

WOMEN GOING GREENER

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Reducing the environmental footprint
of Female Entrepreneurship

MODULE 1

Green Mindset Mastery



elektropionir



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Cultivate a Sustainable Mindset

In today's rapidly changing world, the need for sustainable practices has become more urgent than ever. The Earth must be protected and to save it, "green" behaviour must be implemented, but not everyone is equally committed: it is mostly women who live ethically and sustainably. The data analysed shows that 71% of women try to live more fairly than 59% of men, generating a green gender gap in ecological choices and sustainable lifestyles. The rapid development of female entrepreneurship represents the tip of the iceberg of a prominence that has led women to massively pour into the world of work and to climb the career ladder.

Women in the Globalised Economy

The woman plays a significant role in the economic development of any country. Women contribute and support the economy extensively in different ways by being employed in many different sectors. The vital role of women participation and important links between women and the environment have been recognized in sustainable development accords. Two significant accords on biological diversity and desertification generated from the Earth Summit (1992) of the United Nations Conference on Environment and Development (UNCED), have guided gender-sensitive environmental action. The UNCED manifesto has a segment on gender issues that highlights women's role as sustainable consumers in developed countries. According to a 2007 Swedish government survey, women in the developed countries make the majority of "green" household and travel decisions and have a smaller carbon footprint.⁶

Overcoming Barriers to Change

It goes without saying that entrepreneurship is no longer only for males. An increasing number of women across the world have established startups in different niches, despite the barriers that exist. Statistics indicate that more women started a business in 2020 than men. These statistics are proof enough that women are successfully paving paths to claim their share in a male-dominated field. Despite more women taking the entrepreneurial plunge, they still face many challenges that make it difficult. Barriers such as limited

funding, gender biases and limited government support have kept women out of entrepreneurship for decades.

Environmental Stewardship

We define environmental stewardship as the responsibility for environmental quality shared by all those whose actions affect the environment. This sense of responsibility is a value that can be reflected through the choices of individuals, companies, communities, and government organizations, and shaped by unique environmental, social, and economic interests. As we explore how to become a more sustainable society, it is clear that environmental stewardship can help preserve natural resources and achieve sustainable outcomes. Stewardship calls for a range of behaviors. These behaviors often include sacrifice on the part of individuals to benefit ecosystems that communities depend on, as well as influencing the behaviors of others within the community. Appropriate stewardship behavior is context-dependent and can include driving less, consuming less, or using renewable energy sources.

Fostering a sense of purpose in Environmental Stewardship

Environmental stewardship can take many forms, including adopting personal environmentally conscious practices, reducing ecological impacts within a business, or learning about and promoting awareness around preserving different ecosystems. environmental stewardship gives people a positive and meaningful role as custodians of our environment so that we can enjoy the many benefits of a healthy environment today and in the future.

In recent years, the concept of environmental stewardship has gained popularity as more and more people worldwide commit to protecting our planet. It is the idea that humans can play a positive and active role in the environment around us by minimising harm and improving the health of our surrounding ecosystems. Instead of separating humanity from the natural systems around us, environmental stewardship gives us a meaningful role in guiding nature positively.

How to become “Environmental Stewards”

There are many decisions we can make both as individuals and as a part of a business to implement strategies to support the protection and preservation of our planet. There are some areas in which we can all help, such as assess our ecological footprint, engage in community-based environmental projects, donate to charities, advocate for sustainable policies, etc...

There are also several reasons why supporting women in green and climate-related enterprises could lead to additional business gains and drive more sustainable impact:

- Women tend to be more impacted by climate change and related challenges;
- Women outperform on environmental, social, and governance metrics when compared to men, including in the realm of entrepreneurship;
- Women perform better in leadership, problem-solving, and innovation, which can contribute to advancing green technologies and climate solutions.

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