Green Productivity

Green Productivity (GP) is a concept that evolved to address the growing concern of consumers and stakeholders of business communities. Alarm by ever increasing negative impacts of development activities on environment, various quarters of the society has started demanding environment friendly goods, processes, and services. To address such a need of the society, the APO has put forward the concept of GP which basically brings forward the green aspect of Productivity. Green Productivity (GP) is a strategy for enhancing productivity while improving environmental performance of an organization. It is the application of appropriate productivity and environmental management tools, techniques, and technologies to reduce the environmental impact of organization's activities, goods and services. In other words, GP aims to ensure environmental protection while making business profitable. GP recognizes that environment and development are two sides of the same coin. Extending this recognition, the concept of GP shows that for any development strategy to be sustainable it needs to have a focus on Quality, Profitability and Environment-called the Triple focus of GP.

GP is characterized by four distinguishing elements: i) Environmental Compliance, ii) Productivity Improvement, iii) Integrated People-based Approach, and iv) Information-driven Improvement. GP methodology is behind a successful GP implementation. GP methodology consists of six major steps. A step can be completed by following certain tasks. The six steps of GP methodology consist of thirteen tasks. These tasks could be accomplished by using varieties of GP tools such as Checklists, Material balance, Pareto charts etc. in combination with GP techniques such as 5S, 3Rs etc.

See also: Green Productivity (GP) methodology