



### Circular economy



#### Embracing circular economy principles

Green businesses prioritize recycling, reuse, and resource conservation to promote a circular economy and minimize waste generation, but also assess how their actions impact the environment and society.

Implementation methods: design long-lasting and recyclable or reusable products, establish waste management systems, train employees on circular economy principles, implement ergonomic design principles.

### Circular waste and waste reduction



#### Sustainability through recycling

Green businesses are committed to minimizing their environmental impact. Recycling, composting, and waste reduction practices reduce the amount of waste sent to landfills or incinerated, thereby lowering their carbon footprint and conserving natural resources.

Implementation methods: recycling and composting system, reusing materials, employee education, resource allocation, cost-benefit analysis, quality materials, sustainable waste partnerships, progress monitoring.

### Raw Material Sustainability



#### Prioritize eco-friendly materials

Green businesses reduce environmental impact by using renewable bio-based, biodegradable, and recycled materials. They actively seek eco-friendly suppliers and ensure sustainable materials throughout production.

Implementation methods: use of sustainable materials throughout production, environmentally friendly packaging, vegan options.

### Energy sustainability



#### Invest in renewable energy sources

Green businesses prioritize renewable energy, efficient processes, and a holistic approach to sustainability encompassing economic, environmental, and social factors.

Implementation methods: investing in renewable energy, monitoring energy consumption, cleaner production technologies, energy-efficient processes, alternative materials, digitization.



### Economic, environmental, social sustainability



#### Triple Bottom-Line Sustainability

Green businesses prioritize economic viability, environmental impact, and social responsibility in decision-making, going beyond profitability. They integrate sustainability goals, conduct impact assessments, and foster partnerships with like-minded organizations.

Implementation methods: sustainable goals, impact assessments, partnerships, renewable energy, maintenance, biodegradable materials, local partners.

### Optimization of productive and logistic system



#### Business Strategies for Sustainable Operations

Green businesses adopt sustainable delivery, water conservation, paper reduction, e-commerce expansion, waste management, consumer education, and AI integration practices to enhance sustainability across various aspects of their operations

Implementation methods: efficient delivery, water recycling, paper reduction, digital communication, integration of AI technologies, sustainable technology and production lines.

### Needs of green business models



#### Adoption of an educational circle of awareness

Fostering a sense of responsibility and citizenship among employees through educational sessions is essential. This includes equipping individuals with critical thinking skills, emphasizing their role as economic, social, and political agents who must consider both personal and collective well-being.

Implementation methods: education and transparency, supply chain collaboration, community engagement, environmental commitment, consumer education, research and development.

### Certification



#### Aim for sustainability certifications

Green businesses seek certification and recognition, maintain strict sourcing policies, prioritize transparency, stay informed about regulations, encourage employee engagement, and ensure eco-friendly product credentials to uphold their commitment to sustainability.

Implementation methods: meeting certification criteria, third-party audits, engagement in sustainability initiatives, transparency in sustainability.