

IMPACT OF GREEN LEADERSHIP

INTRODUCTION TO GREEN LEADERSHIP



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BEGINNINGS OF ECOLOGY

- The origins of green topics can be traced back to the 1960s and 1970s when ecological awareness began to rise. The first environmental organizations were established, and scientific literature started focusing on issues of environmental pollution and biodiversity loss.
- The German biologist Ernst Haeckel was a pioneer in the field of ecology. In 1866, he introduced the term "ecology" (from the Greek "oikos" – home, environment, and "logos" – science) to describe the science studying the relationships between organisms and their environment.

WHY IS ECOLOGY IMPORTANT?

- Preserving ecosystem balance
- Protecting biodiversity
- Combating climate change





ERA OF SUSTAINABLE DEVELOPMENT: RISE IN ECOLOGICAL AWARENESS IN RECENT DECADES

- Events such as the publication of the book "Silent Spring" by Rachel Carson in 1962, which warned of the negative effects of pesticides, and growing concerns about environmental pollution led to the rise of the conservation movement.
- In the 1970s and 1980s, the United Nations organized several conferences on environmental issues, highlighting the global importance of these topics. One of the most significant was the United Nations Conference on the Human Environment (Stockholm Conference) in 1972.
- The Intergovernmental Panel on Climate Change (IPCC) was established in 1988, and its reports on climate change provided scientific evidence of the problem, contributing to the inclusion of climate-related issues in the global agenda.

Why have green topics and ecology become more important in today's world?

- Increasingly visible climate change
- Growing public awareness of the impact of human activities on the environment
- Advances in technology enabling innovative green solutions
- International agreements
- Young people being more engaged in sustainable development issues
- Health crises, e.g., COVID-19
- Significant funding
- Strong social pressure and climate activism

PARIS AGREEMENT

- The Paris Agreement, formally known as the United Nations Framework Convention on Climate Change, is an international climate agreement adopted during the 21st Conference of the Parties (COP 21) to the UNFCCC in December 2015 in Paris. The agreement aimed to unite the international community's efforts to reduce greenhouse gas emissions and adapt to climate change.
- The signatory countries committed to regularly presenting and enhancing their emissions reduction targets and to providing financial support for developing countries in their climate change mitigation efforts.

Current Environmental Situation: Challenges and Perspectives

- **Climate Change:** Rising surface temperatures, changes in precipitation, and extreme weather events are associated with greenhouse gas emissions.
- **Loss of Biodiversity:** The contemporary era is characterized by a mass extinction of plant and animal species.
- **Environmental Pollution:** Emissions of gases, chemicals, plastic waste, and other pollutants are degrading the environment and having negative consequences for ecosystems.
- **Plastic Crisis:** Overproduction and excessive use of plastic lead to massive pollution of oceans and lands.
- **Depletion of Natural Resources:** Overconsumption of natural resources such as water, wood, minerals, and energy resources leads to their depletion.
- **Urbanization and Loss of Green Spaces:** Urban development, increasing urbanization, and the conversion of green spaces for industrial or residential purposes lead to the loss of natural ecosystems.

CONSUMER TRENDS

- Consumer trends in the area of ecology are playing an increasingly important role in today's society, where more and more people are paying attention to the environmental impact of their consumer decisions. Here are some key consumer trends related to ecology:
 - Consumers are trying to choose products packaged in environmentally friendly ways or opting for reusable packaging instead of single-use options.
 - Customers are increasingly focusing on ethical practices of producers and sustainable development. Companies involved in social and environmental initiatives gain popularity.
 - Consumers are increasingly choosing locally sourced products, which reduce greenhouse gas emissions associated with transportation.

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- Growing awareness of the ethical treatment of animals and the environmental impact of meat production is contributing to an increase in the number of vegetarians and vegans.
- Customers are more frequently selecting clothing made from eco-friendly materials, supporting brands that prioritize ethical labor practices, and opting for second-hand clothing.
- There is growing interest in eco-friendly packaging, such as biodegradable or compostable materials.

WHO IS A GREEN LEADER?

A green leader is an individual or entity that leads in the area of sustainable development and eco-friendly actions. Such a leader typically engages in initiatives aimed at environmental protection, reducing climate impact, and promoting sustainable practices. Leaders play a crucial role in shaping the planet's future, especially in the face of growing environmental issues. Their decisions, strategies, and actions can significantly impact environmental improvement.



ROLE OF LEADERS IN ADDRESSING ENVIRONMENTAL ISSUES

- Formulating Sustainable Strategies
- Community Engagement
- Promoting Social Responsibility
- Awareness and Education
- Shaping Organizational Values
- Motivation
- Long-Term Approach

CHALLENGES THAT GREEN LEADERS MAY FACE

- Resistance from stakeholders
- Lack of sufficient financial resources
- Need for organizational culture change
- Impact of climate change
- Difficulty in gaining widespread social support
- Impact of decisions on the labor market
- Variable regulations
- Need for education and awareness-raising
- Balancing profit with sustainability

EFFECTIVE LEADER:

- Shares a Vision of a Sustainable Future
 - Exemplifies Sustainable Practices
 - Adheres to Ethical Values
 - Communicates Effectively in the Context of Sustainable Development
- Makes Tough Decisions in Favor of Environmental Health
 - Appreciates and Motivates the Team Towards Sustainable Achievements
 - Entrusts the Team with Full Confidence
 - Motivates and Inspires Action

KEY COMPETENCIES OF A GREEN LEADER

- Ecological Awareness
- Innovation
- Planning and Strategy Skills
- Ability to Collaborate
- Communication Skills
- Management Skills
- Data Analysis Ability
- Ethical Leadership
- Ability to Educate and Motivate

These competencies enable a green leader to effectively guide an organization towards sustainable development while balancing operational efficiency with environmental protection.

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