

**Simone Janson (ed.)**  
**Nature Protection  
in Live & Work,  
Sustainable Lea  
ding, Workplace  
Ecology, Process  
Optimization,  
Environmental  
Friendly Office &  
Business Ideas to  
avoid Pollution**



# **GREEN MANAGEMENT**

# Green Management

Nature Protection in Live & Work, Sustainable Leading, Workplace Ecology,  
Process Optimization, Environmental Friendly Office & Business Ideas to avoid  
Pollution

*Simone Janson (ed.)*

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# **Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book**

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

## **Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback**

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

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"Purpose instead of mission statement" is the motto. But even if social entrepreneurs have a role model here, both employees and managers can actively contribute to environmental protection in the workplace: whether energy-efficient organized processes, the implementation of green work processes or environmental protection measures that also save costs in the long term: this book helps with their implementation.

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This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

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# **Our economic system destroys the environment and human beings: companies can do that - 4 tips**

*// By Simone Janson*

More and more often there are voices that in the face of the crisis do not only question the banks, but the entire capitalist economic system: not just any leftists, but renowned economists who demand an economy without growth, a steady state economy for people and the environment is better.

## **Only artificial growth helps the economy?**

In fact, our economic growth is actually one that has been artificially created: namely, by providing products with a planned obsolescence, with an artificial expiration date, since the 20s of the last century, so that we Consumers were forced to buy again as soon as possible. The motto is: throw away instead of repair.

It does not have to be: there are 80 years old light bulbs that still work today. The fact that their lifespan is much shorter today is due to the creation of a cartel in the 20 years that limits the life of light bulbs.

## **What is the result?**

What comes out, one can admire it again and again on garbage dumps worldwide. But there are also solutions from entrepreneurs who develop alternative modes of production.

Intellectuals admonish technology to return to its original task, to the lasting relief of everyday life without the simultaneous devastation of the planet.

## **The solution: DIY on the rise?**

For example, a DIY culture could help - not only at home in the quiet little room, but also at work. DIY - do it yourself or do it yourself - has become a big trend in the last few years, although at first glance it has many drawbacks: the Taylorist specialization has brought us efficiency, progress and prosperity and self-made always has the same Unprofessionality and the dilettantism of a hobby. And who likes to be a dilettante?

But even if DIY is not necessarily efficient, this way of working seems to make you happier. Why? Because making tangible things makes you happier, more powerful, more conscious, social and meditative. Already Karl Marx realized that at some point we lose the relationship to the product of our work and thereby become unhappy.

## **A new maker culture as a role model for companies?**

It is no coincidence that so-called maker-spaces have developed in parallel to coworking spaces in recent years, in which creative workers can produce their own products themselves - eg with a 3D printer.

This can also be transferred to companies: You do not necessarily have to repair the company MacBook Pro itself in the oven to work happier. But employees who can decide for themselves in the workplace can thus carry many new processes. Because not a few people feel manipulated and alienated in their workplace.

## **Co-designing helps to work more sustainably and better**

Those who can help shape themselves feel a little less powerless and we can also learn from the DIY culture: Who eats what he has grown in his own garden, feels less dependent on the food industry, fertilizer and transport routes.

That's why Urban Gardening and Urban Farming projects are so popular. Companies should make use of this principle and use the co-design will of their employees in order to advance joint projects in a targeted manner.

## **Executives: Promoting sustainability in the company**

This also shows how much sustainability has become a lifestyle. We all want to live more sustainably. Yet we are always horrified to realize that we have no idea what harm the products we consume cause harm to the environment and people.

Offers such as CO2 calculators or apps with information about the origin of products at least convey knowledge, but here executives could become active and pursue a targeted information policy in their company in order to influence a more sustainable economy.

## **4 tips for promoting sustainable productivity**

But what can companies do specifically to sustainably promote productivity? 4 tips for concrete implementation.

- **Promote teamwork:** If you make something, you usually do not do it alone. He exchanges experiences with like-minded people. The DIY community has a lively exchange. And that's the way it can be in business. #
- **Promote self-efficacy:** DIY makes employees happy and thus promotes the motivation of the individual. This is mainly due to the sense of self-efficacy that you have when you have finished something yourself. That's exactly what companies should use for themselves.
- **Improve thinking ability:** "In between, I need work that I do not have to think about", you often hear from DIY fans. And that's exactly why famous politicians knit. Maybe companies should think about knit lounges?