

# The influence of green leadership

## study of the role of ethics in green management.




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A decorative graphic on the left side of the slide, consisting of a series of overlapping, stylized hexagonal shapes. The colors transition from light blue at the top, through green and yellow, to a darker blue at the bottom. The shapes are arranged in a way that creates a sense of depth and movement, with some shapes appearing to be in front of others.

Green Leadership (i.e., leading a company or organization with an emphasis on sustainable business practices and social responsibility) is becoming increasingly important in today's world for several interconnected reasons:

# Why is a green leader necessary?

- The increasing number of ecological projects,
- growing social awareness,
- regulations and legislation pushing for environmental considerations,
- ecological consciousness



# How to inspire?

- Act in accordance with your own values and principles.
- Set clear goals and demonstrate that they are achievable.
- Show how achieving these goals can benefit individuals and the community.
- Share inspiring stories about your successes and challenges you've overcome.
- Prove that even the smallest actions can lead to positive changes.
- Provide information on important issues
- Highlight why actions matter and how they can have an impact.
- Appreciate the efforts of others and emphasize their achievements.
- Praise engagement, even if it involves small steps.
- Encourage collaboration.
- Promote creative thinking and the search for innovative solutions.
- Demonstrate how new ideas can lead to positive changes.

# Potential problems in inspiring the team

- lack of environmental awareness within the team,
- difficulties in measuring effects,
- challenges in clear communication,
- issues with maintaining team lack of environmental awareness within the team,
- difficulties in measuring effects,
- challenges in clear communication,
- issues with maintaining team



# Ethics in Green Leadership

involves leading a team in a way that inspires adherence to the highest ethical standards. An ethical leader is characterized by traits such as honesty, sincerity, openness, and caring. They are authentic and consistent, always striving to act in accordance with their own values. Principles-based leadership involves inner authority and the ability to transcendently view truth and moral order. An ethical leader avoids a directive management style, especially when dealing with skilled employees with high morale. Implementing an ethical culture requires changes that may be uncomfortable for employees; therefore, it is important for a leader to justify the necessity of these changes and support people in striving for them.



# Examples of green leaders

# Elizabeth Wathuti – Founder and CEO of Green Generation Initiative

- Elizabeth Wathuti is the founder and president of the Green Generation Initiative, a non-profit organization in Kenya. This initiative focuses on environmental education, reforestation, biodiversity conservation, and promoting sustainable lifestyles.
- Elizabeth actively collaborates with international organizations, educational institutions, and other partners to strengthen cooperation for global environmental responsibility.
- Elizabeth Wathuti is also recognized as one of the young environmental leaders in the world. Her actions inspire others, especially young people, to take action in defense of the environment. Source: <https://www.theceomagazine.com/business/management-leadership/sustainability-thought-leaders/> (January 22, 2024)



# Patagonia - Yvon Chouinard

- Patagonia is an American clothing company specializing in outdoor apparel, travel gear, and accessories related to outdoor activities. The founder and president of the company is Yvon Chouinard, who is one of the pioneers in sustainable fashion and environmentally-oriented business.
- From the very beginning, Yvon Chouinard and Patagonia have been forerunners in taking a sustainable approach to clothing production. The company consistently takes steps to minimize its environmental impact, both in the production process and throughout the lifecycle of its products.
- Patagonia actively works towards recycling and waste minimization. The company encourages customers to repair their products, offers a clothing recycling program, and uses materials sourced from recycling.

# Rochelle Guastella – CEO of Artisan Dental

- Initiatives undertaken by Rochelle Guastella's team include achieving carbon-neutral building status, using renewable energy, systematically recycling various materials, employing reusable towels and jackets, and implementing protocols to reduce paper consumption.
- 10 Rochelle proudly mentions the Artisan Dental Recycling Program, the first oral hygiene product recycling program in their district. This program allows for the recycling of used toothbrushes, toothpaste tubes, dental floss packaging, etc., in collaboration with Terracycle. Every recycled item converts into points, which turn into donations for local non-profit organizations.
- Rochelle Guastella encourages practice owners to gradually implement sustainable practices, starting with small, easily implementable ideas. She advocates for communication with patients, the team, and other stakeholders to show commitment to new green initiatives. She also emphasizes that a sustainable approach makes a difference and attracts clients, employees, and investors who seek companies that positively impact the social, economic, and environmental environment

# Peggy Liu – JUCCCE

- Peggy Liu is a prominent figure in the field of sustainability and ecology. She is the chair of the JUCCCE (Joint US-China Collaboration on Clean Energy), making her a key player in US-China collaboration in clean energy.
- Peggy Liu is involved in educational activities for sustainable development. JUCCCE conducts educational projects, seminars, conferences, and social campaigns to raise public awareness about vital issues related to clean energy and sustainable development.
- Liu supports eco-innovation, focusing on the development and implementation of advanced technologies that can contribute to sustainable development, especially in the area of clean energy

# Green Projects examples

## Hydrogen Valleys

Hydrogen Valleys are comprehensive political, social, and economic initiatives aimed at developing regional hydrogen markets encompassing the entire hydrogen technology process: production, transmission, storage, and application in various economic sectors. Within these valleys, prototypes of Polish hydrogen technologies will be established, which, supported by the potential of local businesses, aim to create a new economic sector based on ecological technologies. Hydrogen valleys play a key role in encouraging private investments in green technologies, in accordance with the EU Taxonomy and the European Green Deal



# FOODSHARING WARSAW

Foodsharing Warsaw is a local social initiative that is part of an international movement aimed at reducing food waste. This project has established a food-sharing platform, a place where the community can share food that would otherwise be wasted. All individuals, regardless of their economic situation, can access the available food without the need for documentation. The food-sharing platform serves as a space for sharing food while simultaneously reducing the amount of food that goes to waste



# "Repair Cafés"

Repair Cafés are community initiatives designed to promote a sustainable and eco-friendly lifestyle by repairing household items instead of discarding them. These are places where experienced repairers and volunteers offer help in fixing various items, such as home appliances, electronics, textiles, or furniture. The idea of Repair Cafés is to reduce waste by encouraging the repair of damaged items rather than their disposal. Similar initiatives have been successfully implemented in countries like Germany, the Netherlands, France, and the United Kingdom, with over a thousand locations across Europe. The goal is to restore the culture of repairing damaged items, which also helps to reduce the negative impact on the natural environment. This community-originating initiative exemplifies the implementation of circular economy concepts

# Action Reaction

## Parzęczew

The main aim of the Action is to engage residents of the villages within the Parzęczew commune to actively participate in the protection of our local natural environment and to promote pro-environmental attitudes among children and youth. The message of the action is also to utilize the Frontsh 1 p project concept for purposeful social changes towards a circular economy (Closed Loop Economy). In 2023, the action aimed to increase residents' awareness of the impact they have on the environment through their daily activities. It indicates that things no longer needed by some can be transferred to others who need them or delivered to selective waste collection points to avoid polluting wild dumping sites. As part of this action, each village participating in the initiative will receive seedlings of trees and shrubs, which further ties into the initiative to improve the natural environment.

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