

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
КАФЕДРА ІНОЗЕМНИХ МОВ
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР

МАТЕРІАЛИ ІХ МІЖВУЗІВСЬКОЇ
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО ЦЕНТРУ
КАФЕДРИ ІНОЗЕМНИХ МОВ

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THE GREEN OFFICE AS PART OF THE IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT

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The nation behaves well if it treats its natural
resources as assets which it must turn over
to the next generation increased, and not impair.

Theodore Roosevelt

In modern times humanity have realized the harmful effect of its activity and now is trying to reduce it. Perhaps everyone have heard about sustainable development, as the complex of actions, that are directed to set the balance between modern people`s needs and interests of future generations. Unfortunately, in Ukraine as in any another post-soviet country, the nature saving activities are believed to be the charge of authority and not to be concerned with everyday life of one person. But let`s be honest the problems connected with environment and social sphere affect the interests of everyone. As once Mother Theresa said: “Life is wealth, keep it”, so no one accept us can help ourselves to live better and safer. The installation of sustainable development, as any big deal, starts in some small steps of everything, society and organizations.

If we consider, so to speak, cooperation between organizations and “green trend”, as a part of implementation of concept of sustainable development, we`ll meet a big obstacle in it. The main task of any enterprise or firm is to bring the biggest profit, and so do the cost price of product as cheaper as possible. But the environmentally friendly methods are often more expensive. So, economically, for what should firm make the costs high?

Firstly, to make their brand more popular, so increase their sells. Nowadays people are ready to pay more for goods that are ecologically clean and made with care of customers.

Secondly, attention to ecology makes a good reputation of company. It attracts partners and new customers.

Thirdly, the eco-friendly policy of company influences on its workers. They work with pleasure and more productively. Let's consider one of the way of implementation of "green initiative" on the enterprise, that is called "green office".

Green Office is a management concept of organization that can reduce the negative impact on the environment by maximizing the conservation of resources and energy and reduce wastes. [1] The main task of it is to promote sustainable lifestyle, which starts from the office, where people spend the biggest part of day.

Nowadays Green Offices are popular all over the world. It has 183 organizations, 523 offices and almost 65 800 employees in Finland (the fatherland of the Green Office) and 69 organizations, 89 offices and 15 800 employees in 11 countries. [2] Unfortunately in Ukraine it is not widespread, but such companies as OKKO, "Kyivstar", "Foxtrot", "Obolon" use the concept of Green Office.

So what does this program include? The main points of it are:

- ✎ ***Saving of energy.*** How can we do it? Elementary! First of all switch off the light, when you leave the office. To make the tracing of this rule easier companies can install sensors to automatically turn off lights, when people don't need it. Making the most of natural light on a bright day can also bring great results of saving. By the way, to save energy more effective you shouldn't use personal printers. It's better to have a few multifunctional.
- ✎ ***Using of electronic documents.*** Firstly, you'll save money that are used for printing, buying paper and ink, leasing the storage space for documents. Secondly, you will save time for finding the necessary document. Using the computer will make the search faster and easier.
- ✎ ***Using of eco-friendly means of locomotion.*** Try to avoid flights, but if it's impossible choose the direct ones and efficient aircrafts. [2] Take trains or sea transportation. Try to use public transport, bicycles or walking journeys to work place.
- ✎ ***Paper.*** Buying the paper made of recycled materials with eco-label will save the whole forest. Print or copy documents

on the both sides of sheet. And certainly, use the paper only when it's necessary. Besides as it have been mentioned already electronic documents also help to reduce the paper use. For example, the company "Kyivstar" states, that they are saving nearly 2 billion tons of paper annually, because of using of e-documents. [3] Moreover you can send not paper receipts, but use electronic ones.

☞ **Water.** Use as much water as you needed for consumption. Install modern equipment, which use water economically, with good filters, as follows, you will not need to waste your money for bottled water. Troubleshoot defects should be overcome in time. [1]

☞ **Reduce, Reuse, Recycle.** Reduce the amount of wastes by using all things economically. If it's possible use the goods made of recycled materials. Sort all the wastes, so it can be recycled.

We have named only some of the rules of the Green Office, but even the compliance of these can help not only to decrease costs of production, but even to save the planet for future generation.

Summarizing all the above we can highlight the main trend in modern economy. It is the orientation on sustainable development, deepening the relationships with ecology. As a result the emerging of environmental responsibility, that is particularly appearing in the activity of Green Offices.

1. Концепція Зеленого офісу: [Електронний ресурс]. – Режим доступу: <http://innovations.com.ua/ua/articles/finance/13824/konceptiya-zelenogo-ofisu>
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