

GreenIndex

Richard Maltzman,David Shirley

1991-1992 Green Index Bob Hall, Mary Lee Kerr, 1991 The 1991-1992 Green Index presents a complete report card on the environment of all 50 states.

Greener Products Al Iannuzzi, 2016-04-19 As the global demand for natural and organic products continues to grow, making and marketing greener products is becoming an imperative. The old stereotype of green products' sub-par performance has been shattered as large multinational corporations prove that you can develop and win in the marketplace with a naturals-based product platform. And the pull for sustainably minded products is not limited to consumer marketing—business-to-business marketing of greener products has also increased due to customer demand from all business sectors. The Case for Greener Products Making a compelling business case for why companies must provide greener, more sustainable products, Greener Products: The Making and Marketing of Sustainable Brands shares best practices for the design and marketing of greener products. The book examines ecosystem and regulatory pressures as well as market pressures from customers—consumers, business customers, and government purchasers—who have created a demand on manufacturers to bring more sustainable brands to market. How Are Greener Products Made? Through case studies of green design from companies such as GE (Ecomagination™), Timberland (Green Index®), Philips, Apple Inc., Seventh Generation, Procter & Gamble, BASF, and others, the author explores initiatives in areas ranging from product design, sustainable sourcing, and packaging to energy efficiency, recycling, and end-of-life management. A contribution from guest author James A. Fava, one of the leading thinkers and practitioners in developing greener products, presents a toolbox of environmental management systems, programs, and tools for the development of greener products. Three Keys to Successful Green Marketing Campaigns Providing the backbone for the author's analysis of green marketing, a contribution from guest authors Lee Ann Head, Karen Barnes, and Suzanne Shelton of the Shelton Group analyzes market trend data and helps marketers understand their customers and what moves them. The author then looks more closely at drivers for green marketing, outlining three keys for successful green marketing campaigns and using them to evaluate the approaches of several leading companies. He also offers advice on how to avoid greenwashing, create successful cause-marketing partnerships, and use eco-labels wisely. Throughout the book, the author shares best practices and lessons learned from leaders in the field across various industry sectors. Written by the senior director of product stewardship for Johnson & Johnson, this timely book offers real-world experience, valuable insights, and practical tools for the effective design and marketing of greener products. The Best Days of Green Marketing Are Still Ahead See what Al Iannuzzi has to say about making and marketing greener products in an interview at Greenbiz.com.

Remote Sensing of Urban Green Space Qingyan Meng, 2023-03-27 This book presents a systematic study of urban green space remote sensing from multi-dimensional and multi-scale technologies. On the basis of introducing the connotation, science and application value of urban green space, this book focuses on the two-dimensional and three-dimensional information extraction technology of urban vegetation, two-dimensional and three-dimensional measurement technology of urban green space and multi-scale perception technology and discusses the remote sensing evaluation method of urban green space. By exploring the technical advantages of 'satellite remote sensing + aerial remote sensing + near-ground remote sensing', urban green space remote sensing promotes the development of urban vegetation research from two-dimensional to three-dimensional observation, so that the quantity, quality and human perception of urban vegetation can be measured. In each chapter, an individual technology/method is introduced, and several cases are cited to demonstrate its practical application. This book offers a valuable reference guide for practitioners in urban planning, landscape greening, environmental protection and urban management, as well as teachers and graduate students engaged in urban remote sensing research.

The New Rules of Green Marketing Jacquelyn Ottman, 2017-10-19 For too long, marketers of sustainable goods and services have targeted deep green consumers to promote their products – and they have little to show for their efforts. In this innovative book, Jacquelyn Ottman shows how the green market has moved beyond such niche marketing, and how marketers will find greater success promoting the inherent superior value of their offerings. Greener products are now available within every industry and are a part of our everyday lives. But they didn't get to be so ubiquitous just because they are better for the planet. Whether they were promoted as such or not, sales of green products have grown so fast because of the added value they provide: health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits – the new rules – is critical to winning over the mainstream consumer and to driving overall organizational growth. The New Rules of Green Marketing helps readers understand why value-based sustainability marketing has become a critical organizational capacity, and how readers can adopt this approach in their own organizations. Illustrated by examples from both international mainstream and the more niche deep green leaders who are showing everyone else the way, the book provides practical strategies, tools and inspiration for building every aspect of a credible value-based green marketing strategy, including: How to use a proactive approach to sustainability to spur innovation How to frame environment-related benefits with relevance to mainstream brands How to communicate with credibility and impact – and avoid greenwashing How to team up with stakeholders to maximize outreach to consumers How to use a life cycle orientation to ensure the integrity of one's offerings How to best take advantage of recent technological advances in social media Drawing on the latest data from leading researchers and reflecting on learnings from Ottman's corporate clients and other pioneers including GE, Nike, HSBC, Method, Starbucks, Timberland, HP, NatureWorks, Philips, Procter & Gamble, Stonyfield Farm and Wal-Mart, this book shows how market leaders are edging out the competition using effective value-first marketing strategies. This book captures the best of the author's previous groundbreaking books on green marketing and takes the content into the 21st century. Whereas earlier works focused on readers who were less familiar with green initiatives, this work squarely focuses on a new generation of marketers who likely themselves grew up with an appreciation of sustainability and who want and need to know how to connect effectively with mainstream consumers.

Index to Volumes I-XX of the Wisconsin Historical Collections State Historical Society of Wisconsin, 1915

Green Project Management Richard Maltzman, David Shirley, 2010-08-31 Winner of PMI's 2011 David I. Cleland Project Management Literature Award Detailing cutting-edge green techniques and methods, this book teaches project managers how to maximize resources and get the most out of limited budgets. It supplies proven techniques and best practices in green project management, including risk and opportunity assessments.

Green Grades Graham Bullock, 2017-08-25 The green debate : information optimists, pessimists, and realists -- Valuing green : the content of the information -- Trusting green : the organizations behind the information -- Measuring green : the generation of the information -- Delivering green : the communication of the information -- Being green : the effects of the information -- Green realism : limits, linkages, and outcomes

Airline Green Operations Strategies: Emerging Research and Opportunities Migdadi, Yazan Khalid Abed-Allah, 2020-04-03 As environmental concerns increasingly dominate public consciousness, businesses are called upon to incorporate green methods and processes into their operations strategy. The aviation industry is no exception and is responsible for taking more actions to reduce the negative environmental impact. Designing and implementing a top-down strategy conscious of environmental impact is a monumental challenge. Only with a full understanding of the scientific and logistical hurdles can a green approach to airline operations succeed. Airline Green Operations Strategies: Emerging Research and Opportunities is an essential publication that examines methods of managing and limiting harmful waste and emissions from airlines and supports the adoption of the most effective green operation strategies, policies, and regulations by airlines. Highlighting a broad range of topics including greenhouse gases, noise management,

and competitive priorities, this book is ideally designed for executives, manufacturers, environmentalists, policymakers, academicians, researchers, and students.

Green Development Of Asia-Pacific Cities: Building Better Cities Towards 2030 Zheng Zhao, 2018-12-19 The book evaluates and analyses the level of green development in over 100 major cities in Asia Pacific. A quantitative analysis of the relationship with economic growth, income distribution, innovation capabilities, service sector, governance levels, and city clusters are accumulated and presented in the form of a new index; the Urban Green Development Index (UGDI). Amongst the cities discussed in the case studies are Penang (Malaysia), Singapore, Vladivostok (Russia), Portland (USA), Hamburg (Germany), and Stockholm (Sweden).

Green Infrastructure in Chinese Cities Ali Cheshmehzangi, 2022-03-19 Since 2014, and the start of the New-type Urbanization Plan (NUP), we see a turning point in the sustainability agenda of China. One of the main indicators is greening cities and the built environments, which will be covered holistically in this edited book. From the perspective of green infrastructure, in particular, the book approaches key areas of 'forest city development', 'sponge city program', 'green roofing', 'nature-based solutions', 'urban farming', 'eco-city development', etc. This is the first time that such important areas of research come together under the perspective of green Infrastructure. The results would be beneficial to policymakers, practitioners, and researchers in China and across the globe. The comprehensive set of findings from this book will benefit other countries, as we aim to highlight some of the best practices of the current age. The main aim of the book is to put together an excellent group of scholars and practitioners from the field, focusing on the topic of 'Green Infrastructure in Chinese Cities'. In doing so, we aim to cover some of the key 'best practices' for sustainable urbanism. Divided into four parts, the book covers four key areas of (1) Policy Interventions, (2) Planning Innovation, (3) Design Solutions, and (4) Technical Integration. In doing so, we cover an array of best practices related to green infrastructures of various types and their impacts on cities and communities in China. We expect the book to be a valuable resource for researchers in the areas of sustainability, urbanism, urban planning, urban geography, urban design, geographical sciences, environmental sciences, landscape architecture, and urban ecology. The book covers essential factors such as policy, regulations, and programs (in Part 1), planning paradigms and their impacts on urban development (in Part 2), integrated design solutions that suggest sustainable urbanization progression (in Part 3), and technical knowledge that would be utilized for the future development of green infrastructure practices in China and beyond. Lastly, this edited book aims to provide a collaborative opportunity for experts and researchers of the field, who could contribute to the future pathways of sustainable urbanization of China. Lessons extracted from these contributions could be utilized for other contexts, which will benefit a wider group of stakeholders.

China Green Development Index Report 2011 Xiaoxi Li, Jiancheng Pan, 2012-11-14 With the rapid growth of global industrialization, there has been substantial consumption of fossil fuels such as coal, petroleum, and natural gas along with growing carbon dioxide emissions. Unprecedented environmental and ecological crisis clouded the world. Fortunately, the Climate Conference in Copenhagen signaled hope amid the sluggish global economic recovery. Countries worldwide have been braced for developing their scientific and industrial strategies in the era of post financial crisis with a green and low-carbon philosophy. In 2008, the UN unveiled a plan for green politics and green economy, which is well-received and carried out by countries worldwide. China's 30-year rapid economic development has attracted worldwide attention. However, how to develop in a sustainable manner when faced with acute contradictions between economic growth, resources and environment has posed great challenges to China. Therefore, it is of great significance for us to speed up the study of green development and find a rational growth model. This study is completed by Prof. Li Xiaoxi and the dedication of other leading thinkers in economics, management, environment and resources together with the help of China Economic Monitoring and Analysis Center (CEMA).

Green Finance in China Wenting Zhang,

Breakthrough: Corporate South Africa in a Green Economy Nhamo, Godwell, 2014-05-05 This book addresses hot issues pertaining to the manner in which corporate South Africa has engaged the emerging green global economy. Firstly, the book profiles the green and low carbon economy landscape in South Africa and interfaces it with global trends. This way, the book aligns very well in terms of the Rio+20 outcomes on 'The Future We Want' that fully embraces the green global economy in the context of sustainable development and poverty eradication. The rest of the chapters in the book profile breakthroughs from selected companies. The book also comes as the second in a series that is addressing global and national concerns on the green global economy agenda. The first book entitled 'Green Economy and Climate Mitigation: Topics of Relevance to Africa' was produced as part of the 17th Session of the Conference of Parties' collaborative work carried out by the Institute of Global Dialogue, the Africa Institute of South Africa and Unisa's Institute for Corporate Citizenship. The book 'Breakthrough: Corporate South Africa in the Green Economy' comes in seven parts. Part I focuses on the Green Economy Landscape. This part considers both the international and national perspectives. Parts II-VI present different sector initiatives namely: Mining and Energy (Part II), Banking and Insurance (Part III), Forest and Paper (Part IV), Industrial (Part V) and Retailing and Aviation (Part VI). The last part is made up of a single chapter dealing with Emerging Issues and Way Forward.

From Polluting to Green Jobs: A Seamless Transition in the U.S.? Katharina Bergant, Rui Mano, Mr. Ippei Shibata, 2022-07 What are the implications of the needed climate transition for the potential reallocation of the U.S. labor force? This paper dissects green and polluting jobs in the United States across local labor markets, industries and at the household-level. We find that geography alone is not a major impediment, but green jobs tend to be systematically different than those that are either neutral or in carbon-emitting industries. Transitioning out of pollution-intensive jobs into green jobs may thus pose some challenges. However, there is a wage premium for green-intensive jobs which should encourage such transitions. To gain further insights into the impending green transition, this paper also studies the impact of the Clean Air Act. We find that the imposition of the Act caused workers to shift from pollution-intensive to greener industries, but overall employment was not affected.

Green Engineering and Technology Om Prakash Jena, Alok Ranjan Tripathy, Zdzislaw Polkowski, 2021-06-16 Escalating urbanization and energy consumption have increased the demand for green engineering solutions and intelligent systems to mitigate environmental hazards and offer a more sustainable future. Green engineering technologies help to create sustainable, eco-friendly designs and solutions with the aid of updated tools, methods, designs, and innovations. These technologies play a significant role in optimizing sustainability in various areas of energy, agriculture, waste management, and bioremediation and include green computing and artificial intelligence (AI) applications. *Green Engineering and Technology: Innovations, Design, and Architectural Implementation* examines the most recent advancements in green technology, across multiple industries, and outlines the opportunities of emerging and future innovations, as well as practical real-world implementation. Features: Provides different models capable of fulfilling the criteria of energy efficiency, health and safety, renewable resources, and more Examines recycling, waste management, and bioremediation techniques as well as waste-to-energy technologies Presents business cases for adopting green technologies including electronics, manufacturing, and infrastructure projects Reviews green technologies for applications such as energy production, building construction, transportation, and industrialization *Green Engineering and Technology: Innovations, Design, and Architectural Implementation* serves as a useful and practical guide for practicing engineers, researchers, and students alike.

Green Technologies: Concepts, Methodologies, Tools and Applications Management Association, Information Resources, 2011-03-31 *Green Technologies: Concepts, Methodologies, Tools and Applications* assembles the most up-to-date collection of research results and recent discoveries in environmental and green technology. This comprehensive anthology covers a wide range of topics, i

Green Business: Concepts, Methodologies, Tools, and Applications Management Association, Information

Resources,2019-02-01 The issues of sustainability and corporate social responsibility have become vital discussions in many industries within the public and private sectors. In the business realm, incorporating practices that serve the overall community and ecological wellbeing can also allow businesses to flourish economically and socially. Green Business: Concepts, Methodologies, Tools, and Applications is a vital reference source for the latest research findings on the challenges and benefits of implementing sustainability into the core functions of contemporary enterprises, focusing on how green approaches improve operations. Highlighting a range of topics such as corporate sustainability, green enterprises, and circular economy, this multi-volume book is ideally designed for business executives, business and marketing professionals, business managers, academicians, and researchers actively involved in the business industry.

America Goes Green [3 volumes] Kim Kennedy White,2012-11-12 This three-volume encyclopedia explores the evolution of green ideology and eco-friendly practices in contemporary American culture, ranging from the creation of regional and national guidelines for green living to the publication of an increasing number of environmental blogs written from the layperson's perspective. Evidence of humanity's detrimental impact on the environment is mounting. As Americans, we are confronted daily with news stories, blogs, and social media commentary about the necessity of practicing green behaviors to offset environmental damage. This essential reference is a fascinating review of the issues surrounding green living, including the impact of this lifestyle on Americans' time and money, the information needed to adhere to green principles in the 21st century, and case studies and examples of successful implementation. America Goes Green: An Encyclopedia of Eco-Friendly Culture in the United States examines this gripping topic through 3 volumes organized by A-Z entries across 11 themes; state-by-state essays grouped by region; and references including primary source documents, bibliography, glossary, and green resources. This timely encyclopedia explores the development of an eco-friendly culture in America, and entries present the debates, viewpoints, and challenges of green living.

Sustainable Green Development and Manufacturing Performance through Modern Production Techniques Chandan Deep Singh,Harleen Kaur,2021-12-10 Various Multiple Criteria Decision-Making (MCDM) techniques in one book: 13 MCDM techniques have been applied, namely, WSM, WPM, WASPAS, GRA, SMART, CRITIC, ENTROPY, EDAS, MOORA, AHP, TOPSIS, VIKOR, and new tools: MDEMATEL, Fuzzy MDEMATEL, Modified Fuzzy TOPSIS and Modified Fuzzy VIKOR. To date, no other book possesses this many tools. Various quantitative techniques: Different quantitative techniques have been applied, namely, Cronbach alpha, Chi-square and ANOVA (for demographic analysis), Percent Point Score and Central Tendency (response analysis), Factor Analysis, Correlation and Regression. To date, no other book possesses this many tools. Interpretive Structural Modelling: ISM has been applied for verifying MCDM results through MICMAC analysis and ISM model thus paving the way for model through SEM. Structural Equation Modelling: SEM using AMOS in PASW has been applied for model development. New MCDM techniques developed: In the process during qualitative analysis, new tools have been developed and their results have been compared with other existing MCDM tools and the results are encouraging. The new techniques are MDEMATEL, Fuzzy MDEMATEL, Modified Fuzzy TOPSIS and Modified Fuzzy VIKOR. Qualitative Model Developed: As the title says, Sustainable Green Development and Manufacturing Performance through Modern Production Techniques. It is a need-of-the-hour topic, as industries must maintain their performance (sustainable development) and, while sustaining, they have to keep in mind green issues (that is, environment-related issues, especially during the COVID-19 pandemic) and adopt advanced manufacturing and maintenance techniques. A model for this has been developed which will be helpful to both academicians and industrialists. Real-time Case Studies: Case studies in two industries of differing origins, different manufacturing sectors, different products, and comparing their units in the country of their origin and India. Dr. Chandan Deep Singh is an assistant professor in the Department of Mechanical Engineering, Punjabi University, Patiala, Punjab (India). He is a co-author of Adolescents, Family and Consumer Behaviour (Routledge, 2020) and of Manufacturing Competency and Strategic Success in the Automobile Industry (CRC Press, 2019). Dr. Harleen Kaur is a manager (HR) at DELBREC Industries, Pvt. Ltd., Chandigarh. She co-authored Adolescents, Family and Consumer Behaviour (Routledge, 2020).

Handbook of Research on Economic and Political Implications of Green Trading and Energy Use Das, Ramesh Chandra,2019-06-14 Industrial houses have, in recent years, begun to favor green products and financial institutions are funneling investible funds to environmentally friendly industries as a priority. Implementation of green policy to support these changes requires economic as well as political support from various influential countries. Success of green policies will inevitably benefit biodiversity and global environmental health. The Handbook of Research on Economic and Political Implications of Green Trading and Energy Use is a scholarly research publication that presents global perspectives on the impact of green financing and accounting on the health of the environment while highlighting issues related to carbon trading, carbon credit, energy use, and energy efficiency and their impact on economic outputs. This reference features a range of topics including environmental policies and sustainable development and is essential for academicians, environmental scientists, policymakers, political scientists, students, and researchers.

Embark on a breathtaking journey through nature and adventure with is mesmerizing ebook, Natureis Adventure: **GreenIndex** . This immersive experience, available for download in a PDF format (PDF Size: *), transports you to the heart of natural marvels and thrilling escapades. Download now and let the adventure begin!

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