

Towards green intelligence

Literature, Russian Literature



As the problems of pollution and global warming have become more apparent and very dire, many private and government organization are looking for ways in which economic and developmental activities such as meeting our energy needs, industrial and manufacturing production and urbanization can be done without causing further sufficient harm to the already heavily damaged natural environment. A study made by the BusinessWeek Research Services (2009) pointed out that “ amid the current climate of greater demand for both environmental awareness and corporate accountability, organizations are finding that success is increasingly being measured not only by financial performance but also by ecological and social accomplishments as well” (p. 3). This is what is now called green intelligence.

The study made by the PricewaterhouseCoopers (2008) found that “ consumer demand for green technology products is on the rise. Government customers are increasingly mandated to purchase green where available, and the spectrum of products covered by such provisos is growing” (p. 51). If various major governments and private sectors adopt the green intelligence a core goal and as part of their methods and practice, then it could make up for all the environmental damage that has been done for the past century.