To conclude, some corporations in the UK based on its social responsibility have made great efforts to be more environmentally friendly to achieve success in society and build good public relations and get high rate of growing green business .In addition, they contribute to acquire the benefits for society such as reducing the depletion of natural resources and improving sustainability. However, there can be several of difficulties to becoming a green business such as high costs of green products and the need to increase environmental education among people about the importance of green materials and preserving the environment and also the lack of government support for green business which is considered as a difficult challenge in this sector.

Results

Facing the challenges that hinder many companies to become environmentally friendly, in terms of finance and collaboration from population and government, is an important issue to be taken into considerations. Spreading the benefits of applying green business is essential to encourage other

companies to follow the steps of the successful ones. Following these concepts will result in a better outcome and preserve natural resources.

Recommendations

1- Awareness campaigns should be launched to assist people to understand the importance of green business and how this matter will change their lives positively.

2- Decision-makers should aid companies and organizations financially to become environmentally friendly.

3- Training programs are needed to train the workforce on how to become professionals in this practice, especially in construction and trades.

4- Some technical issues, such as the risk of incorrect installation, should be tackled to lessen the companies' concerns.

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