

SIGATOKA METHODIST COLLEGE
YEAR 13 ECONOMICS PROJECT 2025
GREEN ECONOMIST



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TOPIC:
**THE IMPACT OF POSITIVE EXTERNALITIES OF
PRODUCTION – A CASE STUDY ON PACIFIC
GREEN, SIGATOKA.**

THESIS STATEMENT

The positive externalities of production at Pacific Green extend beyond its eco-friendly products, fostering sustainable economic growth, and environmental benefits, contributing to both local and global well-being. Pacific Green is specializing in sustainable furniture production, generates significant positive externalities that extend beyond its core business operations. Mostly focusing on eco-friendly practices, the company not only contributes to environmental preservation but also promotes economic growth and social development within the local community. The adoption of sustainable production methods reduces the environmental impact, reduce pollution and resource depletion while fostering a culture of environmental responsibility. Additionally, the company's positive externalities further extend to the global level, as its innovative approach sets an example for other businesses seeking to reduce their environmental footprints. Through its efforts Pacific Green demonstrates how businesses can generate benefits that extend beyond their immediate stakeholders, contributing to broader societal welfare. This research will explore the various positive externalities produced by Pacific Green's impact on both the local economy and the global environment and company's role in promoting sustainability within the production sector.

ACKNOWLEDGEMENT

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- Thirdly our classmates for taking out their time to assist us and giving ideas to improve the standard of our project.

We would generously like to thank the people mentioned above for guiding us in order to finish this project successfully before the date due.

METHODOLOGY

In order to amass this project, the following research tool were used under the two methods of research:

PRIMARY RESEARCH

I. Questionnaire

The questionnaires comprising of 10 questions were distributed to various people leaving nearby Pacific Green.

II. Interview

A structure interview was held by our group at Pacific Green to gather more and detailed information from one of the employees. (Mukesh Chander)

SECONDARY RESEARCH

I. Internet

Internet (www.google.com) was mostly used as tool to clarify for the information and gather information.

DECLARATION OF ORIGINAILITY

We, Shaniya Sharma, Savnit Prasad, Eleni Waqaicece, Vikatoria Lavewale of year 1302 in Sigatoka Methodist College hereby solely declare that this research project is an original piece of submission, and all source used have been acknowledged, any other information, statement that is unoriginal are indicated under the reference section.

SIGNATURE:	DATE:

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1.0 INTRODUCTION

Post & Rail Furniture was established in 1998 by two young team headed by Bruce Dowse and Peter Ryan seeks to define an iconic style of Australian furniture. Their award-winning designs were picked up by retailers throughout Australia and New Zealand (Team P. G., 2025).

in the South Pacific, they discover vast abandoned plantations of coconut palm trees, which were commercially planted in the early-1900s and had reached the end of their productive fruiting Initial testing shows the palm stems are exceptionally hard and durable, yet flexible enough to withstand cyclones. The world's first factory dedicated to the coconut palm, is set up in the South Pacific. The company sets a benchmark for modern, sustainable business in the Pacific. Land is leased, not bought, to respect indigenous ownership. The factory is built in consultation with the surrounding villages, employing only local people. As sales expand internationally, the collection is rebranded PACIFIC GREEN (Team P. G., 2025).

Now Pacific Green is a “green” furniture company producing up-market furniture made from “senile” coconut trees. This paper explores the unique characteristics of this company and its success in world markets. Originally operating only in Fiji, the company now sources finished wood from Fiji and carries out its manufacturing assembly operations in China. It has showrooms across the world. The paper also highlights issues which need to be further explored, including concerns from the fast-growing coconut oil skin care industry in Fiji about continued availability of high-quality coconut oil, since “senile” trees still produce at a reduced but reasonable rate and no formal replanting program is in place. Coconut oil is also being considered as a viable source of biofuel, placing further pressure on future coconut availability (Singh, 2008).

The designs of the furniture are inspired by the artifacts and tools of traditional societies using natural materials sourced from around the world. Each piece is handcrafted by artisans using traditional techniques and is designed to give a sense of its global ethnic origins (Wikipedia, 2024).

Pacific Green pioneered the creation of a socially responsible industry for the Pacific region. By recycling unproductive coconut palms, old plantation land was returned to the local villages to replant with young fruit-bearing palms and other cash crops. The factory was built in consultation with the surrounding villages; the land used was then leased from the villagers to respect local ownership. Pacific Green Industries (Fiji) Limited is listed on the South Pacific Stock Exchange and its majority owners are the Fijian people (Wikipedia, 2024).

Finally, Pacific Green gives an example of innovation, stability and respect for cultural heritage. The company merges with environmental responsibility with artisan craftsmanship, by converting the synil coconut trees into premium furniture. Its commitment to local communities and indigenous ownership has set a high standard for socially responsible business. While challenges such as maintaining the supply of senil coconut remains, the global expansion of the Pacific Green and the reputed design shows the ability to grow for environmentally friendly industries.

2.0 PRESENTATION AND DISCUSSION OF FINDINGS

2.1 BACKGROUND INFORMATION

Post & Rail Furniture was established in the historic Rocks area of Sydney, Australia in 1973. Post & Rail is characterized by raw, natural finishes like thickly oiled wood, long Belgian velvet and soft suede.



By 1986 with the world waking up to the ecological threat posed by mass deforestation, the company sets out to find a sustainable substitute material to replace all forest timber in furniture design.

Moreover, during 1990 – 2000, Pacific Green's design team, led by Australian Bruce Dowse, creates a series of prototype furniture pieces using Palmwood. The furniture uniquely adopts elements from traditional craft designs of the Pacific Islands and was introduced by retailers across the Pacific region an extended Palmwood lifestyle concept was unveiled, including living, dining and bedding settings. The PURE PACIFIC collection captures the sunny carefree spirit of the region, and the close relationship of its peoples to their environment Pierce Brosnan, at the time starring as James Bond, becomes Pacific Green's Environmental Spokesperson to coincide with launch in the North American market.



Personal Source

Furthermore, from 2000 – 2010, Directors were invited to address the United Nations (Conference on Trade and Development) on sustainability and the social responsibility of manufacturers. Pacific Green Architectural is established to create Palmwood installations for flagship building projects. The architectural range includes columns, doors, screens, and cladding. The Australian team spreads its wings further by establishing an assembly plant in China and flagship retail stores in Asia.

Pacific Green was invited to participate in the 2010 World Fair in Shanghai, as an ambassador for responsible design and manufacturing. In 2014, Pacific Green was invited to participate at the prestigious Milan Design Fair, as Australia's sole representative.

With this, Pacific Green continues its charter to provide inspirational sustainable products to consumers globally.

3.0 IDENTIFY AND EXPLORE THE UNINTENDED CONSEQUENCES OF THOSE ECONOMIC ACTIVITIES

Pacific Green, a famous producer of sustainable furnishings in Fiji, actively engages in several financial activities that generate tremendous externalities for the local community. Through their dedication to sustainable practices and network improvement, they devise blessings that enlarge beyond their instant enterprise hobbies.

3.1 Skills Development and Training

The employer invests heavily within the development of its team of workers. Through specialized education applications, Pacific Green equips its personnel with advanced talents in furnishings layout and manufacturing. This no longer only enhances the exceptional in their merchandise however also empowers local people, lowering reliance on overseas knowledge. These tasks foster a professional hard work force in Fiji, contributing to the country's economic resilience (Team S. , 2022).

3.2 Community Upliftment Projects

Pacific Green actively engages in network improvement via diverse upliftment projects. These consist of partnerships with neighborhood stakeholders to promote social and economic empowerment. The organization also integrates sports and conservation efforts into its corporate social responsibility packages, fostering a sense of community and environmental stewardship (Team F. , 2024)

3.3 Local Economic Investments

Pacific Green's operations directly increase Fiji's financial system through growing task possibilities, helping neighbourhood suppliers, and generating export sales. Their furnishings are advertised and bought internationally, in international locations like Australia, New Zealand, and the US, thereby incomes foreign exchange for Fiji. This enlargement has mounted Fiji as a manufacturer of amazing furnishings, contributing to the country's global recognition (Team P. G., Pacific Green Industries (Fiji) Limited , 2021).

3.4 Employment Generation

Employment Generation refers to the creation of job opportunities within a community or region, often through the establishment or expansion of businesses, industries, or initiatives. It plays a vital role in improving local living standards, boosting household incomes, and fostering economic growth by providing individuals with stable and sustainable sources of income. Reactions highlight the strong contribution of Pacific Green Industries in employment generation and its impact on Fiji's economy. David said that the company appoints skilled workers such as carpentry, designers and technicians for furniture production, promotes stable income opportunities and professional development (David, Personal Communication, 2025). Viliame emphasized jobs made in wood sourcing and processing through the use of Palmwood, a permanent option for tropical hardships, which further supports local industries and environmentally responsible practices (Viliame, Personal Communication, 2025). Mohammed said that the operation of the company has increased employment generation and skill development by increasing the local economy, which creates an impact of economic benefits (Mohammed, Personal Communication, 2025). Collectively, these reactions suggest how Pacific Green Industries integrates stability with employment opportunities, strengthening its role as an important contributor to both environmental and economic stability in Fiji.

3.5 Economic Growth

Economic growth is an increase in the production of economic goods and services in one period compared with a previous period (Team I. , 2024). It is usually measured by Matrix, such as a gross domestic product (GDP) and reflects the standard of living, income levels and the standards of overall economic prosperity of a region or nation. Economic development often leads to factors such as industrial expansion, employment generation, technological progress and increased investment. Pacific Green Industries shows a significant impact on Fiji's local economy through various routes. Priya insisted on how the company supports local livelihood by creating employment opportunities in manufacturing, design and wood source (Priya, Personal Communication, 2025). This job creation directly improves domestic income and strengthens the economic foundation of the community. David reported that the use of Palmwood as a permanent resource aligns with environmentally friendly practices, which attract environmentally conscious consumers and investors, which enhances economic activity and promotes long -term growth (David, Personal Communication, 2025). Jose highlighted the international recognition of the high-quality furniture of Pacific Green, contributed to Fiji's export income and enhanced the country's economic presence on the global platform (Jose, Personal Communication, 2025). Collectively, these reactions suggest how Pacific Green Industries combines stability with economic advancement, making it a valuable contribution to Fiji's prosperity.

4.0 INTERNALISING EXTERNALITIES

4.1 Catalyst for Innovation in Sustainable Industries

Pacific Green has placed itself as a pioneer with the aid of the use of coconut palmwood as an opportunity to traditional hardwoods. Coconut fingers commonly have a restrained lifespan for agricultural purposes; after they prevent bearing fruit, they're regularly discarded. Pacific Green innovatively makes use of those aged coconut hands, repurposing them into a durable, sustainable material for fixtures manufacturing. This technique reduces reliance on deforestation-heavy hardwood industries and serves as a version for green production (Team P. G., Social Charter & Sustainability, 2025).

The ripple impact of this innovation creates a tremendous externality by encouraging different industries in Fiji and beyond to explore using renewable or underutilized sources. Manufacturers in different sectors may be inspired to adopt similar practices, driving sustainable improvement throughout industries. This in a roundabout way helps Fiji's environmental conservation goals and complements the island kingdom's reputation as a hub for sustainability-targeted agencies (Team P. G., Social Charter & Sustainability, 2025).

4.2 Positive Local Impact

Positive local impact within environmental stability refers to tangible reforms in the local environment and community that result in permanent practices. Reactions indicate that Pacific Green Industries have a particularly positive effect on daily life in Fiji. Sara insisted that the construction of local employment opportunities strengthen domestic income and promotes community economic growth (Sara, Personal Communication, 2025), while the Ana saw that the company's operations increase local craftsmanship and technical expertise, which benefits individuals and businesses (Ana, Personal Communication, 2025). Additionally, 80% of the respondents stated that they are "very familiar" with the operation of the company, it is clear that the Pacific is well integrated within the green community, strengthening its important social and economic impact.

4.3 Boost to Tourism and National Branding

By exporting remarkable, eco-friendly fixtures to global markets including Australia, New Zealand, and America, Pacific Green serves as an ambassador for Fijian craftsmanship and sustainability. Their products—uniquely made from coconut palmwood—convey the story of Fiji's innovation and environmental cognizance to global clients. This definitely impacts Fiji's global photograph, associating it now not simplest with pristine seashores and tourism however additionally with sustainable industries and cultural historical past (Team S. , 2025).

This branding gain is a effective externality that indirectly aids the tourism quarter. Tourists and investors inquisitive about sustainability may be attracted to Fiji, motivated via the us of a's alignment with green practices and modern industries (Team S. , 2025).

4.4 Knowledge Spillover and Local Expertise

Pacific Green invests heavily within the training and development of its staff. Employees are skilled in advanced capabilities, together with revolutionary furnishings design, precision manufacturing, and the green use of sustainable materials. This understanding is not constrained inside the organization—many personnel may additionally later transition into different industries or maybe begin their personal companies, bringing their knowledge with them. This creates a information spillover impact, whereby Pacific Green's ability-

constructing tasks enhance Fiji's common labour market. As a end result, the use advantages from a more skilled workforce, prepared to help industries past furnishings manufacturing (Team S. , 2022).

4.5 Environmental Benefits

Environmental Benefits refer to the positive impacts on nature and ecosystems that arise from adopting sustainable practices (Team F. , 2025). The environmental benefits of Pacific Green Industries are clearly recognized by the community. From the response, each defendant agreed that the company's presence positively affected the local environment. A defendant stated that by using coconut palmwood - a renewable sub -product of coconut cultivation - reduces the demand for traditional wood and helps reduce forest harvesting pressure by preserving local forests (Priya, Personal Communication, 2025). Another emphasized that re -preparing agricultural residues support a circular economy that can be wasted in valuable resources (Tevita Bale, Personal Communication, 2025). Additionally, local production is credited for cutting transportation effects and reducing the use of energy, reducing the greenhouse gas emissions (Mere, Personal Communication, 2025). These observations collectively explain how Prashant Green Industries provides tangible environmental benefits in Fiji, aligning with the widespread goals of resource protection and ecological balance in the innovative, durable production practices.

4.6 Corporate Citizenship

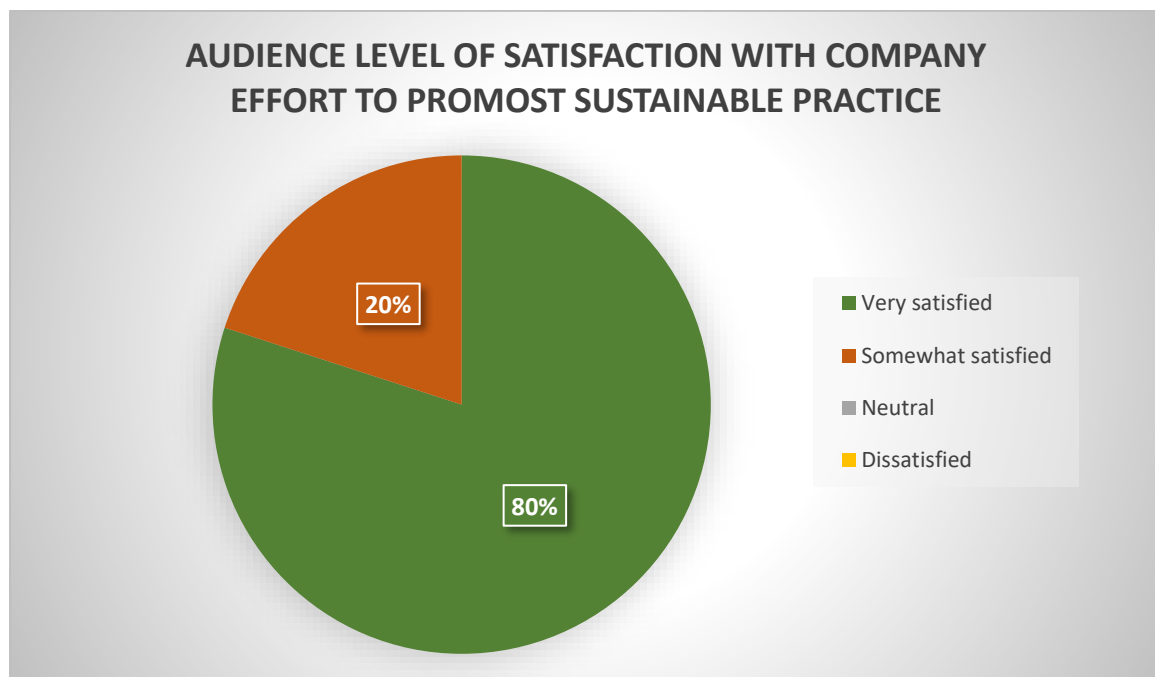
Corporate citizenship involves the social responsibility of businesses and the extent to which they meet legal, ethical, and economic responsibilities, as established by shareholders (Hayes, 2022). The company exemplifies this by prioritizing sustainable manufacturing processes, such as the use of Palmwood renewables and reusing coconut agriculture by products to minimize waste. The data gathered indicate that Pacific Green Industries is widely perceived as a responsible corporate citizen and is well considered by his efforts to involve the community. Most (60%) of respondents strongly agree that the company acts as a responsible corporate entity, with 30% additional agreement and only 10% neutral, reflecting strong general confidence in their ethical and community -oriented practices. In addition, Pacific Green involvement with the local community is classified as excellent from 70% of respondents, with 20% marking as good and only 10% as fair. These results highlight the company's success in promoting significant connections with the community, supporting local employment, sustainable practices and broader socioeconomic development. Extremely positive classifications solidify Pacific Green's reputation as a company that prioritizes environmental administration and the well-being of the community in Fiji.

5.0 SUSTAINABLE DEVELOPMENT CONCEPT

5.1 Sustainable Manufacturing Practices

Pacific Green is renowned for its use of coconut palmwood, a sustainable alternative to standard hardwood. By recycling barren coconut palms, the organisation now not best reduces deforestation however also promotes land regeneration. Their production processes are environmentally friendly, warding off toxins and chemical substances, or even repurposing sawdust as agricultural fertilizer (Team P. G., Social Charter & Sustainability, 2025).

5. 2: Figure 1.0: Contributions to Sustainability

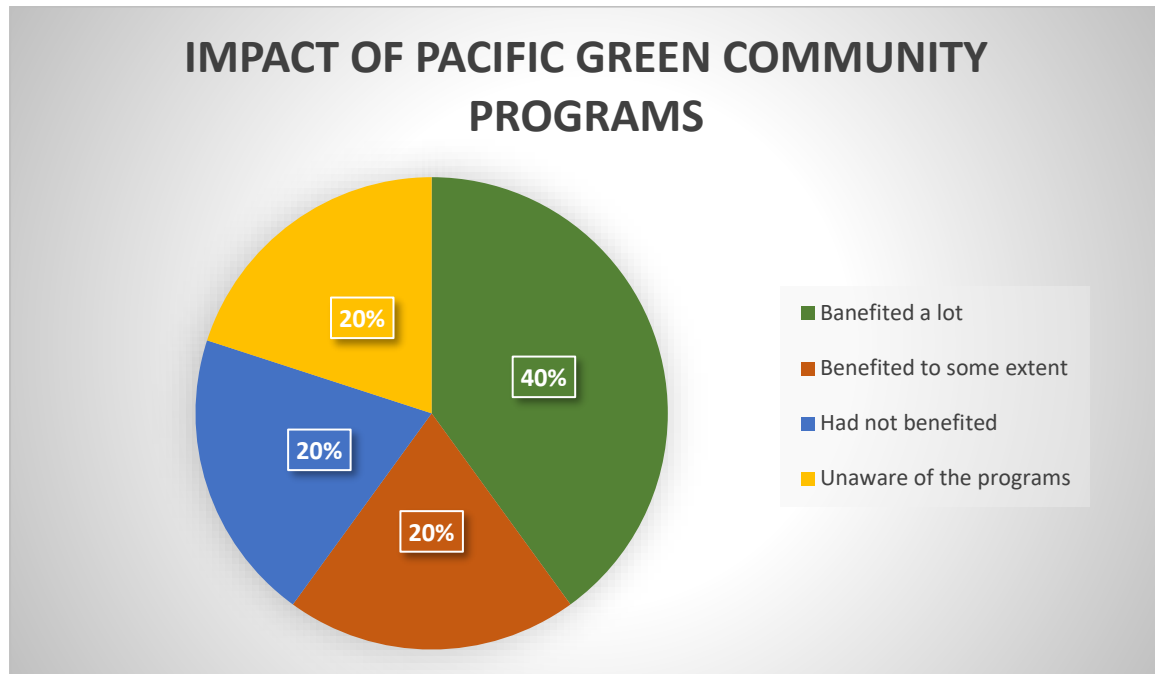


DISCUSSION

The contribution to stability incorporates deliberate functions and innovations, which an organization does to reduce its environmental impact and promote a healthy, more flexible ecosystem. This involves implementing production practices, resource management strategies and active policies that ensure long -term environmental balance. The data collected indicates that the production model of Pacific Green Industries significantly contribute to environmental stability in Fiji. Responsivities have highlighted the use of coconut palmwood- a renewable resource-helps reduce deforestation (Raj Kumar, Personal Communication, 2025), while reproducing products from coconut cultivation supports a circular economy that reduces waste (Jose, Personal Communication, 2025). Additionally, local production practices not only generate jobs, but also reduce transport emissions, thus reducing the overall carbon footprint (Sara, Personal Communication, 2025). Strengthening these findings, an employer (Mukesh Chander, Personal Communication, 2025) explained that their kiln process uses every part of the coconut palm - from the root to the leaf - to ensure that nothing is wasted. The community spirit is particularly positive, 80% of respondents "very satisfied" and 20% "with permanent practices of the company. This harmonious response underlines the effective integration of

environmental stability to Pacific Green Industries, promoting both ecological and community benefits.

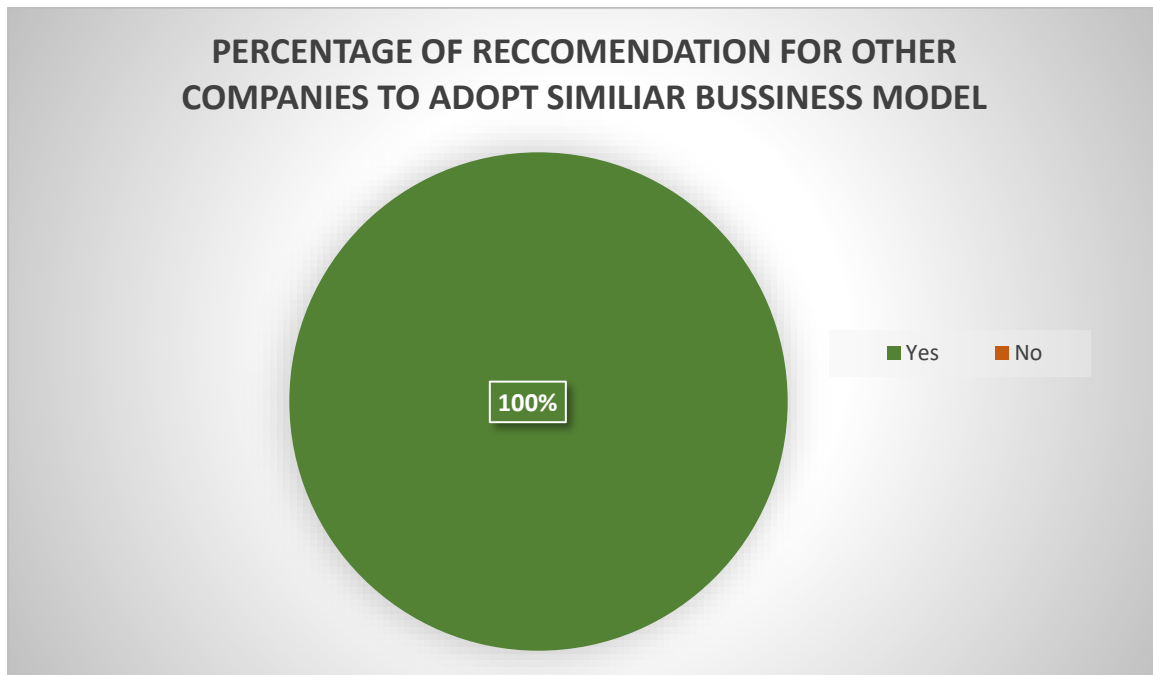
5.3: Figure 1.1: Support for Community Programs



DISCUSSION

Support to community programs refers to initiatives adopted by companies to actively contribute to the social and economic development of the communities in which they operate. This may include sponsoring local events, engaging in educational programs, finance infrastructure projects, or promoting environmental awareness. The answers indicate that Pacific Green Industries made remarkable contributions to community programs, although awareness and impact are varied. For question 12, 40% of respondents said that they or their families have benefited a lot from Pacific Green's programs or educational initiatives, while 20% reported to benefit to some extent. However, 20% said they had not benefited and another 20% were unaware of such programs, suggesting space for broader dissemination and visibility. For question 12, 60% of respondents recognized that Pacific Green supported community programs, indicating a significant level of engagement, but 40% were unaware of this support, highlighting the need for improved communication of these efforts. Overall, while Pacific Green initiatives positively impact a considerable part of the community, increasing awareness and participation can increase its effectiveness and reach in the region.

5.4: Figure 1.2: Social Impact



DISCUSSION

social impact means any significant or positive changes that solve or at least address social injustice and challenges. Businesses or organizations achieve these goals through conscious and deliberate efforts or activities in their operations and administrations (Mitchell, 2021). It covers changes caused by initiatives that improve life standards, promote equity and promote a sense of social and economic empowerment. The unanimous agreement (100% of respondents), recommending that other companies adopt Pacific Green Industries' business model highlights their success as a sustainability-oriented company with strong community involvement. Respondents see the company's practices as exemplary, especially in the use of Palmwood renewables and local employment promotion. However, the improvement areas were highlighted by Tevita, who suggested investing in research to develop even more environmentally friendly materials and processes to solidify Pacific Green's environmental leadership (Tevita, Personal Communication, 2025). Ana emphasized the importance of expanding partnerships with local communities and supporting additional community-based initiatives to strengthen social impact (Ana, Personal Communication, 2025). These ideas reflect the commitment of the Pacific Green's current contributions, encouraging innovative strategies to expand environmental and social benefits in the future.

6.0 CONCLUSION

The studies present a complete evaluation of the superb externalities generated by means of Pacific Green's sustainable manufacturing practices. It highlights how the corporation's commitment to eco-friendly manufacturing now not simplest complements environmental situations but additionally stimulates substantial financial growth and social improvement in the nearby network. By adopting progressive strategies, using sustainable materials, and prioritizing network engagement, Pacific Green exemplifies how businesses can function responsibly while attaining profitability.

Furthermore, the findings illustrate that Pacific Green contributes to job advent, abilities improvement, and local craftsmanship, for that reason empowering the network economically and socially. The records accrued from questionnaires and interviews reveal a excessive level of network recognition and appreciation for the organisation's efforts, underscoring its role as a model for sustainable practices. The company's tasks no longer most effective benefit neighbourhood stakeholders but additionally set a benchmark for other corporations looking for to comprise sustainability into their operations.

In end, this study affirms that Pacific Green successfully promotes a lifestyle of environmental obligation and sustainability, addressing the thesis questions regarding its advantageous externalities and their contributions to local and global well-being. As the findings recommend, expanding those initiatives and fostering similarly community engagement will reinforce Pacific Green's impact and make sure its persisted management inside the sustainable production region, potentially inspiring similar practices throughout numerous industries.

7.0 RECOMMENDATION

1. **Invest in Research and Development** - Pacific Green ought to allocate resources to analyse and increase innovative, environmentally friendly substances and manufacturing techniques. This will not only improve sustainability but additionally function the corporation as a frontrunner in eco-friendly practices, doubtlessly attracting eco-aware consumers and investors.
2. **Expand Partnerships with Local Communities** - Strengthening connections and collaborations with nearby groups can improve the social effect of Pacific Green's operations. By conducting neighbourhood improvement projects and projects, the corporation can make certain that the economic blessings of its activities are shared with the network, fostering goodwill and guide.
3. **Increase Community Awareness and Education** - Pacific Green need to enforce tasks aimed toward educating the nearby population approximately sustainability. By carrying out workshops, seminars, and recognition campaigns, the employer can embed its values inside the community culture, encouraging extra sustainable practices at the local level.
4. **Establish Mentorship Program** - Setting up mentorship programs can assist local artisans and craftsmen enhance their talents, specifically in sustainable furniture manufacturing. By sharing knowledge and knowledge, Pacific Green can make a contribution to the development of a skilled body of workers that could help the enterprise and economic system.

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9.0 APPENDIX
9.1 QUESTIONNAIRE (SAMPLE)

Name: _____ **Age:** _____

Questions :

1. In your opinion, has the presence of Pacific Green positively affected the local environment?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No
<input type="checkbox"/>	Not sure

2. What environmental benefits have you observed as a result of Pacific Green's activities?

3. How has the presence of Pacific Green Company affected your daily life?

4. In what ways has Pacific Green Company's production activities contributed to environmental sustainability in your community?

5. How satisfied are you with the company's efforts to promote sustainable practices in the area?

<input type="checkbox"/>	Very satisfied
<input type="checkbox"/>	Somewhat satisfied
<input type="checkbox"/>	Neutral
<input type="checkbox"/>	Dissatisfied

6. Do you believe Pacific Green has created economic opportunities for the local community?

7. How would you rate the overall impact of Pacific Green Company's production on the local economy?

8. How has the company's production influenced local job opportunities?

9. Can you describe any improvements in local infrastructure (e.g., roads, parks) that have occurred since Pacific Green Company started operations?

10. What is the most positive impact you think Pacific Green has brought to your community?

11. Has Pacific Green supported any community-based programs or initiatives that you're aware of?

- ☐ Yes
☐ No

12. Have you or your family benefited from any educational programs or community initiatives provided by Pacific Green Company?

- ☐ Yes, we have benefited greatly
☐ Yes, we have benefited to some extent
☐ No, we have not benefited
☐ I am not aware of any such programs

13. Would you consider Pacific Green to be a responsible corporate citizen in your community?

14. How would you rate the company's engagement with the local community?

- ☐ Very Positive
☐ Positive
☐ Neutral
☐ Negative

15. Are there areas where you feel Pacific Green could improve its impact?

16. Would you recommend other companies to adopt similar business models or practices as Pacific Green?

- ☐ Yes
☐ No

9.2 INTERVIEW QUESTIONS (SAMPLE)

1. Can you tell us a bit about Pacific Green and its History?
2. What are the company's main products and how are they sourced?
3. How the presence of Pacific Green influenced other businesses or industries in the area?
4. How does Pacific Green contribute it the local economy in Sigatoka?
5. What are the key challenges and opportunities Pacific Green face operating in this region?
6. What steps is the company taking to reduce its environmental footprint?
7. How does Pacific Green engage with the local community in Sigatoka?
8. What are the some of the biggest challenges faced by companies like Pacific Green in the current economic climate?
9. How do Pacific Green encourage eco-friendly practices in the aera?

9.3 PICTORIAL REFERENCE

The Pacific Green in Sigatoka.



(Personal source)

This are products made out of coconuts tree and it was displayed in the Pacific Green.

- *Sofa's that was displayed*



(Personal source)

- *Bed that was displayed*



(Personal source)

- *Table made of coconut tree*



(Personal Source)

I, Shaniya Sharma the group leader of green economics group went to the PACIFIC GREEN in Sigatoka, with my team member (Savnit Prasad, Vikatorial Lavewale) for an interview to gather the information about Pacific Green's background and history and also their activities as required in our economics project.



(Personal Source)