

## Chapter 2

# The G4 Initiatives: Go Green Global Gear Up Initiatives

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### ABSTRACT

*The chapter of Go Green Global Gear Up(G4) Initiatives is an attempt towards bringing an awareness on the current environment crisis of global warming and how to overcome the effects of the various factors that induces this global warming and the initiatives that different industries or sectors have adopted to fight against global warming and make the world a greener place to dwell. The chapter also highlights on the technological development initiatives that gears up the go green buzz word and what are the different supports provided by the Government and other NGO's towards this initiative.*

### INTRODUCTION

Go Green has become a buzz word in the recent days that is not only applicable for any particular business, technology or sector but to each and every thing that we come across in life. Go Green is a metaphor which is saving the nature from human beings and not about energy conservation, sustainability or recycling. Building a Green World is not something new that has to be discovered, it is in the hands of each and every individual's lifestyle change that has to be monitored and altered.

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## ***The G4 Initiatives***

Changing the Lifestyle deals with reducing the level of economic activities to save the world and the climatic changes as demanded by the eco-groups (Art Horn, 2010). Living in the era of globalization, the world has come very closer and the impact in one region of the world does have some effect in the other parts of the world whether good or bad. This synchronization of the world affects the quality of life due to the economic growth in part of the countries that have a greater impact on the entire world scenario. For example the Chinese products thronging the world market of Europe and India, similarly the pesticides used in Australian apples have a greater health impact on the people living in India and UAE.

The ultimate fact is, every single thing we do like, what we eat, where we go, how we travel, what we buy, how much we use etc., have a greater impact on the world we live and the way we live. Therefore getting greener is not totally about preservation of forests, wild animals, flora and fauna, it is not all about energy conservation or CO<sub>2</sub> emission, it is all about improving your health, working on your bank accounts and overall improving the quality of life through the Green Initiatives.

This chapter on G4 (Go Green Global Gear Up) Initiatives is all about the necessity of building a green world and discusses on the determinants of the greener world and the factors that influence the changing environment and brief out on how to improve on this situation using clean technology and self adoption and also about how to face the Green Economy condition. The chapter also suggests initiatives that can be adopted by each and every one of us to make a greener tomorrow to make our globe sustainable for living in the future.

## **BUILDING A GREENER ENVIRONMENT**

There are quite a few reasons that have led to the real time demand for living a greener life that helps in building sustainability in terms of standard of life, economy and the sustainability of the earth that we live currently and for the future generations. Few things that necessitate a Green life and that need consideration are:

- Global Green Initiative is all about sustainability of the earth that can make our earth habitable for the years to come.
- This initiative is not only about the sustainability of the earth alone but also to improve the wellbeing of your kith and kin by using toxic free, organic products.
- It is also an attempt towards behaving as a Green Consumer where people can not only avoid being toxic, but it also provides an opportunity where the consumption of certain products that are organic can thereby help in becoming environment friendly.

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