

The Green Management in The Context of Regional Development

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Abstract

Green Economy (GE) is one of many propositions of the new more sustainable and durable models of the economy. The paper presents the idea of the Green Economy. This paper aims to examine the role of the Green Economy in the context of the green labour market. In the first part of this paper, a green economy definition is discussed. The article focuses on the critical position of green jobs as an element of the green labour market. Descriptive method was used, therefore this paper attempts to provide a basic overview of the concept of green management at the introductory level, which contribute to green jobs creation.

Keywords: green economy, green labour market, green jobs

Introduction

Even though the literature there are many publications and papers published in which proposed the definitions of green economy it's still the term "green economy" is not defined consistently because it is still a nascent concept. In this paper presents the most important (according to the authors) of them. Green economy is an economy that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities (UNECE, 2019). The most widely used and authoritative green economy definition comes from UNEP (UNEP, 2008). According to this definition "green economy is one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities (UNEP, 2011).

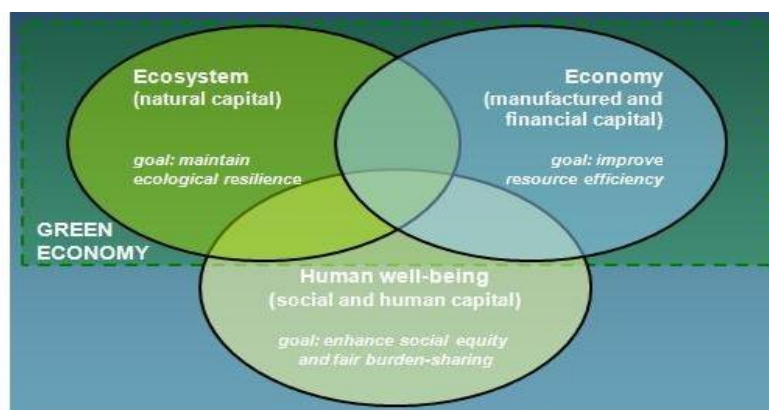


Fig. 1. Green economy

Source: (European Environment Agency (EEA), 2016)

Based on the principles proposed, a green economy can be seen to have the following characteristics: environmental, social, economic and others. It should also be emphasized that these principles, also reflected in the Rio+20 outcome document

Green management as an element of green economy

One of the ways to effectively implement pro-environmental solutions is to implement the so-called green practices, which will contribute to limiting the negative environmental impact of the organization itself as well as its processes and products. Therefore, it was recognized that green management is an element of green economy. Green management is a relatively new term. It is assumed that green management is a situation in which a company

tries to minimize processes that harm the environment. Environmental protection issues are a company's priority (Deschenes, 2015; Study.com, 2019). One of the most recent studies (Loknath & Abdul Azeem, 2017) on green management defined the term green management as a practice that produce environmentally-friendly products and minimize the impact on the environment through green production, green research and development, and green marketing (Peng & Lin, 2008). Green management aim is to support ecological, pro-ecological, environmental management provided by companies, and to support environment management by government. This kind of management is visible mainly in green jobs and green processes and products.

Green Management is an initiative aiming at continuously improving the foundation of environmental management, such as the development of personnel responsible for environmental activities, environmental management systems, and environmental communication as well as conservation of biodiversity. Loknath and Azeem (2017) points that “green management is the organization-wide process of applying innovation to achieve sustainability, waste reduction, social responsibility, and a competitive advantage via Continuous learning and development and by embracing environmental goals and strategies that are fully integrated with the goals and strategies of the organization” (Loknath & Abdul Azeem, 2017). Green management is an element of the green economy concept because of its contribution in the labour market, where this type of management creates green jobs.

Green labour market

Green activities are key actions policy makers in countries and regions across the world that can be created in almost all economy sectors, which help in sustainable development leading to greening the economy. There is no one single, agreed definition of green jobs available in the literature. Table 1 presents some of them.

Table 1. Chosen definitions of the green jobs

Source	Definition
Eurostat: The Eurostat methodology for the Environmental Goods and Services Sector (EGSS) does not define – ‘green jobs’, but measures employment in the EGSS	The EGSS is a heterogeneous set of producers of technologies, goods and services that prevent or minimise pollution and minimise the use of natural resources. Thus, environmental activities are divided into two broad segments: environmental protection and resource management. Only those technologies, goods and services are considered that have an environmental protection or resources management purpose as their prime production objective (i.e. ‘environmental purpose’), hence excluding goods and services that are not provided mainly for environmental purposes.
International Trade Union Confederation (ITUC)	Green jobs reduce environmental impacts of enterprises and economic sectors, while providing decent working and living conditions to all those involved in production and ensuring workers’ and labour rights are respected
United Nations Environment Programme,	Green jobs are “work in agricultural, manufacturing, research and development R&D), administrative, and service activities that contribute substantially to preserving or restoring environmental quality. Specifically, but non-

UNEP	exclusively, this includes jobs that help to protect ecosystems and biodiversity; reduce energy, material and water consumption through high-efficiency strategies; decarbonise the economy and minimize or altogether avoid the generation of all forms of waste and pollution”.
International Labour Office, ILO	Green jobs include direct employment which reduces environmental impact, ultimately to levels that are sustainable. This definition includes jobs that help to reduce the consumption of energy and raw materials, decarbonizes the economy, protect and restore ecosystems and biodiversity and minimize the production of waste and pollution. It is broader concept of “green jobs”, which might embrace any new job in a sector which as a smaller than average environmental footprint and contributes to improving overall performance, albeit perhaps only marginally.

Source: Rutkowska-Podołowska M., Sulich A., Szczygieł N. (2016).

Green jobs idea is an evolving concept and therefore it is difficult to give a strict definition. This dynamic concept is based on the fact that each new product, service or technology might evolve in a more efficient replacement in terms of energy and material consumption, emission and other particle pollution emissions (Grudziński & Sulich, 2018). Therefore, it is fairly complicated to define with clear boundaries what can be considered as a green sector, an eco-industry or green jobs (Hess, 2012). The green jobs approach in the economy offers enormous opportunities for job creation (Hess, 2012), many of which are already part of the European green economy. These opportunities range from sectors traditionally associated to the environmental content, such a renewable energies or recycling, to other activities that represent emerging sectors in green jobs, such as sustainable mobility, and to activities in sectors which have a potential for conversion into sustainable activities (Rutkowska-Podołowska, Sulich, & Szczygieł, 2016).

Conclusions

The assumptions of the green economy presented in the work indicate that it is the right trend of economic theory and points to the proper relations between the economy and the natural environment. The concept of green economy is the realization in the economic practice of the theoretical assumption of the idea of sustainable socio-economic development. The green economy, thanks to real possibilities of achieving the objectives of the idea of sustainable socio-economic development, has become an opportunity to counteract closely related social, economic and environmental problems (Ryszawska, 2016). That is why green economy is a way of managing aimed at reducing the consumption of natural resources, producing less waste, reducing greenhouse gas emissions and eliminating social inequalities.

In economics there is a significant revaluation associated with the formulation of new business objectives, keeping in mind human welfare and satisfying its needs that also include environmental qualities (Laloux, 2015). The growing number of green jobs and the growing popularity of ecological products and services is a manifestation of the growing impact of the green economy on economic practice.

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