**Green environment**

* Sustainable development
  + Meets the need of the present without compromising the ability for future generations to meet their own needs.
* Central issue -> Sustainability
  + Auditors, examiners check standards
* Sustaining profit maximisation while being sustainable in itself
* Increasing social welfare
* Ethics & the legal environment
* Environmental vs. Social vs. Economic – Triple bottom line
* Changes in factors in the environmental aspect (wildlife etc.)
* -> Population and density
* Political decisions can interfere
* More socially reasonable products -> pr, brand improvement
  + European commission
    - Reports -> national corruption policies; public procurement;
* Evolutionary Change: design staircase