

Green Strategy: Proactive and Reactive techniques

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INTRODUCTION



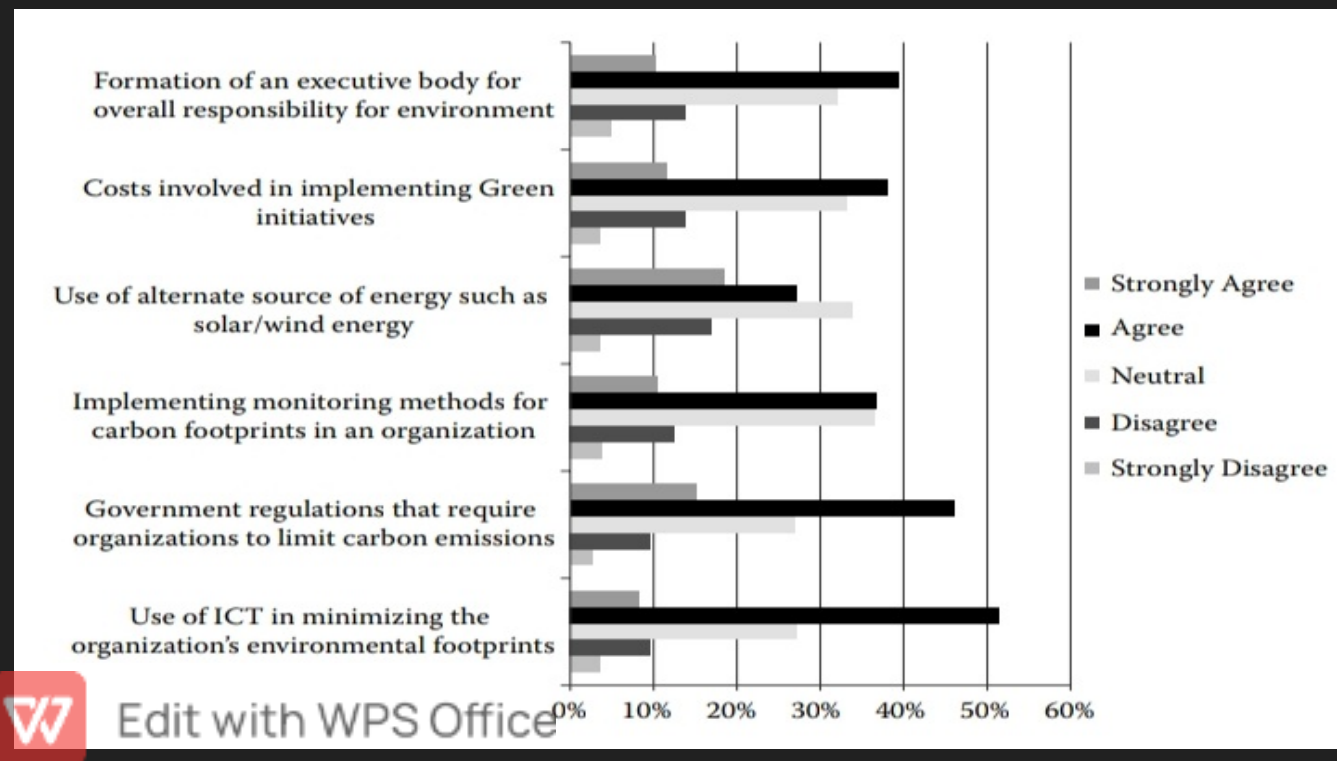
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What is Green Strategy ?

- ❏ Green strategies outline a long-term and unified approach of an organization toward environmental responsibility.
- ❏ Strategic approach to Green IT is a long-term approach that includes business and environmental factors.
- ❏ Starting with the immediate or tactical actions, such as switching off monitors, the strategic approach goes into long-term planning, typically 3–5 years, that will include environmental issues integrally in the business
- ❏ Eventually, the think tanks need to envision the future for not only one organization but also a collaborative group of organizations that may be geographically spread into different regions.
- ❏ Green IT strategic alignment is basically viewed as a resource allocation decision that, when deployed correctly, bring about action that brings the business and carbon goals close to each other.
- ❏ Finally, the execution of a strategy should be done in a manner that keeps the business and carbon goals aligned.



☒ Influencing organization's strategies over next 3–5 years.



Green Strategic Alignment

Green IT strategies can be roughly divided into two types—the ones that are reacting to the carbon challenge, and the ones that are based on positive action to meet the challenge now and in the future. With the inevitable carbon economy of the future, a combination of both reactivity and pro-activity is required in the development of Green IT strategies.

1. **PROACTIVE** :-Proactive strategies are tools used to prevent or avoid problem behaviour or dysregulation from occurring. They are introduced before any challenging behaviours and help to reduce the chances of them occurring.
2. **REACTIVE** :-Reactive strategies have the aim of bringing about immediate behavioural change in an individual or establishing control over a situation so that risk associated with the presentation of the behaviour is minimised or eradicated



Proactive Strategy

- ❑ Green strategies can encourage the organization to bring about significant organizational change.
- ❑ Strategies, that are not enforced on the organization but are based on anticipation by the leadership of the organization, can be considered as the proactive green strategies.
- ❑ In case of such proactive strategies, the organizations take the initiative in identifying, determining, and enlisting the factors that will influence the transformation of the organization to a green organization



Reactive Strategy

- ✘ When the organization has to put together an immediate response to an external change in legislation, it results in reactive strategies that are short-term strategies. External competition resulting in reactive Green IT strategies.
- ✘ In addition to undertaking green transformation on its own volition, there are also significant elements of reaction by an organization to the external green influences on it. For example, the impact of government rules and regulations relating to carbon provide a major impetus for the organization to undertake green strategy formulations.
- ✘ When the organization has to put together an immediate response to an external change in legislation, it results in reactive strategies that are short-term strategies. External competition, outsourcing, globalization, and customer demands can all put the organization in reactive mode resulting in reactive Green IT strategies.



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THANK YOU



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