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*Сапаргалиев Д.Б.* – PhD, зам. директора Управления по науке

*Никифорова Н.В.* - д.э.н., профессор, декан послевузовского образования

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**Kassymbekova Nargiz Erzhanovna**  
Management, 1 year

**Advisor: Davletova S.K., PhD, docent**

Almaty  
Management  
University

## **GREEN BUSINESS: ECO-BAGS**

### Abstract

The main idea of the project is to raise the ecological problems, try to understand it and find the solution. People use a lot of natural resources and do not realize that by this act they damage our environment and subsequently earth can become unsuitable for life. Mostly, people talk about problems, but they do not tend to solve them. The global problem cannot disappear only with the effort of one or two people. These kinds of problems need a lot of people, who really believe in their ideas and prospective. Doubtless, the environmental problems cannot be solved by only one idea or invention, but anyway at least one of them can solve couple of global problems. The idea of

eco- bag is modern and popular nowadays. It has a lot of advantages and positive sides. The eco- bags can solve the problem of deforestation, because in order to produce paper bag people cut a lot of trees and use a lot of water and energy. In order to produce plastic bag people also require big amount of oil, which also has a negative effect on our environment. Production of eco- bags save a lot of ocean animals, because a lot of them annually die due to the polyethylene, which they eat. Moreover, usage of eco- bags becomes popular among stars nowadays. People can see that nowadays even Hollywood stars do not use plastic bags and often use eco- bags. Eco- bags can have various different designs and color. Additionally, the production of these bags can give a chance to the disabled people. They can make such kind of bag as at home as in the factory, because it does not require a lot of physical work. They are also people, and have a right for the full life. Due to the eco-bags they can earn money and find a hobby.

### Introduction

Nowadays it is a well known fact that the environment suffers from a lot of ecological problems. People cannot change the consequences which were done by their own activity. Green house effect, water and air pollution, irrational use of natural resources, contamination of the environment- all these problems are very dangerous for our planet. Despite the fact, that the situation with these problems is getting more and more urgent, some people do not do anything. Modern society needs to be more rational and careful. There will be never too late to change something in order to solve ecological problems; one of such a way out is eco- bags.

### Eco-bags are environmentally friendly

The idea of the invention the eco-bags could serve as a good solution, because it can prevent several ecological problems at once. Firstly, this kind of bag can be as a substitution for the plastic pocket. Doubtless, the plastic bag seems like a useful and simple thing. After all, it's so easy to use it, people can put it in their pocket or purse [1]. Moreover, there is no need to take a package from home, in a store there are a lot of them and it is very cheap. Furthermore, if the bag torn or dirty, people just will throw it away without any regret. In this case, they do not think about it a lot, but actually, they must.

The main disadvantage of the plastic bag that it damages the environment and creates the huge ecological problems. After all, when people try to utilize polyethylene, the large amount of carbon dioxide destroys the ozone layer. The plastic bags produced in large quantities (up to 100 billion bags a year), they create a serious threat to the environment. The duration of the collapse of the polyethylene is from 400 to 1000 years, and our planet is in danger of drowning in a pile of plastic garbage. Also already a quarter of the ocean surface is covered with floating polyethylene. 6 million 300 thousand tons of waste, much of which is plastic annually dumped into the oceans [2]. Captain Charles Moore, who took a participation in the sea travel Naval Research organization «Algalita» (AMRF), came to the conclusion that the fourth part of the water surface is covered with floating plastic rubbish [4]. Polyethylene creates such bad living conditions for them that these species cannot survive. World public organization «For Nature» found that each year from plastic bags only in Newfoundland die more than 100,000 whales, seals and turtles [4]. It is dangerous for seabirds and marine animals (seals, whales, turtles), which are annually killed because of swallowing polyethylene, or becoming entangled in it. Moreover, people often destroy burning packages by burning it. Due to this process they also create a huge harm to the environment and people, because it generates a lot of substances which are harmful to the human health. Some polyethylene is produced from petroleum, thus people spend the global natural resources reserves of fuel, which cannot be renewed. Nowadays governments of some countries try to solve the problem of the plastic bags. They establish high taxes for using such kind of the bags, some of them establish very high prices, which force people not to use it. In Bangladesh, government completely banned the use of plastic bags because a lot of plastic bags clog the drainage system and it served as the main cause of flooding in 1988 and 1998, and caused the thousands deaths of people. In Ireland after the increase in price the number of used plastic packages dropped by 94% [4]. Now they use «reusable» bags made of cloth. Doubtless, this act makes people to avoid usage of the plastic bags, but they cannot regret usage of the bags at all. So therefore, eco- friendly bags could be a good solution.

### Eco-bags are environmentally friendly

Eco-bags are very useful product in every person daily life. The usage of this bag is very widespread and modern in European countries. Moreover, people who use it, can help to save the environment. Eco-friendly bags have a lot of advantages not only for the environment, but also for the person. A human who uses this bags can save as the Earth as his or her own money. The entire period of the «service» of the eco-bag can replace more than 400 plastic bags - it's not just the economy, but also of great benefit to the environment. There is no need to buy plastic bag every day. Moreover, he/she saves the health of their own family, because plastic bags contain the harmful chemical materials, and eco-bag does not. Eco-bags can be a good alternative to plastic bags, because they are reusable bag, they can be used for a long time, and they can be easily utilized in a natural way. Moreover, government also encourages the idea of usage of the eco- bags. For example, 40 countries have banned or restricted the sale and production of plastic bags. These are such countries as China, Denmark, Germany, Ireland, USA, Singapore, Bangladesh, Taiwan,



Australia, England and others. The idea of banning the production plastic bags helped China for the year to save almost 3 million tons of oil. In the country from June 1, 2008, in supermarkets, shops and markets were forbidden to give out free plastic bags to customers. Those who do not comply with this rule, faces a fine of up to 10,000 yuan. According to the State Committee of China of the reforms and development, the consumption of plastic bags in the shops of the country is decreased by 60%. This resulted in a decline in demand for plastics, and as a result - and the decline in the use of oil for its production [3]. Unfortunately, in our country, the production of polyethylene is not limited, and the majority of consumers are actively using rustling killers of the environment, without even thinking, that it harms the planet and themselves. Additionally, and perhaps the most attractive feature of eco bags - bright, rich, stylish design. With the help of eco-bags people can show their values, tastes and personality. Original design can transmit people's mood and fashion style. Moreover, eco-bags can give a chance to the disabled people. They can also be involved in the process of production them. There is no necessity to do hard and physical work. Disabled people can make eco-bags even at their home and earn money. May be, for the most of them this process will become not only the method of making money, but also a hobby.

#### Why eco-bag business is profitable?

The profitable sides from the usage of eco- bags are two: for ecology and for consumers too. The period of using of such bag is rather longer than ordinary plastic bag. Eco- bag last longer and don't need non-renewable resources so it's cheaper to start such business. Production of these bags does not require more energy and special facilities and expensive equipment. Also there is no need to use a lot of water. Additionally, we will not be in a shortage of the workers, because this process does not require certain high education and extraordinary skills. Eco-bags are very popular in the foreign countries, especially in the Europe and USA. Even Hollywood stars go with them. They try to take care of themselves and of the ecology too, often people can see from the photos that a lot of singers and actresses take eco-bags and eat healthy food. People of our country begin to understand that they should think about the environment, so therefore, eco-movement also exist in the Kazakhstan. Production of eco-bags is not so popular, but anyway, it begins to spread. One of the brightest example is shoe shop "INTERTOP". The project «I'm for clean living!» – the environmental project of INTERTOP company in Kazakhstan [5]. It aimed at drawing attention to environmental issues. It started in March 2011, when eco-bags for shopping with the inscription «I am for clean living!» appeared in all stores INTERTOP, and in retail stores GEOX, TIMBERLAND, CLARKS. Already in October 2011, in Almaty hosted the first tree planting at the metro station «Baikonur», in April 2012, in Astana was planted hedges in kindergarten «Asem Ai» and alley of pine trees, and in April 2013, year trees were planted in Almaty Central Park Zoo [5]. Bags for shopping are a stylish and informative character of the project. By participating in this project INTERTOP company not only supports the international community in the fight for the environment, but also contributes to the greening of our country, as all profits earned from the sale of bags sent to the greening of cities.

#### Conclusion

In conclusion, ecological problems are very important around the world. Modern society begins to understand that the environmental problems are very serious and cannot be avoided. People begin to think about it very often at current time, so therefore they try to invent something which will help them in this case. Eco- bags are simply and cheap: it does not require enough money and does not need non-renewable resources. People can recycle this bag without any troubles, and it will not bring damage to the nature. Moreover, with the help of eco-bags people can help ecology and save their money. Instead of using plastic bag and buy new one every day, it is better to buy one eco- bag. A lot of animals, fishes and birds will be saved too, because due to the usage of eco- bags, the world ocean will be clean, without any plastic pockets in the water. For the business it is also profitable, because people can encourage green movements, such as in the INTERTOP shops, where the profit of the selling eco-bags goes to the planting new trees. Also the movement of the eco- bags is very popular among Hollywood stars, and it will serve as the example for people, and they will buy similar one. On eco-bags a lot of companies and corporation can dispose their advertisement and it can bring profit as for the eco-bags as for companies. The usage of eco-bags brings a lot of advantages and positive effects. Eco-bags can really make people's lives better and easier. Moreover, with the help of eco-bags some of the urgent natural disasters, like irrational usage of non-renewable resources, rubbish and water and air pollution, can be solved.

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