

# SUPPORTING GREEN



Co-funded by the  
European Union

European Future - Green & Sustainable

# OUR TEAM



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# OUR TOPICS

## 01 INTRODUCTION

- What is sustainability?
- What are sustainable businesses?

## 02 PROBLEMS

- Everyday issues we encounter
- Limited natural resources

## 03 ENVIRONMENTAL EDUCATION

- What can you do to support green living/businesses?
- Accessibility

## 04 GREEN BUSINESSES

- Non-green businesses
- Examples of green businesses
- Greenwashing





# 01

# INTRODUCTION

Sustainability Definition (United Nations): “meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

# THREE PILLARS OF SUSTAINABILITY



## ENVIRONMENTAL SUSTAINABILITY

The practice of preserving natural resources and ecosystems to maintain ecological balance and support life for future generations.



## SOCIAL SUSTAINABILITY

Ensuring equitable access to resources and opportunities, fostering inclusive communities, and improving the quality of life for all individuals.



## ECONOMIC SUSTAINABILITY

Promoting growth and development that can be maintained over the long term without depleting resources or causing ecological damage.

# WHY DOES SUSTAINABILITY MATTER?



## BENEFITS OF SUSTAINABILITY

- Environmental Benefits: Cleaner air and water, conserved ecosystems, and reduced greenhouse gas emissions.
- Social Benefits: Improved public health, greater social equity, and enhanced quality of life.
- Economic Benefits: Job creation in green industries, reduced costs from energy efficiency, and long-term economic stability.



## FUTURE IMPLICATIONS

- Environmental Resilience: Sustainable practices help mitigate climate change, preserve biodiversity, and ensure future resource availability.
- Socioeconomic Stability: Sustainability promotes health, creates green jobs, ensures social equity, and prevents economic losses from environmental damage.

The background is a stylized landscape. On the right, there are several green, geometric mountains of varying heights. A large, bright yellow sun is positioned in the upper right corner. The sky is a light blue with horizontal bands of slightly different shades. In the bottom left corner, there are small, dark green silhouettes of trees and bushes. The overall style is flat and modern.

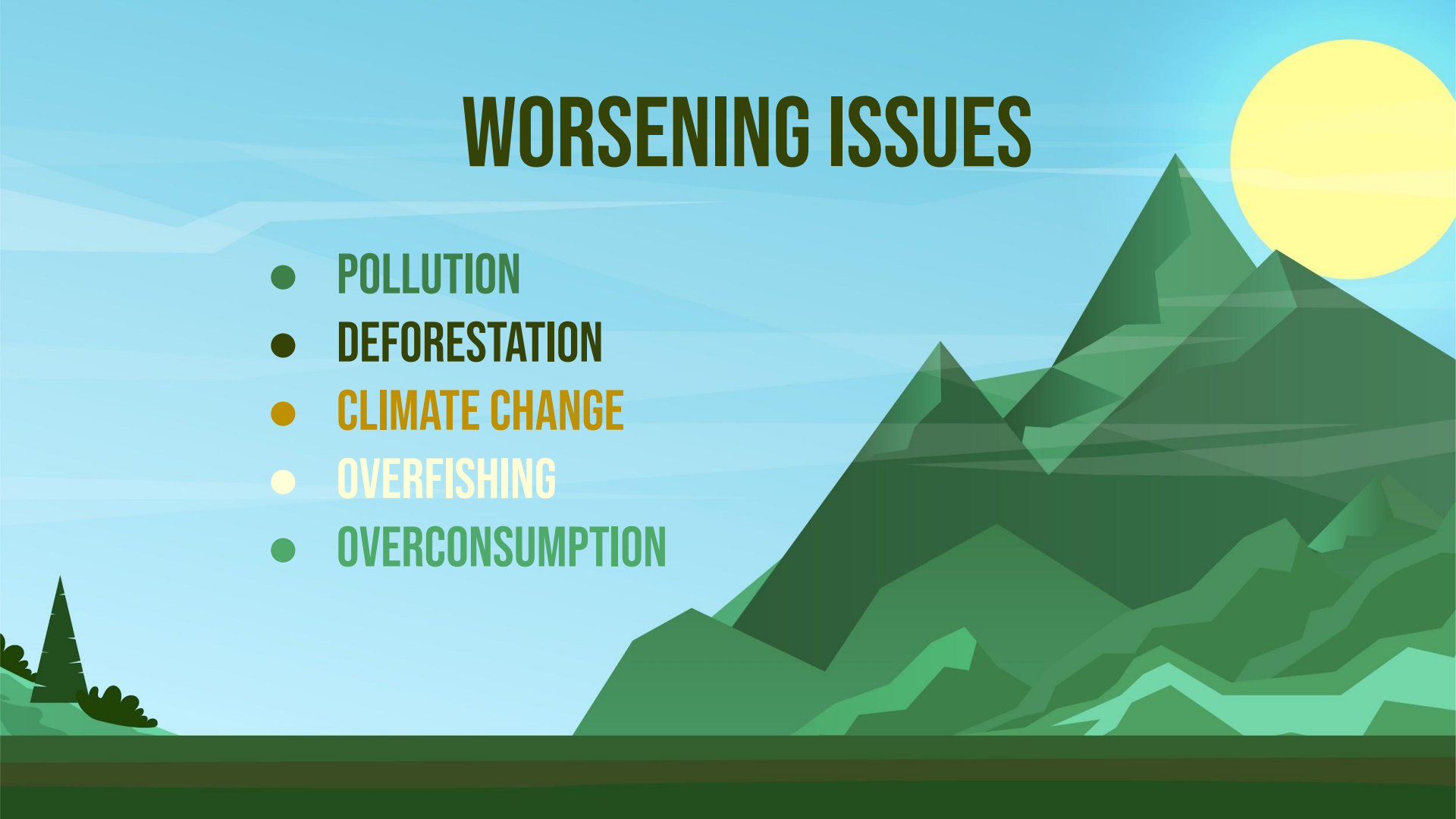
# 02

## PROBLEMS

What ecological problems do  
we encounter with?

# WORSENING ISSUES

- POLLUTION
- DEFORESTATION
- CLIMATE CHANGE
- OVERFISHING
- OVERCONSUMPTION



# 03

## ENVIRONMENTAL EDUCATION

Environmental education is important because it fosters awareness, knowledge, and action to protect and preserve our planet for present and future generations.

# HOW CAN WE HELP?

## 1. AWARENESS AND KNOWLEDGE

- Educating individuals about environmental issues, their causes, and impacts on the planet and human health.

## 3. COMMUNITY INVOLVMENT

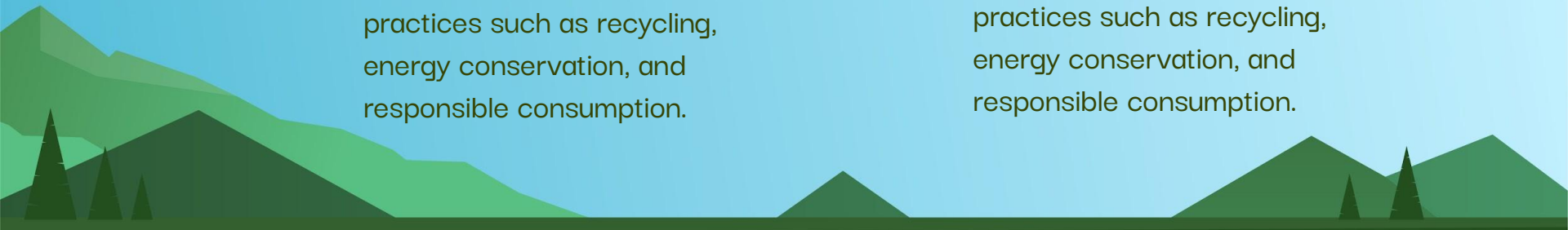
- Teaching sustainable living practices such as recycling, energy conservation, and responsible consumption.

## 2. SUSTAINABLE PRACTICES

- Teaching sustainable living practices such as recycling, energy conservation, and responsible consumption.

## 4. BEHAVIORAL CHANGE

- Teaching sustainable living practices such as recycling, energy conservation, and responsible consumption.





# 04

## GREEN BUSINESSES

What is a green business?: A green business is one that operates in an environmentally sustainable manner, minimizing its negative impact on the planet.

# GREEN BUSINESSES VS NON-GREEN BUSINESSES

## Green:

- **Renewable Energy Companies:** Businesses that focus on generating energy from renewable sources such as solar, wind, hydroelectric, and geothermal power, reducing reliance on fossil fuels and lowering carbon emissions.
- **Green Building and Architecture Firms:** Companies that design and construct buildings using sustainable materials, energy-efficient technologies, and practices that reduce energy consumption and waste generation.
- **Organic and Sustainable Agriculture:** Farms and food producers that use organic farming practices, avoid synthetic chemicals, promote biodiversity, and prioritize soil health and conservation.

## Non-Green:

- **Traditional Manufacturing Companies:** Industries that rely heavily on fossil fuels, produce significant waste, and contribute to pollution, such as coal-fired power plants and heavy metal processing factories.
- **Fast Fashion Retailers:** Companies that mass-produce clothing with little regard for sustainable materials or ethical manufacturing practices, leading to high water and energy consumption, as well as textile waste.
- **Non-organic Agriculture:** Farms and food production facilities that use synthetic pesticides, fertilizers, and genetically modified organisms (GMOs) without considering long-term environmental impacts on soil health and biodiversity.
- **Oil and Gas Exploration Companies:** Businesses involved in the extraction and production of fossil fuels, which contribute to greenhouse gas emissions, environmental degradation, and climate change.



# GREEN BUSINESS EXAMPLES



## WALNUT FUND - SERBIA

- The Walnut Fund offers a unique “walnut cloud farming” model that allows global investors to co-invest in walnut plantations, providing a sustainable and profitable passive income opportunity.
- Walnut trees begin yielding profits from the fourth year and can continue producing for over 40 years, ensuring steady financial returns while benefiting the environment.



## HORSE RIDING 1MAY - NORTH MACEDONIA

- “Horse Riding 1May” promotes eco-friendly tourism by offering horse riding tours in Shar Mountain National Park, ensuring minimal environmental impact compared to past damaging activities like snowmobile tours.
- By choosing horse riding over snowmobiles, “Horse Riding 1May” contributes to the conservation and preservation of the mountain range, maintaining its natural beauty and biodiversity for future generations to enjoy.

# QUESTIONS?

Thank you for your time and attention!