

Green Business and Education Prove a...

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Green Business & Education Prove a Crutch to the Lagging Economy

(CSRwire) - August 7, 2008 - \$265 billion, 1.6 million people, 5% growth per annum; not bad statistics for a sector that was close to zero 10 years ago. With an avalanche of media coverage, surging fuel prices and political campaigns focused on "green" issues, the state of the environment is affecting people's consciences on a huge scale and "Green Business" is booming.

About 10 years ago to say profit in the same sentence as green would be regarded as somewhat of an oxymoron, but tides have turned across the board and no longer is the environment the domain of the dreadlocked protestor.

"Green Business is not about forgoing profit for the sake of the planet but quite the opposite. What was previously Manager vs. Environment is now seen as a hand in hand partnership which offers huge financial benefits," comments Dr. William B. Hartley, President of Anaheim University and Interim Director of the University's Kisho Kurokawa Green Institute.

Anaheim University, established the Green Institute in tribute to Dr. Kisho Kurokawa, who was known throughout the architectural world for award-winning designs, many based

on themes including ecology and recycling. Today, the Institute offers one of the largest selections of sustainable courses, including a Green MBA, and Diploma and Certificate programs in Sustainable Management.

"The true price of a product harvested without an environmental conscience inevitably becomes much more expensive in the long run as somewhere along the line the bill has to be picked up," added Dr. Hartley.

As a result there has been a large increase in demand for qualified personnel to fill roles in sectors such as corporate social responsibility (CSR), carbon trading, and green building and development, which Forbes recently quoted to be worth in the region of \$12 billion. Energy efficiency markets and social entrepreneurship are booming. In a study commissioned by Shell and co-authored by government adviser on climate change Robin Smale, and Cameron Hepburn, a fellow in Climate Policy at Oxford University, research suggests global commerce could receive a \$1 trillion boost from green business over the next five years.

Alternative programs such as those being offered by Anaheim University are starting to garner attention with businesses all wanting to cash in on the trend. There is a huge demand but few qualified candidates to fill the roles being created, and students are now becoming the key stakeholders for change through programs such as the Green MBA or the Diploma in Sustainable Management.

"The aim is to educate future key business leaders with the business skills needed to look at the financial, environmental and social implications of management decisions. The fact that we are online also keeps us inline with the policies we teach unburdened by the demands of a traditional brick and mortar institution," said Dr Hartley.

The rise in popularity of these programs is hand in hand with economic trends as the focus shifts in the economic model to a sustainable model.

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