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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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THE GREEN-FEMININE STEREOTYPES AS A BARRIER ON THE WAY OF GREEN BRAND DEVELOPMENT

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Reducing the adverse impact caused by industrial activity in the environment is a crucial factor in greening the economy. Moreover, improving environmental performance leads to the development of new business streams. The green transformation is the ambitious commercial opportunity for the business sector. Thus, the green business operations provide profit growth, potential cost reduction, green customer loyalty, entrance on the new market, increasing the competitive advantages, etc. The analysis of statistical data allowed to notice that the in European Union the average level of employment in high- and medium-high technology manufacturing and knowledge-intensive services increased by more than 8%, while in Slovakia – by 15.58%, in Czechia – 12.79%, in Poland – 11.28%, in Hungary – more than 6% (Fig. 1).

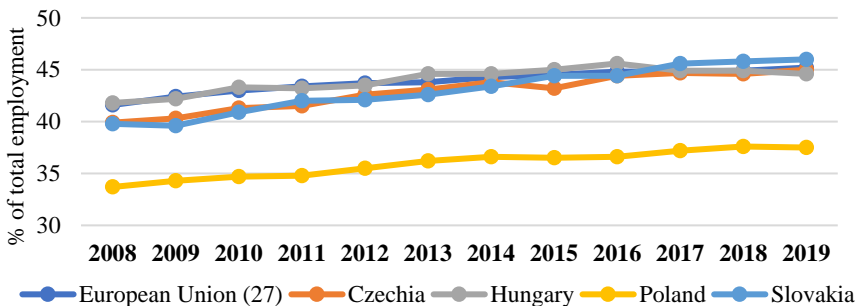


Figure 1 – The share of employment in high- and medium-high technology manufacturing sectors and in knowledge-intensive service sectors

*Source: developed by the authors based on [6]

However, the business capabilities in greening face with the limited resource potential, staff shortage, poor green professional knowledge and skills, society antagonism caused by low green awareness, the existence of eco-gender barriers, etc. Moreover, the scientific review indicated that the common held

prejudges concerning the role of men and women in a particular social group influence their eco-friendliness [9, 10, 16, 20, 25].

Thus, the gender equity aspects are considered to be a driving factor in gaining sustainable development entails the synergistic benefits from achieving economic, social and ecological goals. Herewith, gender stereotypes ascribe the specific features, roles, qualities to men and women based on their gender.

The researchers widely agreed that men are convinced that green focus relates to femininity. Moreover, the analysis of science findings indicated that 71% of women prefer a more ethical lifestyle, while the share of men is 59% [5]. Moreover, it is suggested that greenness and femininity are cognitively linked. Herewith, it should note that women tend to support green initiatives in society because of womanhood. Thus, women manage to run the household, recycle more, consume less, waste sort, reducing water and electricity consumption, refusal of plastic bags and dishes, prefer the eco-products, etc. [3, 19, 22]. While men associate pro-green behaviour with femininity, the women role are more flexible. Due to the mentioned above, men are eager to protect their masculine identity, which results in a bigger carbon footprint. Therefore, green-feminine stereotypes are considered to be barriers to the substantial progress of green economic development.

It worth noting that one of the most perspective strategies to overcome the negative impact of the eco-gender gap is increasing the level of awareness on green issues and smart technologies [7, 27, 29, 30, 31]. Thus, men and women should understand the relationship between the green model of consumption and its benefits for the environment. Moreover, the green knowledge and Internet of things are considered to have a decisive role in the optimizing the resources consumption and environmental protection [2, 4,8, 12, 15, 24, 26, 28].

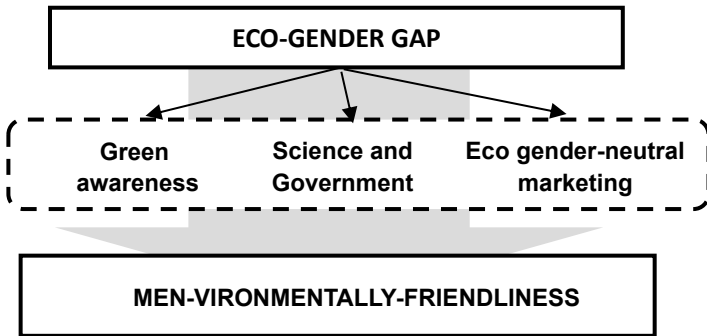


Figure 2 – The steps towards overcoming the eco-gender gap
 *Source: complied by the authors based on [1, 11, 13, 14, 21]

The statistical data showed that the number of EU enterprises provided training to develop or upgrade the skills of their personnel in information and communications technologies have a rush tendency. In particular, in 2019, the share of the mentioned above enterprises in the Euro Area was 25%. Besides, the biggest share of enterprises was in the Nordic countries viz Norway – 44%, Finland – 37%, Sweden – 32% as well as Belgium – 36% [6]. It worth emphasizing that the implementing of the green projects has to consider the different experience of men and woman in their interactions with the environment and analyze the consequences of implementing the mentioned above projects for both sexes.

It should note that the green marketing campaigns focus on the pro-green consumption highlighting the ethical features, recycling, caring, cleaning, etc. Thus, these campaigns are largely devoted to the female audience. In turn, it creates the eco-gender gap [17, 18]. Herewith, for overcoming the eco-gender gap, the marketing activity should consider the women and men interests highlight the eco gender-neutral or even masculine features of pro-environmental behavior (Fig. 2).

Therefore, it is necessary to persuade men that development of eco-friendliness is accompanied with the confidence, high status, wealth, power, success, etc. Additionally, pro-green marketers need to rebrand the green products against masculine. In the green marketing campaign, it is essential to use ‘men-vironmental’ messages designed with the strong masculine fonts, in dark colors, words and images associating with masculinity.

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