
Hietala, Heidi (2015)

Avaa tiedosto

Heidi Hietala - Final Thesis.pdf (1.944Mt)

Lataukset:

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Metropolia Ammattikorkeakoulu
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Julkaisun pysyvä osoite on

The purpose of the thesis was to study eco-friendliness of footwear companies. The guiding research questions in the thesis were whether eco-friendly footwear companies exist and if eco-friendliness is profitable. The sub-questions: why should companies be eco-friendly, how can they be, and who is eco-friendly were also answered. Environmental concepts and theory of eco-business were covered and four footwear companies: Timberland, Nike, OAT Shoes and LYF Shoes, studied closer. The findings were based on secondary data from literature research: books, company reports, online articles and online statistics. Primary data was acquired from a small consumer survey that was conducted to get additional insight to the question on whether eco-friendliness is profitable.

The conducted research showed that eco-friendly footwear companies do exist, but they are not absolutely environmentally friendly. Footwear companies have made significant eco-friendly improvements in their material and assembly choices and there is wide variety of business tools available to be eco-friendlier. However, the nature of footwear industry promoting fast cycled consumption is unsustainable. To the question whether eco-friendliness is profitable the answer is yes. Eco-business reduces production costs with improved water- and energy-efficiency, waste management and material choices. Eco-business also enhances the brand’s image. However the results of the questionnaire revealed that the
Eco-friendliness is becoming quite popular. When something is eco friendly, it means that there is nothing toxic in it, or that it can be reusable. Eco-friendliness is that act of doing things that are not going to damage the ecosystem, or nature. It is things like walking instead of driving, recycling, and not littering. Why is eco-friendliness relevant and significant? Methodology to promote eco-friendly technology. What is a sentence that uses the word friendliness in it? Ex: His friendliness was overwhelming. How would you use friendliness in a sentence? Her friendliness was contagious. 

How do you use friendliness in a sentence? It depends on what you are writing, you could say.. ‘Jesus had a nature of friendliness.’ By switching how energy is used to create environmentally friendly promotional products and other similar items, businesses can expect to see reductions in power bills from the offset. Energy efficient light bulbs, avoiding electricity stand-by modes for equipment and effective waste management methods are just some of the practices that can help to cut costs straightaway. Hopefully this guide to the production of eco-friendly products processes has inspired your company to extend or embrace this area of organisational operations, helping to cut costs, improve brand image as well as save the planet. in Sustainability 0 comments. Share. A study on Eco-friendliness of Footwear Companies. Hietala, Heidi (2015). Tweet. Footwear companies have made significant eco-friendly improvements in their material and assembly choices and there is wide variety of business tools available to be eco-friendlier. However, the nature of footwear industry promoting fast cycled consumption is unsustainable. To the question whether eco-friendliness is profitable the answer is yes. Eco-business reduces production costs with improved water- and energy-efficiency, waste management and material choices. Eco-business also enhances the brand’s image.