What are the benefits of green entrepreneurship?

Business

- The benefits for going green in business include reduced expenses, gaining customers and boosting employee morale

- Increasing energy efficiency saves money

- Reusing existing material in creative ways means that less money is spent purchasing new stock to create products

Customers & Employees

▶ Going green doesn't only foster positive feelings from customers

▶ Employees feel safer working for green businesses

▶ Good impression on customers and

business partners

Changes in the industry

- Costs are an important factor in the green business

- Easy to apply but because of the policy that no one has created it isn't in place

- Managers -> analyse costs, see the next big project, remember to account this new green aspect

Green industry

- As more and more internationally known companies go green (Google, Disney, Ebay), the idea of going green becomes much more acceptable

- Auto manufacturer Honda is now known as one of the greenest businesses in the auto industry

- **Efficiency Saves Money !!!**

- Green consulting (more people want to go green)

- Energy efficency -> determining the amount of energy you use at home

and sticking to it is a great step to ensure energy efficency