

# Green Environment

Matthew N. O. Sadiku<sup>1</sup>, Olaniyi D. Olaleye<sup>2</sup> and Sarhan M. Musa<sup>1</sup>

<sup>1</sup>Roy G. Perry College of Engineering, Prairie View A&M University, Prairie View, TX, USA

<sup>2</sup>Barbara Jordan-Mickey Leland School of Public Affairs, Texas Southern University, Houston, TX, USA

Email: sadiku@ieee.org; olaleye.o@gmail.com; smmusa@pvamu.edu

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**Abstract:** *Humans depend on the natural environment for food, water, health, and survival. Many physical features of the natural environment have been found to have strong effect on human health. Going eco-friendly improves our quality of life. To save our planet we need to promote self-sustainability and self-sufficiency. The paper provides a brief introduction to green environment.*

**Key Words:** *green environment, natural environment, sustainable environment*

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## I. INTRODUCTION

The natural environment, which commonly referred to as the environment, includes all living and non-living things on the planet earth. Humans depend on the environment for food, medicines, and health. Issues facing the environment include human overpopulation, global warming, intensive farming, waste, natural disasters, and pollution. In this kind of chaotic situation, it is imperative that we preserve the earth and the living things that exist on it. We must bridge the gap between technological advancement and the environment [1].

Green environment refers to the concerns for environmental conservation. This is demonstrated in supporting practices such as conservation practices, investment in renewable energy, and taking actions to stop climate change and reduce carbon footprint. Being environmentally friendly will affect corporate policy and individual behavior. Many individuals cultivate personal gardens and such activity can have direct health benefits [2].

## II. ENVIRONMENTAL ATTITUDES

Due to increasing concern about health and the environment, environment friendly practices have been introduced everywhere. Becoming more environmentally friendly, is known as “going green.” Going green is practicing an environmentally-mindful lifestyle that contributes towards protecting the environment and conservation of the natural resources. It also means embracing a way of life that helps preserve the environment by reducing, reusing, and recycling items. There is dire need to go green in order to save the environment and ourselves. Going green includes all the aspects that can enhance our living in order to protect the environment.

The green living encourages people to live in a more environmentally friendly way. There are different aspect to going green. These include [3]:

- *Reduced Pollution:* Going green helps the environment by reducing the amount of pollution that enters the air, soil, and water.
- *Recycling:* Through recycling we cannot waste material but use it over and over again, and thereby use resources efficiently and smartly. Recyclable products last longer than other products which can save on money used for repair and maintenance.
- *Resource Conservation:* Reducing energy consumption, using alternative energy sources, and recycling reduce the consumption of resources and cuts down on emissions.
- *Reduce Waste:* Going green encourages people to recycle as much as possible and reuse items in an effort to reduce waste. Waste reduction also helps save the cost of waste disposal.
- *Green Behavior:* Consumers green behavior (e.g., green product consumers) is a form of pro- environment behavior. It is a form of consumption that minimally affects the environment. Such a behavior can be derived from the consumers’ attitude and perception on the green label, green packaging, green service, green product, and green environment. Perception on green environment affects how people will choose products with lower

environmental impacts. Consumer behavior is influenced by educational and psychological dimensions. It can also be influenced peer pressure [4].

- *Green Homes:* A green home is the one that is good to the environment and also resource efficient throughout its life-cycle from planning to design, construction, operation, maintenance, renovation, and demolition. Almost everything we do has an impact on the environment. Every individual must do his or her part to protect the environment. This may mean recycling, using durable goods, and buying organic green food. These simple changes will help keep the family healthy and save the planet.
- *Corporate Social Responsibility:* The concept of corporate social responsibility (CSR) carries the idea that companies and businesses can no longer act as isolated economic entities operating in detachment from broader society. CSR is a company's commitment to manage the social, economic, and environmental effects of its operations responsibly. Practicing CSR makes a company to be conscious of the kind of impact it is making on all aspects of society including economic, social, and environmental [5]. Companies that engage in CSR focus on the triple bottom line: people, planet, and profit, as illustrated in Figure 1 [6].
- *Environmental Policies:* The government has played a critical role of securing the environment through its normal official activities. Setting up environmental policies, such as in Figure 2, is crucial [7]. The governments should lead the implementation. We should make some regulations to restrict poor quality manufacturers and encourage eco-friendly manufacturers [8].

### III. ADVANTAGES

Going green has many benefits at homes, at workplace, and to the economy. Green living is eco-friendly. It helps make the planet sustainable and habitable. The advantages of going green can fall into three major categories: economic, health and environmental benefits [9]:

- *Economic Benefits:* Going green helps lower costs and save money. For example, use of renewable energy helps reduce energy consumption and cut down the electric bill. Some states offer incentives to live in green homes. Green homes create ways to consume less energy which helps reduce utility and maintenance costs. Organic farming boosts the economy and means that we can eat local and affordable foods.
- *Health Benefits:* Going green reduces air pollutants and environmental toxins that could affect our body. Using a green mode of transportation can decrease the number of pollutants released to the environment. Breathing clean air makes one a healthier and productive person. Research has shown that close residential proximity to greenness is associated with a decrease in cardiovascular mortality.
- *Environmental Benefits:* Going green has several environmental benefits. For example, organic farming reduces greenhouse gases emission and thus lowers air pollution. Going green through organic farming means responsible farming practices. Going green at home helps reduce wastage. Going green at workplace and embracing paperless practices helps conserve the environment. By going green, we build a healthier environment for all living creatures, both current and future generations.

### IV. DISADVANTAGES

While green living has many benefits for the earth and its inhabitants, there are some disadvantages of going green. These include [10]:

- *Initial Costs:* Going green often requires a large initial cost. Upfront costs present a large deterrent to going green. While many practices associated with going green are designed to save money, there are certain ways in which green living can actually be expensive and time-consuming. For example, energy-efficient appliances are designed to use less electricity and water but they often come with a high price tag. Shopping for green foods can take a lot of time.
- *Competition:* Going green may put a business at a competitive disadvantage. Even if national standards were imposed to force businesses to go green, this can put them at a competitive disadvantage with respect to foreign companies.
- *Time Factor:* Going green takes time. Choosing to turn green is not something that will happen overnight. It can take some time to implement across the board. The time factor is an issue in terms of the payback rate of certain green living investments.

These disadvantages should make companies to be cautious and do their homework before embarking on a program that includes green technologies and practices.

## V. CONCLUSION

Studies have shown that exposure to a green environment has health and psychological benefits. Such results are in agreement with previous research that found exposure to plants and/or flowers is related to changes in social behavior among those exposed to such stimuli [11]. When we make concerted effort to live green, we will reduce the impact of global warming and climate changes. Together, we can leave a greener footprint on the earth for the benefit of the next generation. For more information on green environment, one should consult the books in [12-14].

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## ABOUT THE AUTHORS

**Matthew N.O. Sadiku** is a professor in the Department of Electrical and Computer Engineering at Prairie View A&M University, Prairie View, Texas. He is the author of several books and papers. His areas of research interests include computational electromagnetics and computer networks. He is a fellow of IEEE.

**Olaniyi D. Olaleye** is a project management professional. He is currently working towards a Ph.D. in Urban Planning and Environmental Policy at Texas Southern University with emphasis on urbanization and infrastructural sustainability.

**Sarhan M. Musa** is a professor in the Department of Engineering Technology at Prairie View A&M University, Texas. He has been the director of Prairie View Networking Academy, Texas, since 2004. He is an LTD Sprint and Boeing Welliver Fellow.



Figure 1 The triple bottom line: people, planet, and profit [6].

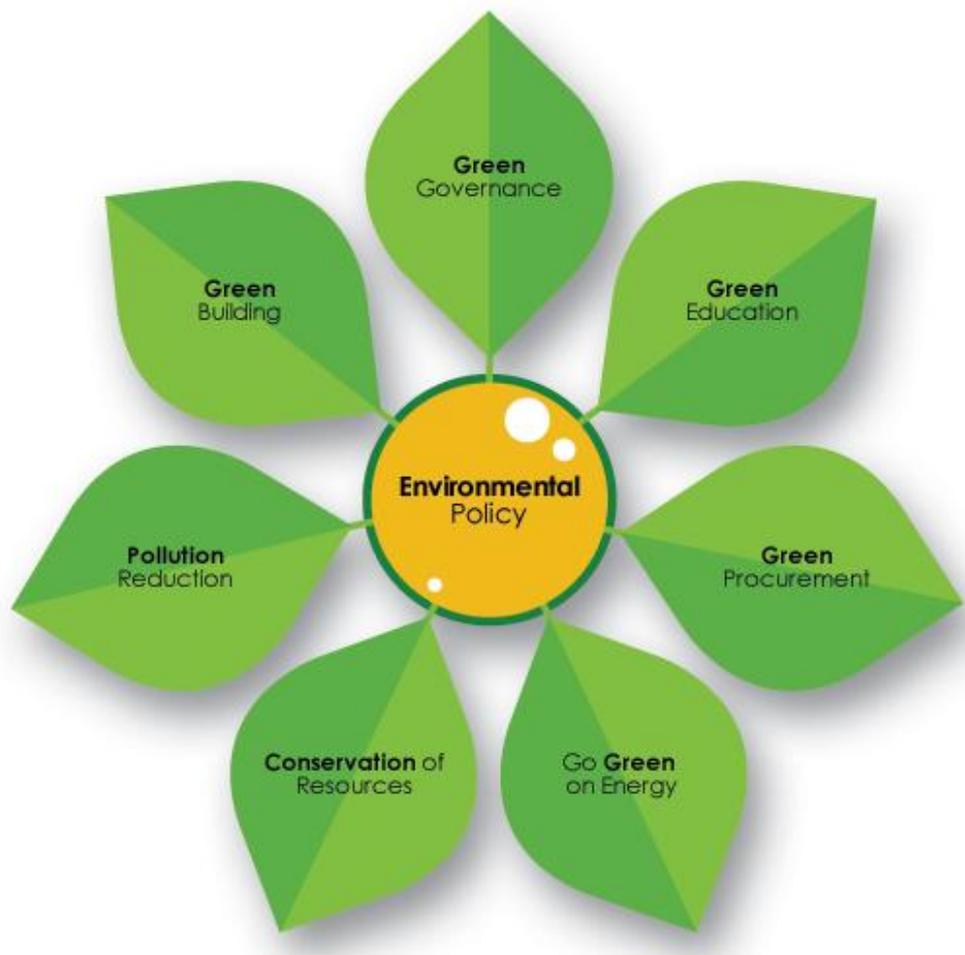


Figure 2 Environment policy [7].