

Eco Business A Big Brand Takeover Of Sustainability Mit Press

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Eco Business A Big Brand

Big-brand companies seem to be making commitments that go beyond the usual “greenwashing” efforts undertaken largely for public-relations purposes. In *Eco-Business*, Peter Dauvergne and Jane Lister examine this new corporate embrace of sustainability, its actual accomplishments, and the consequences for the environment.

Eco-Business: A Big-Brand Takeover of Sustainability ...

Eco-Business: A Big-Brand Takeover of Sustainability. by. Peter Dauvergne, Jane Lister. 3.41 · Rating details · 22 ratings · 2 reviews. McDonald's promises to use only beef, coffee, fish, chicken, and cooking oil obtained from sustainable sources. Coca-Cola promises to achieve water neutrality.

Eco-Business: A Big-Brand Takeover of Sustainability by ...

Dauvergne and Lister show that the eco-efficiencies achieved by big-brand companies limit the potential for finding deeper solutions to pressing environmental problems and reinforce runaway consumption. Eco-business promotes the sustainability of big business, not the sustainability of life on Earth.

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Eco-business: A Big Brand Takeover of Sustainability ...

Eco-business: A Big-Brand Takeover of Sustainability. In Eco-Business's opening chapter, authors Dauvergne and Lister claim they will reveal that big brands' interest in sustainability is 'actually increasing risks and adding to an ever-mounting global crisis', a statement that I well believe could be true. The authors further claim they will answer the question 'Can eco-business halt the rise and the harmful social consequences of global ecological loss?' with a 'forceful ...

Eco-business: A Big-Brand Takeover of Sustainability ...

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Eco-Business: A Big-Brand Takeover of Sustainability

Peter Dauvergne is Professor of International Relations at the University of British Columbia. He is the author of *The Shadows of Consumption: Consequences for the Global Environment* and *Eco-Business: A Big-Brand Takeover of Sustainability* (with Jane Lister), both published by the MIT Press.

6 Eco-Business Governance | Eco-Business: A Big-Brand ...

Amazon is one of the biggest online marketplaces in the world, but that doesn't stop it from striving to be an eco friendly brand too. When you're a big company like Amazon, you're under even more scrutiny from your target audience, as they expect you to go above and beyond to make a real difference. 33% of consumers say that

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they believe brands are highly responsible for the environment.

Green Brands: Eco Friendly Companies To Learn FromFabrik ...

Eco-Business provides a wealth of examples of the business actions of all the big players from Walmart and McDonald's through to Ikea and Unilever: if you want to know how Coca-Cola manages its water supply, this is the book to read. The authors are detailed and precise in issues such as where companies have achieved their own sustainability targets and where they have fallen short—all of them, it seems, promising to do better while aggressively marketing products such as nappies, soft ...

Eco-Business | The MIT Press

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Eco-Business: A Big-Brand Takeover of Sustainability (The ...

You might not have heard of them, but Wipro EcoEnergy is doing big things in the world of green business by providing “intelligent and sustainable solutions for enterprise-wide energy operations and efficiency management.” In other words, they partner with companies to help them reduce their carbon footprints and energy wastage, which saves them a ton of money.

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8 eco-friendly brands that are saving the world - 99designs
Big-brand companies are using eco-business to achieve competitive goals: to lower costs and improve margins, to enhance product quality, to increase sales, and to grow markets. One aim is to expand and compete for eco-markets. Yet even bigger goals of eco-business are to improve quality, enhance marketability, and compete within mainstream markets.

The Eco-Business Market Advantage | The World Financial Review
Eco-Business: A Big-Brand Takeover of Sustainability | Jane Lister - Academia.edu. "McDonald's promises to use only beef, coffee, fish, chicken, and cooking oil obtained from sustainable sources. Coca-Cola promises to achieve water neutrality. Unilever has set a deadline of 2020 to reach 100 percent sustainable agricultural.

Eco-Business: A Big-Brand Takeover of Sustainability ...
The sale of eco-friendly children toys is yet another thriving and profitable green sales related business that an aspiring entrepreneur can successfully start in any part of the world. Eco-friendly children toys are toys that can easily decomposed when they are buried in the ground.

50 Innovative Green & Eco-Friendly Business ideas for 2021 ...
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Evian became the latest big brand to turn its back on polluting plastics on Thursday, pledging to make its water bottles from recycled materials by 2025. It joined British supermarket Iceland, coffee chain Costa and fast-food giant McDonald's, which have all announced similar decisions in the last month. Evian, the luxury mineral water brand owned by Danone, the world's third-largest bottled water company, said it would redesign its packaging, accelerate recycling and recover plastic ...

Evian joins big brands in race to bin plastics - Eco-Business
The book's larger message concerned me more. In the opening pages D&L call it "disquieting" that "eco-business is increasing the power of big-brand companies to sway nonprofit organizations, shape international codes and standards, and influence state regulations and institutions toward market interests" (@3-4).

Amazon.com: Customer reviews: Eco-Business: A Big-Brand ...
Eco-Friendly Practices | Natural, eco-friendly & sustainable fabrics, organic & recycled materials whenever possible Product Range | Adult apparel, socks, accessories Price Range | ££

13 Eco-Friendly Clothing Brands That Care Deeply About Our ...
Google, Apple, Microsoft and Amazon – the top four brands in Kantar Millward Brown's 2017 BrandZ ranking – fall into the ecosystem brand category, each of which connects with consumers across a number of different touchpoints making them highly desirable.

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McDonald's promises to use only beef, coffee, fish, chicken, and cooking oil obtained from sustainable sources. Coca-Cola promises to achieve water neutrality. Unilever has set a deadline of 2020 to reach 100 percent sustainable agricultural sourcing. Walmart has pledged to become carbon neutral. Today, big-brand companies seem to be making commitments that go beyond the usual "greenwashing" efforts undertaken largely for public relations purposes. In *Eco-Business*, Peter Dauvergne and Jane Lister examine this new corporate embrace of sustainability, its actual accomplishments, and the consequences for the environment. For many leading-brand companies, these corporate sustainability efforts go deep, reorienting central operations and extending through global supply chains. Yet, as Dauvergne and Lister point out, these companies are doing this not for the good of the planet but for their own profits and market share in a volatile, globalized economy. They are using sustainability as a business tool. Advocacy groups and governments are partnering with these companies, eager to reap the governance potential of eco-business efforts. But Dauvergne and Lister show that the acclaimed eco-efficiencies achieved by big-brand companies limit the potential for finding deeper solutions to pressing environmental problems and reinforce runaway consumption. Eco-business promotes the sustainability of big business, not the sustainability of life on Earth.

McDonald's promises to use only beef, coffee, fish, chicken, and cooking oil obtained from sustainable sources. Coca-Cola promises to achieve water neutrality. Unilever seeks to achieve 100 percent sustainable agricultural sourcing by 2020. Walmart has pledged to become carbon neutral. Big-brand companies seem to be making commitments that go beyond the usual "greenwashing" efforts undertaken largely for public-relations purposes. In *Eco-Business*,

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Today, big-brand companies seem to be making commitments to sustainability that go beyond the usual "greenwashing" efforts undertaken largely for public relations purposes. McDonald's promises to use only beef, coffee, fish, chicken, and cooking oil obtained from sustainable sources. Coca-Cola promises to achieve water neutrality. Walmart has pledged to become carbon neutral. This BIT examines some of these corporate sustainability efforts and their ultimate goal.

From green frogs and blue angels to white bunnies, modern consumers are confronted by a growing array of colorful eco-labels on everything from coffee to computers. When eco-labels are credible, they can lead to dramatic change in environmental practices broadly and quickly by leveraging the purchasing power of corporate clients (e.g., Walmart and McDonalds) to influence global supply chains. But the credibility of such labels is highly variable; and despite the existence of established practices for eco-labeling, many labels remain little more than superficial exercises in "greenwash." How can consumers separate greenwash from genuine

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attempts to address environmental challenges? Beyond Greenwash addresses this question by systematically investigating the credibility of transnational eco-labeling organizations across countries and commercial sectors. Using an innovative proxy measure for credibility that examines adherence to established best practices, Hamish van der Ven proposes a novel theory of rigor and credibility in transnational eco-labeling that upends conventional wisdom. He argues that the credibility of an eco-label does not depend on who creates or manages it—whether a government, industry association, professional standard setter, or environmental NGO. Rather, it depends on which types of businesses use the label. More specifically, eco-labeling organizations that target bigger, consumer-facing retailers tend to create credible eco-labels out of a desire to insulate their clients from critical scrutiny and gain acceptance in new markets. This theory challenges the conventional wisdom that only governments or environmental NGOs can create meaningful environmental governance and suggests that who is being governed matters as much, if not more, than who is doing the governing.

What it means for global sustainability when environmentalism is dominated by the concerns of the affluent—eco-business, eco-consumption, wilderness preservation. Over the last fifty years, environmentalism has emerged as a clear counterforce to the environmental destruction caused by industrialization, colonialism, and globalization. Activists and policymakers have fought hard to make the earth a better place to live. But has the environmental movement actually brought about meaningful progress toward global sustainability? Signs of global "unsustainability" are everywhere, from decreasing biodiversity to scarcity of fresh water to steadily rising greenhouse gas emissions. Meanwhile, as Peter Dauvergne points out in this provocative book, the environmental movement is increasingly dominated by the environmentalism of the rich—diverted into eco-business, eco-consumption, wilderness

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preservation, energy efficiency, and recycling. While it's good that, for example, Barbie dolls' packaging no longer depletes Indonesian rainforest, and that Toyota Highlanders are available as hybrids, none of this gets at the source of the current sustainability crisis. More eco-products can just mean more corporate profits, consumption, and waste. Dauvergne examines extraction booms that leave developing countries poor and environmentally devastated--with the ruination of the South Pacific island of Nauru a case in point; the struggles against consumption inequities of courageous activists like Bruno Manser, who worked with indigenous people to try to save the rainforests of Borneo; and the manufacturing of vast markets for nondurable goods--for example, convincing parents in China that disposable diapers made for healthier and smarter babies. Dauvergne reveals why a global political economy of ever more--more growth, more sales, more consumption--is swamping environmental gains. Environmentalism of the rich does little to bring about the sweeping institutional change necessary to make progress toward global sustainability.

Written by a renowned sustainability expert, *Greener Products: The Making and Marketing of Sustainable Brands, Second Edition* makes the case for why the people and the planet need products to be made in a different, more sustainable way. The growth of the global middle class, with an additional 3 billion people expected to enter the consumer market by 2030, is putting an unprecedented demand on resources and straining the global supply of raw materials, fossil fuels, food and water. This book provides insights on how to raise the bar on product development and investigates the best practices for making and marketing sustainable brands. Over 40 case studies are analyzed in this book and summarized for the reader to easily see what it is that makes leading companies successful. Analysis on marketing campaigns and greener product development range from leading companies like Apple, Nike, Samsung Electronics, BASF, GE, Johnson & Johnson, Unilever,

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and Method. New updated content in this second edition includes: New developments like the United Nations Sustainable Development Goals with concepts of biomimicry, circular economy, emerging issues management, and eco-innovation. Novel tools and examples for bringing sustainable products to market. New chapter dedicated to natural capital. Analysis of current green marketing methods and market trends. Best practices for making and marketing sustainable brands. For more information, visit the author's book website at www.greenerproducts.biz.

In this newly revised 10th anniversary edition, Yvon Chouinard—legendary climber, businessman, environmentalist, and founder of Patagonia, Inc.—shares the persistence and courage that have gone into being head of one of the most respected and environmentally responsible companies on earth. From his youth as the son of a French Canadian handyman to the thrilling, ambitious climbing expeditions that inspired his innovative designs for the sport's equipment, *Let My People Go Surfing* is the story of a man who brought doing good and having grand adventures into the heart of his business life—a book that will deeply affect entrepreneurs and outdoor enthusiasts alike. "This is the story of an attempt to do more than change a single corporation—it is an attempt to challenge the culture of consumption that is at the heart of the global ecological crisis."—From the Foreword by Naomi Klein, bestselling author of *This Changes Everything*

Examining the potential benefits and risks of using artificial intelligence to advance global sustainability. Drones with night vision are tracking elephant and rhino poachers in African wildlife parks and sanctuaries; smart submersibles are saving coral from carnivorous starfish on Australia's Great Barrier Reef; recycled cell phones alert Brazilian forest rangers to the sound of illegal logging. The tools of artificial intelligence are being increasingly deployed in the battle for global sustainability. And yet, warns Peter

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Dauvergne, we should be cautious in declaring AI the planet's savior. In *AI in the Wild*, Dauvergne avoids the AI industry-powered hype and offers a critical view, exploring both the potential benefits and risks of using artificial intelligence to advance global sustainability.

Laurie Bassi and her coauthors show that despite the dispiriting headlines, we are entering a more hopeful economic age. The authors call it the “Worthiness Era.” And in it, the good guys are poised to win. *Good Company* explains how this new era results from a convergence of forces, ranging from the explosion of online information sharing to the emergence of the ethical consumer and the arrival of civic-minded Millennials. Across the globe, people are choosing the companies in their lives in the same way they choose the guests they invite into their homes. They are demanding that companies be “good company.” Proof is in the numbers. The authors created the Good Company Index to take a systematic look at Fortune 100 companies’ records as employers, sellers, and stewards of society and the planet. The results were clear: worthiness pays off. Companies in the same industry with higher scores on the index—that is, companies that have behaved better—outperformed their peers in the stock market. And this is not some academic exercise: the authors have used principles of the index at their own investment firm to deliver market-beating results. Using a host of real-world examples, Bassi and company explain each aspect of corporate worthiness and describe how you can assess other companies with which you do business as a consumer, investor, or employee. This detailed guide will help you determine who the good guys are—those companies that are worthy of your time, your loyalty, and your money.

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