

Conscious Commerce and Environmentalism

Dr. Chandra Sekhar Dash

Professor

Department of Commerce

Aryabhata college, University of Delhi

Corresponding Author's Email id: - csdashh@gmail.com

Abstract

Every day we create the world we live in through our consumption. We may not realize it, but our daily purchasing decisions are some of the most important choices we make and have far reaching global impact. The food we eat, the shoe we wear have far reaching environmental consequences that we are facing today. Commerce is the lifeblood of humanity. Since the dawn of civilization people have bartered with and bought goods from one another. Cultivating consciousness around consumption means developing awareness around our true impact on other people and this planet. By making an effort to be more conscious about our daily life decision would change the way products are produced, sold and consumed in the market and thereby make the world a better place to live in. For example, simply by choosing to be vegetarian, we can thousands of sea animals, goats, pigs and chicken would save from cruelty, with which they killed by butchers. Choosing to purchasing a Paper packed gift would save the environment from being polluted by thousands of tonnes of plastic wastes. Astoundingly, the concern has completely lost sight off and there is no evidence of research in this area. Accordingly, an attempt is made in this study to identify all the multifarious dimensions through which consciousness can be built to achieve an environmentally sustainable life in the plant. The methodology relies mostly on extensive review of literature drawn from journals, periodicals, videos, interviews, books, internet documents & TED talks, as secondary source of data. The findings of the study indicated that the objective can be achieved by building a diversified strategy of consciousness, One from the business men adopting environmental friendly production technology and corporate social

responsibility (CSR) initiative and the other from the consumers side through conscientious consumption while making their daily purchases, consumption, method of waste disposal, social activism & innovative and creative ways in solving personal & local issues, substantially protecting the environment, people and the planet.

Keywords: - *Environmentalism, Conscious commerce, conscientious commerce*

INTRODUCTION

The things we consume have a life cycle that spans the global supply chain – from cotton plantations in the United States to electronics factories in China to banana farms in South America. Our consumption habits have significant downstream impact. It can be hard to see when we're buying a t-shirt or a piece of jewellery, but the things we purchase either support a positive relationship with people and our planet or a negative one. Consider the life cycle of food as it makes its way to the table. How was the food cultivated? Was it raised in a sustainable manner by farmers that really cared about you and the planet? How was it picked, processed and distributed? How were workers treated in the process? Finally, how was it prepared just before it came to your plate? It's a little easier to track the path of food from farm to table because food is so heavily regulated. With a little bit of effort, we can choose to buy organic. But it's harder to

see the bigger picture. The fact is, a similar line of questioning can be applied to every product we purchase, from furniture to footwear.

The amount of effort it would take to track the entire supply chain is mind boggling and well beyond what even the most well-meaning person would ever want to do. It's hard enough figuring out the source of the food on our table, much less all the clothes and electronics we buy.

One place to start is simple: reduce consumption. Stepping back from everything we own; we might realize that we don't actually own anything – everything owns us. Every item we purchase, from our car to our shoes, is something we have to take care of and maintain.

Often, we lose sight of all the things we own, and consumption becomes an opiate

– the fleeting satisfaction of getting that shiny new thing. Inevitably, most of the things we buy end up as clutter in the closet or another reason to spend a hundred dollars a month for storage space. A person can't avoid owning stuff – even a monk owns a mat. But we can become much more aware of what we bring into our lives.

Our culture prizes getting the best deal on everything we buy. Supply always meets demand and our appetite for consumption is met with a flood of low cost, low quality products. Getting that shiny new thing has become a staple of the modern economy – one that churns up global resources much faster than we can replace them. There's a lot to be said for spending more on a high-quality product that will actually last. Well-designed products are more enjoyable and more durable. In the long run, that means greater cost savings as the product won't need to be replaced as soon. Spending more on a product also promotes good quality craftsmanship which supports merchants that actually care about the products that they sell.

When it comes to local merchants, one can actually talk to the owner and rely on their expertise. It starts with asking the right questions and making an effort. In a

perfect world every human being would profoundly care about how their actions affect other human beings. We might not be there yet, but we can support the people who are making the effort, particularly independent merchants who love what they do.

As human beings, we each have the power to be the change we want to see in the world. Each of us can make the choice to care about what we consume. Conscious commerce really means finding love for ourselves. When we love ourselves, we care about the things we put into and onto our body. When we love the planet, we think about how the things we purchase affect the planet and the people on it.

CONSCIENTIOUS COMMERCE AND CONSCIENTIOUS BUSINESS

Conscious business enterprises and people are those that choose to follow a business strategy, in which they seek to benefit both human beings and the environment (Kofman, 2006).

The conscious business movement in the US emerged from the theory of corporate social responsibility, which pushes for a "values-based" approach where values represent social and environmental concerns both locally and globally. This

effort is related to not-just-for-profit business models, conscious consumerism, socially responsible investing, and Conscious capitalism.

There is an alternative way of thinking about conscious business emerging in the UK, and perhaps other countries, which tries to avoid reification, regarding it less as a thing or a type of business which can be categorized, and more as an ongoing process including awareness, self-awareness, awareness of purpose, practice (social theory) and relationships (Warwick:, 2013).

In Italy, De Nardi Gianluca illustrates through the use of business cases how every company could adopt conscious business processes (De Nardi, 2017).

CONSCIOUS BUSINESS CRITERIA

1. Doing no harm

It is generally agreed upon that the product or service of a conscious business should not be intrinsically harmful to humans or the environment (Howes, 2015.). However, it is possible for such a business to be taking part in the conscious business movement if it is taking conscious steps to be more aware of its social and environmental effects, and to adopt more

beneficial social or environmental practices.

Triple Bottom Line Model

Most conscious businesses subscribe to a Triple Bottom Line model of success. They aim to provide positive value in the domains of people, planet, and profit (The Economist, 2009).

Profit

This is what distinguishes the entity as a business from the general social enterprise. The degree of understanding or "consciousness" of any conflict of interest between the profit motive and social goods varies widely from the standard sloganeering capital accumulating firm ("don't be evil") to those who seek nothing more than break-even to pay for their operations, are completely employee owned, etc..

People

A conscious business seeks to benefit both the external livelihood as well as the internal lives of its shareholders and employees. Furthermore, the business seeks to benefit all stakeholders including manufacturers, affected communities, and humanity at large (Fry & Nisiewicz, 2013). Some trends in conscious business

which have arisen out of these efforts include:

- The forming of wellness affirming workplace cultures
- Improved employee benefit programs
- Use of fair-trade materials for manufacture or sale
- Assistance to communities who supply raw materials
- Assistance to communities who manufacture materials
- Local community outreach programs

Planet

A conscious business will seek to minimize its impact on the environment, and replenish the environment where it is able. Conscious businesses may choose to benefit the environment in many different ways, some trends include:

- Robust recycling programs
- Building "green" or "zero-impact" workplace facilities
- Using solar or wind energy in the workplace

- Purchasing materials from organic or sustainable farmers
- Purchasing renewable and sustainable materials
- Working with environmentally conscious distributors
- Urging manufacturers and distributors to adopt better environmental practices
- Adopting sustainable product packaging

Above and beyond

Many conscious businesses choose to use their resources to benefit social and environmental programs that are not directly related to the creation or distribution of the product or service. Frequently, a conscious business will donate employee paid time, money, or products towards various non-profit organizations. Sometimes a conscious business will create a foundation, which works with one particular cause. Also, some conscious businesses will become involved with social or political campaigns to protect the environment, animals, or people. Conscious businesses will sometimes use significant amounts of their profit towards these causes. Furthermore, a

conscious business will sometimes work closely with suppliers in either a farming or manufacturing community in a developing country, and help to develop the community economically and replenish it environmentally.

The Conscious Business Declaration

In 2015 Humanity's Team, an NGO, engaged with the Goi Peace Foundation of Japan, the Club of Budapest, and the Fowler Center for Business as an Agent of World Benefit at Case Western Reserve University to draft the Conscious Business Declaration. Self-described as "A New Standard for Business in the 21st Century," it took over a year to write the declaration, and it was officially made public in early 2016. People can show their support for the declaration by "signing" it online.

The Conscious Business Declaration consists of a preamble and seven principles

Preamble

As a global community of business leaders, we are committed to developing the awareness and skills needed to consciously evolve our organizations in alignment with these principles:

The principles

1. We are one with humanity and all of life. Business and all institutions of the human community are integral parts of a single reality – interrelated, interconnected and interdependent.
2. In line with this reality, the purpose of Business is to increase economic prosperity while contributing to a healthy environment and improving human wellbeing.
3. Business must go beyond sustainability and the philosophy of “do no harm” to restoring the self-renewing integrity of the Earth.
4. Business must operate with economic, social, and ecological transparency.
5. Business must behave as a positive and proactive member of the local and global communities in which it operates.
6. Business that sees, honors, and celebrates the essential interconnected nature of all human beings and all life maximizes human potential and helps create a world that works for all.

7. When aligned with Oneness, Business is the most powerful engine on Earth for creating prosperity and flourishing for all.

Conscious business versus social responsibility

To term a business a conscious business is different from the concept of a socially responsible business: although, of course, a conscious business is likely to be socially responsible. Being a conscious business does not only mean implementing a local community program, or creating a company foundation. A business could implement one of these programs and still not be aware or respond to the fact that the business as a whole is doing more harm than good.

The term conscious business implies that a business will seek to be conscious of its impact on the world in various spheres, and continue this inquiry over time. It is concerned with both its impact on a human's inner and outer world as well as animal and environmental well-being. Furthermore, a conscious business considers both short-term and long-term effects of its actions or inactions. A conscious business evolves as does the methods that a business can and chooses to be of benefit to the world and to function

with awareness. Therefore, though conscious businesses will be socially responsible, the term "conscious business" holds larger connotations for the businesses' actions than does social responsibility.

Conscious businesses movement

Many believe that Anita Roddick pioneered the conscious business movement with her company, The Body Shop in 1976. This company has been an environmental leader, and worked to support various activist causes including putting an end to animal testing, and defending human rights.

An overwhelming amount of conscious businesses can be found in the health food industry as well as the LOHAS (lifestyles of health and sustainability) market. However, today conscious businesses can be found emerging in almost all aspects of the business world.

Whole Foods cofounder, John Mackey, is another pioneer in the movement along with Starbucks CEO Howard Schultz. Large corporations as well as small boutique agencies and individuals embrace the movement despite pressure to earn money at any cost. They see business

based on ethics and social responsibility versus personal gain.

Public relations and brand specialist Sarni Jaye based her business on working only with conscious brands to help them grow and achieve their desired mission. USA Today reported about the wave of millennials embracing conscious business. Other businesses cited are Trader Joe's, The Container Store, Nordstrom, and more (Warwick, Conscious business – impact and implications for HR and OD, 2016).

There are various agencies and companies that catalogue the social and environmental practices of businesses for consumer use, as well as companies which consult with businesses to increase their awareness and beneficial practices in the world.

Conscious business is about people who are aware of the impact each of their habits and actions has on their environment (people and planet). It is about people who live their lives based on knowing that everything is interconnected. It is about people, who know who they are:

- who know about their strengths and weaknesses and

- Who desire to live and work with joy, creativity and ease instead of fear, power and domination?

Conscious business versus sustainability

There's a huge trend towards more sustainable business practices. Environmental sustainability, however, has little to do with conscious business. Organizations can be highly sustainable, but still run in an unconscious way. A conscious business, however, will not maintain unsustainable business practices.

Reification

Some are expressing caution about the way that conscious business might be reduced to a formulaic framework and schema (Warwick, 2014). The concern is that these play down the attention that we give to everyday practices and how people relate to each other.

The alternative view is that the practice of conscious business aims to raise awareness of the hurly-burly of everyday life and help people notice those assumptions that influence our perceptions and practice – to become more aware. From that emerges consciousness of purpose; it also leads to adoption of many of the approaches outlined by Kofman, Mackey and others, and to the outcomes they point to (better

long-term business performance, for example).

Impact on Professionals

The idea of conscious business as a reflexive approach – through noticing and awareness as we act – suggests that there are practical implications for OD (Organization Development) and HR (Human Resources) professionals. For example, such professionals may find it useful to highlight the importance of noticing group dynamics, power, and other group phenomena and ultimately to question their own assumptions about the purpose of business.

In this way, this reflexive approach links back to the more ethical, but perhaps sometimes reified definitions, of conscious business.

From Conscious Business to Conscious Consumerism

Conscientious Consumerism is all about consumer behaviour, production process and consumption pattern that is sustainable, socially desirable/equitable, just and ethical living for all. By making an effort to be more conscious about how products are produced, sold and consumed, we can have far more enjoyable

experiences and make the world a better place.

1. How Small Choices You Make on a Daily Basis you can Impact Global Environment

It may be hard to believe that small choices you make on a daily basis, such as how you commute to work, what you eat, how long your shower time is, or where you travel to on holidays, can actually have a significant impact on global environmental issues (MEHA KHALIL, 2018).

This way of thinking is an illustration of the concept of “The Tragedy of the Commons”: If each person believes that his/her consumption of resources cannot possibly affect the planet – and there are 7.5 billion of us sharing finite resources and thinking in the same way – the collective impact of our careless consumption becomes enormous! The “tragedy” is that this way of thinking works against the common good of humanity and, ultimately, your own.

In this age of constant inundation by bad news and media-led fear-mongering, it’s also easy to feel overwhelmed and hopeless about environmental issues, perhaps reaching a degree of deliberate

indifference for the sake of self-preservation and peace of mind. But the truth is that there is a lot that each of us can do every day to help slow down and eventually stop the demise of our planet.

Many of these Earth-friendly choices, with time, simply become habits that you don't have to think about all the time, and so, you will suffer no constant anxiety or inconvenience. Living an environmentally conscious life will simply become second nature.

A) Transportation

We all have to leave our houses and move from one place to another at some point, some of us much more often than others. This is why the choices we make about how we commute can have an enormous collective impact, not just on the environment, but also on traffic congestion and people's health. I will list these choices in order of most to least environment-friendly

1. Walk whenever you possibly can. This includes even parking your car some distance away from your final destination and walking for a few more minutes to get there. Walking, of course, is the most obvious choice that burns no fossil fuels, takes vehicles off

the streets, and is good for your health! While perhaps too obvious of a choice, I have met people who confessed to starting their car engines even just to move a distance of 100 meters. Being too accustomed to the luxury of driving, even if we actually hate driving, sometimes omits this obvious choice from our minds.

2. Cycle! Cycling has the added advantages over walking of being faster and transporting you much further than you'd be willing to walk – still without burning any fossil fuels or taking up much space on the road. You might even discover after buying your first bicycle that you have found an amazing new hobby! Even if you can't cycle to work or on a daily basis, you might consider running very specific errands on your bicycle instead of in your car, such as going to the supermarket a couple of times a week, or going to the bank, etc...

3. Use public transportation. If walking and cycling are not viable options for you, consider taking public transportation as often as possible. Although we have now entered the zone of fossil-fuel burning options, public transportation modes such as

buses, tok-toks and metros are more efficient in the sense that they transport large numbers of people in more compact spaces and using less power per person per kilometre. And you will still be reducing the number of vehicles on the road.

4. Carpool with friends and co-workers. Similar to public transport, by carpooling, you are transporting more people using less space and power, with the added advantage of it perhaps being more enjoyable and convenient. This may be a great option for routine trips, such as going to work with people who already live near you.
5. Take a taxi. Even if you take a taxi alone, you would still be using a vehicle that is already on the road anyway instead of adding your own car to the existing traffic.
6. If all else fails, drive. Well, if you must drive, there are still things you can do to minimize the carbon footprint of your car. First of all, choose a small, fuel-efficient or hybrid car. This will not only benefit the environment, but also your wallet! Avoid large gas-guzzlers or old models with inefficient engines.

B) Diet. Diet perhaps has a less immediately obvious impact on the environment. Nevertheless, its impact is indeed huge. As consumers, the choices we make at the grocer's or the supermarket determines the scale of production of unsustainable products. For example, if we collectively buy lots of products containing palm oil, more rain-forests will be cleared in Indonesia to make room for palm oil plantations. And if we eat lots of Bluefin tuna, more of this endangered and unsustainably caught fish will be fished out of the oceans. Here are some basic principles and choices you can make about your diet that would help save the planet.

The easiest way to summarize how you can generally make Earth-friendly diet choices is this:

1. Eat local, eat fresh, eat less meat, eat no endangered species. Eating locally produced/farmed food means that you won't be consuming foods that have travelled far distances to reach you by truck or plane or any other fuel-guzzling means. Buying fresh food, on the other hand, means that you will be buying less packaging along with your food, and so, producing less waste in the form of Styrofoam plates, plastic wraps, or boxes that you throw away as soon as they are empty.

2. Eating less meat, especially beef, means you will be discouraging the number one most destructive process of food production on the planet! Cows require enormous amounts of water and land to grow and feed, and they produce huge quantities of methane gas, a greenhouse gas that is about 23 times more powerful than carbon dioxide. The reason why the beef industry is so unsustainable at the moment is, quite simply, that the demand for it is so large that it has to be produced on massive scales.

If you switch to chicken, you eliminate about two thirds of the impact, and if you switch to a vegan or vegetarian diet, you reduce the impact by up to FIFTY times! In fact, beef is now so unsustainable that one single 225-gram beef burger consumed is equivalent to about 24 hours of window air conditioner use or to driving 68 kilometres in a Prius (a very fuel-efficient car). So, imagine how much less impactful your diet would be even if you just cut your beef consumption by half! At the very least, if you must have beef, try to buy from local sources and small cattle farms that do not mass-produce. But remember that, even if you switch to a vegetarian diet, you could still harm the planet by not sticking to locally-grown

vegetables and grains and insisting on imported fad foods such as quinoa or kale.

3. When it comes to seafood, however, things get a little bit complicated. Generally speaking, seafood is more sustainable than beef, but it can still be quite unsustainable. You have to take care to avoid consuming fish that are endangered or caught or farmed unsustainably, such as most tunas and most salmon. Unsustainably caught fish includes species that are endangered, overfished, or caught/farmed using techniques that harm the environment or other non-targeted species. It also includes whatever is fished commercially without consideration for local fishing communities who depend on these stocks for their daily survival. With some deeper knowledge of particular species that you love to eat, you could also avoid buying juvenile fish that were indiscriminately caught before having the chance to reproduce.

4. Here along the Red Sea, you should at least avoid consuming any of the following endangered and/or overfished species: any type of shark, napoleon wrasses, tunas, marlins, very large groupers (such as the giant




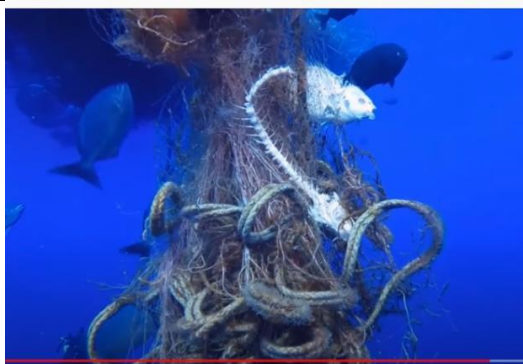

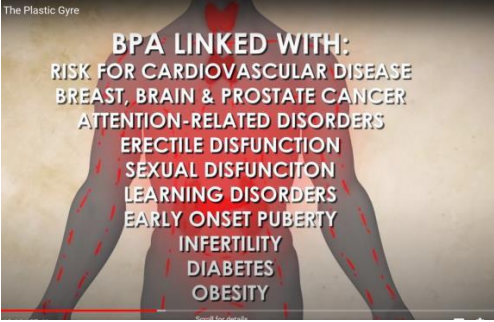
grouper or very large individuals of other species), very small (juvenile) individuals of groupers, parrot fishes, and snappers. When fishermen realize that nobody buys the juvenile fishes they catch, they will return them to the sea when they accidentally catch them. Naturally, if you also somehow find out that a fish was caught illegally, in a protected area, or using illegal fishing methods, you should not purchase it. Some of the most sustainable and healthiest seafood choices (and good alternatives to tuna) are mackerel.

C) Waste. You may have previously heard the phrase:

1. Reduce, Reuse, Recycle. These are the general principles to remember when thinking about managing the waste you produce in a sustainable way, and they are listed in order of higher to lower priority. In other words, the most helpful thing you can do is to have as little waste as possible in the first place (reduce). Then, you can think about reusing things instead of throwing them away or recycling them (reuse). So, instead of chucking the glass jar that held your jam into a recycling bin, consider whether you might be able to wash it and use it again for another

purpose. There are lots of creative and wonderful ideas online about how you could reuse or up-cycle items that are usually thrown away to either create beautiful art or build very practical things. Finally, if it has to be thrown away and can't be reused, try to have it recycled.

2. Since waste reduction is the most important priority, and since recycling is particularly difficult to come by in our part of the world, here are some ideas of how you could reduce your waste. I follow most of them myself, and they are very easy to do!
3. Take your own re-usable shopping bags and containers to the supermarket. Plastic pollution is one of the most catastrophic forms of waste pollution that is suffocating life on this planet. Even if you properly dispose of plastic bags, huge quantities of them end up flying from landfills into the oceans and deserts, and you can see for yourself the massive scale of the impact of this problem on our oceans and looking at these images, how sea animals, birds and human health is affected by this (GSUTV, 2015).

	
	
	
<p>This is the first of our Special Edition series for GSUTV, exploring the perils of plastic pollution and the great plastic garbage patch in the middle of the Pacific Ocean.</p>	

If you can somehow completely eliminate the use of plastic bags from your life – at least the use of free plastic bags – you will reduce your waste significantly. In the beginning, this might be difficult, as we are so used to the convenience of plastic bags, but once you get into the habit of having your shopping bags always in your car or near your front door so you don't

forget them, it will become second nature. You can also take your own Tupperware containers when you are buying deli products, so that your purchase can be placed directly into these boxes without the need for Styrofoam plates or plastic wrappings. I also take small reusable containers with me to buy nuts and spices!

4. Install a water filtration system at home. This will make drinking water available for you at home and eliminate the need for plastic bottles – another major plastic pollutant! It is also more economic in the long run. But if you do end up with a plastic bottle for any reason, remember to CRUSH IT before you throw it away. This is because the reduction of the volume of waste is just as important as the reduction of its amount. Crushed bottles also do not fly as easily in the wind. Let all the air out of the bottle, then, while still crushing it, screw the cap back on so that it stays collapsed.
5. Carry reusable coffee mugs and water bottles with you. Do you have a coffee habit that has you walking into Starbucks nearly every single day? Imagine if you handed the person at the coffee bar your own mug to fill instead of throwing away at least one paper cup every single day! Carrying a reusable water bottle also means you can fill it in various places throughout your day if you are out a lot and want to avoid plastic bottles!
6. Compost your organic waste. This is a more involved but fun endeavour, especially if you have a garden.

Composting can be an enjoyable hobby as well as a waste-reduction method. Instead of throwing away most of the remains of your food (e.g., egg shells, tea bags, green stems, orange peels, etc.), you can put a lot of it into a compost bin and turn it into rich soil for planting in your garden or a friend's. You can use wet & dry dust bins for disposal of waste in home.

7. Other quick ideas you could consider include using only rechargeable batteries, ordering less takeout food, and buying fresh rather than packaged foods.

D) In-home Solutions. Our homes can also be set up and run in ways that minimize their carbon footprint (and save you money!). If you are a home owner, here are some great ideas you can consider to make your home as Earth-friendly as possible.

1. LED lighting. One of the easiest changes you can make in your home is to simply change all the light sources in your home from tungsten or halogen lamps to LED lamps. LED is even more efficient and long-lasting than fluorescent lighting. It is a small change that goes a long way.

2. **SWITCH OFF!** It may be self-evident to say that if you switch things off, you consume less energy, but you would be amazed at how many electronics we have nowadays that we never actually properly switch off, but rather leave on standby. Examples include television sets, computer monitors, satellite receivers... Switching these appliances off properly, at least overnight, can make a significant difference in the long run and of course, switching off lights when you're not using them.
3. **Cooling, heating, and insulation.** Most of us cannot get through the summer without air conditioners, and for good reason! But there is a lot you can do to make sure your ACs and/or heaters run as efficiently as possible, thus reducing energy consumption (and lowering your electricity bill). First of all, make sure you get the right AC for the amount of space you will be cooling. The money you save by buying a smaller AC will be spent on your electricity if you get the wrong size. Then, make sure you clean your filters before the summer starts. This is something you will do only once or twice a year, but it makes a big difference! Finally, do your best to insulate your home properly. If your house keeps the heat or cold more effectively, your AC will work less to keep it at the temperature you want. So, close the doors and windows when your AC is on, add more rugs on your floors and walls in winter, fewer in summer, and if you can install properly insulating double-glazed windows all over your home, do it.
4. **Use natural cleaning detergents.** You would be amazed at how much you can clean with just a bit of baking soda, vinegar and water. This reduces the amount of chemical waste produced by your home and is also healthier for you, your children, and/or your pets.
5. **You can also try to use any heating appliances as little as possible,** as those tend to consume more electricity than other appliances. This includes microwaves, irons, water heaters, space heaters, etc. You can also increase the efficiency of your fridge and freezer by never leaving them too empty, and you can consider using the shortest and most efficient washing machine cycles. Finally, if there's anything you need to buy for your home that can be charged via solar energy (e.g., night lights), go for solar!

6. You can find out more about how to save electricity and make your home more efficient and environment-friendly by checking out the website of the company El-Noor Geh.

E) Traveling. Everything from your choice of destination to how you get there and what you do once you arrive can affect the size of your trip's carbon footprint. Here is a brief list of some of the considerations you can make when planning your next vacation.

1. The Destination. Simply put, the closer to home the destination is, the less fossil fuel you will burn to get there. Are there amazing locations in your home country that you haven't seen yet? Apart from that, you can also choose destinations that are more likely to have green hotels or eco-lodges.
2. Mode of transport. The least sustainable mode of travel is usually international flight, so if you can avoid flying, you should do so. Trains are usually more sustainable than flying, followed by buses, followed by cars. It is somewhat more complicated than that, but this is generally the case.

3. Accommodation. Consider camping or staying in eco-lodges. Eco-lodges are establishments that have a minimal impact on the environment and the surrounding wildlife. They deliberately try to minimize their waste and energy consumption while still providing a comfortable and enjoyable experience for their guests. This would be a suitable option for you if you enjoy nature-based activities such as hiking, snorkeling, diving, etc. If you are more interested in night life and cities, consider staying in Airbnbs or, at the very least, in green hotels, which are hotels that have earned certificates or "green stars" for their efforts in running their establishment in sustainable ways.

4. Choice of activity. If you are a nature lover, you can choose activities to do on your trip that help promote conservation efforts in your destination. For example, go to national parks and pay the fees at the gate. Those fees help to keep these places protected and allow the rangers who work there to make a living.

5. Souvenirs. Be careful when buying souvenirs on your trip, as buying some types of souvenirs may encourage the destruction of nature or the poaching

of endangered animals. For example, never buy anything made of coral or of ivory. The extraction of coral from the sea to sell as souvenirs is a highly unsustainable activity, and the purchase of ivory encourages the poaching of endangered elephants.

7. Centre for biological diversity (CBD) Network, suggests 12 ways to Live More Sustainably

Every day we make choices in our lives that affect the environment, the climate and other species. From what we eat to how many children we decide to have, there's a lot we can do to "choose wild" and reduce our environmental footprint to leave more room for wild animals and plants(CBD, n.d.).

1. Think twice before shopping.
2. Make sure your big purchases have big environmental benefits.
3. Go #PlasticFree.

4. Boycott products that endanger wildlife.
5. Pay attention to labels.
6. Be water wise.
7. Drive less, drive green.
8. Green your home.
9. Choose Wild Energy.
10. Take Extinction Off Your Plate.
11. Choose to have a smaller family.
12. Use your voice and your vote.

1. Think twice before shopping.

"Reduce, Reuse, Recycle" may feel retro, but it's just as important today as when the phrase was first coined. Every product we purchase has an environmental footprint, from the materials used to create it to the pollution emitted during manufacturing to the packaging that ends up in landfills. So before you buy, ask yourself if you really need it. If you do, consider buying gently used instead of new, and look for minimal packaging and shipping.



2 Make sure your big purchases have big environmental benefits.

Not everyone can run out and trade in their old gas-guzzling clunker for the latest planet-friendly hybrid car. And that’s not necessarily a bad thing; manufacturing new cars takes a lot of resources too. But if you’re in the market for a new car, look for a fuel-efficient model — you’ll save thousands on gas money and reduce your carbon footprint over the years. If you’re buying a new refrigerator, washer or dryer, look for the Energy Star label to find the most efficient appliances. Need a new water heater? Consider upgrading to solar.



3 Go #PlasticFree.

Plastic never goes away. Today billions of pounds of it can be found in swirling convergences making up about 40 percent of the world’s ocean surfaces. Every year thousands of seabirds, sea turtles, seals and other marine mammals are killed after ingesting plastic or getting tangled up in it. You can start cutting down on your plastic waste in a few simple steps: use reusable bags when you shop, ditch single-use

water bottles, bags, and straws and avoid products made from or packaged in plastic whenever possible (e.g., select unwrapped produce at the grocery store, shop local, cut down on online shopping).



4 Boycott products that endanger wildlife.

Products made from animals on the endangered species list are illegal to buy, sell, import or trade in the United States, but if a plant or animal hasn’t been listed yet, they can still be harmed for someone’s profit. Also, some products harm endangered species by threatening their habitat, from cutting down old-growth forests to using up the water that riparian species need to survive. To avoid contributing to the endangerment of wildlife, shop conscientiously and look for products made from sustainable materials like bamboo and dine at restaurants that refuse to serve imperilled species like bluefin tuna.

5. Pay attention to labels.

From coffee to fruit to clothing, the number of options out there can get overwhelming — but there are some clear leaders when it comes to minimizing your impact on wildlife and the planet. If you're a coffee drinker, look for “shade-grown” coffee, which is grown while keeping forest habitats intact for migratory birds and other species. Choose Fair Trade certified goods when possible to support companies dedicated to sustainable production and paying laborers a fair wage. Buy organic food whenever possible; it may cost a little more, but it keeps harmful pesticides out of our land and water, protecting farm workers, wildlife and your family.



6. Be water wise.

Skip the bottled water. Bottled water companies try to give tap water a bad name, even though the water from your faucet is practically free and much city water has won quality tests and taste tests against name-brand water. And the extraction of water and production of all

those plastic bottles is notoriously harmful to communities and wildlife.

Water conservation is also critical, especially as our growing population puts increased demand on the nation's water sources and we face unprecedented droughts. You can conserve water by taking shorter showers, fixing leaky toilets, and choosing low-flow and low-water appliance options. Also, consider xeriscaping your yard, a landscaping technique that uses native, drought-adapted plants that require less water and maintenance over time, and provide habitat and food for birds and bees.



7. Drive less, Drive green.

Changing your driving habits can dramatically reduce your carbon footprint. Walk, bike, carpool or use public transportation whenever possible. Combine errands to make fewer trips. Participate in, or start, car-free days in your community. It's also important to keep your car in shape with regular tune-ups and tire inflations. Tune-ups can

increase your fuel efficiency by 4 percent to 40 percent, and if every American kept his or her tires inflated, gas use nationwide would decrease by 2 percent.



8 Green your home.

Just as keeping your car in shape improves your fuel efficiency, keeping your home in shape improves your energy efficiency. Make sure your home has adequate insulation and energy-saving windows, and use a programmable thermostat for more efficient heating and cooling — and, of course, energy-saving lightbulbs for more efficient lighting. Many states now offer incentives to help you green your home or rental at low or no cost. Call your energy provider to see if it offers free energy audits or knows of a company that does.



9 Choose Wild Energy.

Kicking the fossil fuel habit is critical to saving wildlife, slowing climate change and protecting our lands and waters. If your state allows you to pick your electricity supplier, use a Green-e certified company that generates at least half its power from wind, solar and other clean sources. Also explore the options — and tax credits — for installing rooftop solar panels or solar water heating in your home. Depending on your productivity, you can even add clean power to the grid, further offsetting your carbon footprint.



10 Take Extinction Off Your Plate.

Meat production is one of the most environmentally destructive industries on the planet, responsible for massive amounts of water use, pollution, greenhouse gas emissions and habitat destruction. You have three chances a day to improve the health of the planet — by reducing your meat consumption you can reduce your environmental footprint. Also, nearly 40 percent of edible food in the United States goes to waste -- wasting all

of the natural resources that went into producing it. Prevent food waste with smart, planned shopping and creative ways to consume what you purchase.



11. Choose to have a smaller family.

With more than 7.5 billion people in the world, and more every day, our demands for food, water, land and fossil fuels are pushing other species to extinction. We can achieve an ecologically sustainable population in ways that promote human rights; decrease poverty and overcrowding; raise our standard of living; and allow plants, animals and ecosystems to thrive. It's time to talk about runaway human population growth, the species extinction crisis, and what kind of future we want for wildlife, the planet and ourselves.



12. Use your voice and your vote.

One of the best things you can do for wildlife and the planet, today and for the future, is to get politically involved in your community and at the national level. Vote for candidates with strong environmental platforms. Urge your representatives to pass stronger policies to limit greenhouse gases, fight climate change, protect our wildlife and public lands and support access to reproductive health services. Better education and access to family-planning services decreases family size and our overall carbon footprint, helping children and wildlife thrive. Sign and share action alerts, attend events, and talk to your friends about endangered species protection and the need to address human population growth and overconsumption.

CONCLUSIONS

Every day we make choices in our lives that affect the environment, the climate and other species. From what we eat to how many children we decide to have, there's a lot we can do to reduce our environmental footprint to leave more room for wild animals and plants and above all our future generations who have equal rights cohabit in this planet. For the past hundreds of years we have exploited the natural resources to such an extent in search of prosperity, comfort and economic development that the life

sustaining system of the earth has failed, environment degraded and the planet is at the verge of being collapsed. Now it's time to change our life style, choice of our production & consumption and traversed back to the same bounties of nature where we started, but still enjoying peace and prosperity better than before.

To begin with it, our business & industry should operate more responsibly without emitting enough CO₂ & greenhouse gases, use of renewable energy resources subserving and resilient to people and the community at large. Consumers also must also must change their choice of products and services that sustain the environment, life of people, plant and animals in the earth. Thus, commerce which bridges the gap between producer and consumer will take a new shape as "conscious commerce" bringing in consciousness in the mind of producers towards environmental sustainability while making consumers conscious about the harmful effects of their consumption on environment.

REFERENCES

1. CBD. (n.d.). https://www.biologicaldiversity.org/programs/population_and_sustainability/. Retrieved September 1, 2021
2. De Nardi, G. (2017). The business model of 'conscious companies' The EcorNaturaSì case. in , , pp. . In M. F. Bianchi, The sustainable company. Trends, tools and case studies (pp. 129-158). Venice, English version, 2019: Ca' Foscari University of Venice.
3. Fry, L., & Nisiewicz, M. (2013). Maximizing the Triple Bottom Line Through Spiritual Leadership. Stanford University Press. ISBN 978-0804784290.
4. GSUTV. (2015, August 11). Special Edition: The Plastic Gyre. Retrieved from <https://www.youtube.com/watch?v=BmdHoS63hPE> : <https://www.youtube.com/watch?v=BmdHoS63hPE>
5. Howes, L. (2015.). 5 Secrets to Building a Business – With Heart. Entrepreneur Magazine. Retrieved 17 April 2015.
6. Kofman, F. (2006). Conscious Business: How to Build Value Through Values. Boulder: Sounds True. ISBN 978-1591795179.
7. MEHA KHALIL. (2018). <https://infonile.org/en/2018/07/environmental-consciousness-a-guide/>. Retrieved from

- <https://infonile.org/en/2018/07/environmental-consciousness-a-guide/>
8. The Economist. (2009, Nov 17). Triple bottom line. The Economist.
 9. Warwick, P. B. (2014, Spring). The Purpose and Practice of Conscious Business. AMED.
 10. Warwick:, P. B. (2013, December 2). Exploring Conscious Business Practice: Sensing as we act, reacting to what we sense. AMED,.
 11. Warwick:, P. B. (2016). Conscious business – impact and implications for HR and OD. Croner. Retrieved from <https://www.theguardian.com/business/2015/mar/21/starbucks-face-conscious-capitalism>