

WOMEN GOING GREENER

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Reducing the environmental footprint
of Female Entrepreneurship

MODULE 2

ECO-ENTHUSIASM ULEASHED



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Benefits of being Eco-friendly

What's the importance of an eco-friendly lifestyle? Becoming more eco-friendly will allow you to preserve the planet for future generations, limit your exposure to harmful substances and make informed decisions. Small changes in your daily life are enough to make a difference.

The most important benefits of sustainable living include:

- Improved health;
- Lower energy bills;
- Reduced carbon footprint;
- Reduced energy consumption;
- Greater biodiversity.

By adopting greener practices in our homes, we not only create healthier living spaces but also contribute to the well-being of our planet.

Embracing environmentally friendly daily habits can lead to substantial impacts on conserving our natural resources and promoting sustainability.

In an era where our planet cries for urgent attention, it becomes absolutely crucial that we rise up to the challenge. Shifting towards a sustainable lifestyle isn't just a mere choice but a necessary response.

Embracing Sustainable Practices: A path to a Greener Future

In an era characterised by climate change and environmental degradation, the need to adopt sustainable practices has never been more pressing. From individuals to businesses and governments, there is an increasing awareness of the need to take action to reduce the negative impacts of our actions on the planet. Sustainable practices are not just a buzzword: they are actions, behaviours and policies that focus on meeting the needs of the present without compromising the ability of future generations to meet their own. They include a wide range of activities that reduce negative environmental, social and economic impacts to a minimum.

Sustainable practices are vital for preserving our ecosystems, protecting biodiversity, and combating climate change. By reducing emissions, conserving natural resources, and minimizing pollution, we can help ensure a healthier planet for future generations. They also have social benefits; they can lead to cleaner air and water, healthier communities, and improved quality of life.

A Greener future can only be achieved if it is also a more Equal one

Women are key economic actors. As business leaders, investors, employees and customers, they play a vital role in shaping the way that markets and societies behave. Research suggests that firms with greater gender diversity in their management reduce their carbon dioxide emissions by about 5% more than firms with predominantly male managers. New jobs occupied by women are particularly important as they can help to reduce poverty, one of the key priorities of the EU 2030 strategy. Women are generally affected by poverty more often than men because of lower employment and salary prospects. Hence, being in employment lowers the risk for poverty of women (EIGE, 2016).

Increasing women's participation in the work force and closing the pay gap between women and men will have a positive impact on economic growth in the EU. Despite recent improvements, there are still persistent gender gaps in labour market activity and pay, which result in lower employment rates for women, potentially limiting EU growth. The good news is that women entrepreneurs are a highly profitable market segment – and companies are beginning to take note.

Why Women should prefer products that follow Sustainable Practices?

In an era characterized by environmental concerns and shifting consumer attitudes, the choices we make as consumers hold the power to shape a more sustainable future.

Women, who are often at the forefront of change, have a unique opportunity to drive positive impact through their purchasing decisions.

Women play a crucial role in ensuring the effectiveness and efficiency of sustainable development efforts. Their full and equal participation in decision-making and policy development is essential to create and maintain this pathway. Mainstreaming women's greater participation in these roles is also crucial in ensuring the achievement of the UN Sustainable Development Goals (SDGs).

Social Drivers of Sustainable Development

A central aspect of the social dimensions of sustainable development relates to social conditions and factors that shape processes of change. These “social drivers” relate to social structures and institutions that shape people's preferences, behaviour and possibilities, and to agency, that is, the capacity of individuals and groups to influence change. All these core elements—that is, social structures, institutions and agency—that constitute social drivers are underpinned by social norms and values that are critical in making the transition to a sustainable future.

A distinction can be made between drivers of sustainable development and causes of unsustainable outcomes, with both involving a wide range of factors across economic, social, environmental and political dimensions. Unsustainable development can be caused by poverty, inequalities, discrimination and sociocultural exclusion, insecurity, human rights abuse, corruption, as well as environmental and disaster risks and inappropriate natural resources management.

Sustainable development is necessarily “people-centred and planet-sensitive” guided by values of equal rights and social justice, enabled by proactive states and well-functioning institutions, and shaped through the participation of empowered populations.

Social Policies can influence profound transformations across the Social, Economic, and Environmental domains

Social policies are interventions by governments that affect the welfare of individuals and communities. Universal social protection is now widely recognized as an essential contributor to development, with many countries committed to implementing national social protection floors. Beyond this protective function, social policies can influence profound transformations across the economic, environmental and social domains—supporting economic productivity, raising human capital, reducing inequalities and sharing the burden of social reproduction—driving development outcomes in a more sustainable direction.

Many countries are now designing social policy initiatives that also incorporate environmental concerns. These “eco-social policies” aim to shift behaviours or provide incentives for more sustainable environmental management or resource use

Inspirational Success Stories from Entrepreneurs

In the late 19th and early 20th century, women with an entrepreneurial flair began to see the possibility of realising their business ideas. The time was ripe enough for a sector that had always been the preserve of men alone to start opening up to them. Not without difficulty, because as we know, the road to a complete normalisation of the role of women in the world of work cannot be said to be finished.

Among the various women who have been successful in the business sphere are: Madam C. J. Walker, Luisa Spagnoli, Elizabeth Arden, Helena Rubinstein, Coco Chanel, Olive Ann Beech, Brownie Mae Humphrey, Ruth Handler, Mary Kay Ash, Yone Suzuki, Jaswant’s Kitchen Family.

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