



Eco-Friendly Organizations

English language course (B2-1)

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Tbilisi, 2022

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 defend 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
- ❖ To lower energy impact by energy conservation or producing energy onsite ...



Advantages of being eco-friendly organization

- ◆ Reduced pressure from regulators
- ◆ Reduced cost
- ◆ Better brand image



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Disadvantages of being 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

Seventh Generation

