

Adopting ISO 14001 Environmental Management Systems and Green Innovation as Methods to Achieve Sustainable Leadership

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Abstract:

The study aims to highlight the benefits that industrial enterprises reap from adopting green innovation alongside implementing ISO 14001 in production or enhancement of products to meet the requirements of environmentally green consumers. This improves the environmental performance and the resource sustainability to achieve excellence and leadership. This is achieved by adopting a descriptive analytical approach in the study. So, we have found that integrating green innovation and ISO 14001 standards contributes to achieve sustainable leadership goals and gives enterprises a sustainable competitive advantage that ensures them an additional share in global markets enhancing their leading position.

Keywords: ISO 14001 standards, green innovation, environmental protection, sustainable leadership, environmental performance improvement.

JEL Classification Codes : Q56, Q57, Q59

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1. INTRODUCTION

Industrial companies are working to develop production methods with the aim of launching new products that enable them to achieve a sustainable competitive advantage that helps them have new opportunities according to the resources available to them as well as the embodiment of sustainable development in industrial companies in their three dimensions: economic, social and environmental through creativity, innovation and risk-taking. Then, considering the environment as the main and most important resource for the resources of industrial companies of all kinds, forms, goals and objectives that provides them with various renewable and non-renewable energies. it was necessary for these institutions preserving the environment to ensure sustainable growth and to achieve the highest degree of profit by rationally exploiting the resources available in it through the application of environmental management systems. The most famous of the environmental management system is ISO 14001(*ISO - ISO 14000 Family Environmental Management*, 2023). Then, working to create environmentally friendly products that meet the desires of the green consumer and this what green innovation is guaranteed. So, through this study we aimed to clarify the complementary role played by both green innovation and the environmental management system ISO 14001 in achieving sustainable leadership in industrial companies by answering the following problematic:

What are the contributions of green innovation and the application of ISO 14001 to achieve the goals of sustainable leadership in companies?

To deal with this problematic, we have proposed the following hypotheses:

- Green innovation enables the organization to invent unique methods or products that meet the demands and desires of the green consumer.
- The application of the ISO 14001 Environmental Management System enables organizations to achieve a competitive advantage.

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- The entrepreneurial organizations' work with green innovation in an organization that adheres to a global environmental management system in accordance with the standards of the 14001 standard enables it to lead and gain a sustainable competitive advantage.

Importance of the study:

The importance of this study is to clarify the need to integrate the environmental dimension into the dimensions of sustainable leadership through green innovation and the application of ISO 14001 in order to achieve a sustainable competitive advantage that guarantees the institution a leading and permanent position in global markets especially, with the growing environmental awareness among individuals and the emergence of government legislation binding institutions to respect environmental rules in production.

Objectives of the study:

The study aims to convince entrepreneurs of the direct and indirect relationship between the concepts of sustainable entrepreneurship, green innovation and the application of environmental management systems in industrial institutions in accordance with ISO 14001 in order to reach them to adopt environmental dimensions in various ways in order to achieve leadership and sustainable development for their institutions.

To obtain the aforementioned objectives, we discussed in our study the following three main headings:

- a) The sustainable entrepreneurship and its role in achieving sustainable development in industrial companies.
- b) The role of green innovation in achieving sustainable development and improving the environmental performance of industrial companies.
- c) The achievement of sustainable leadership through green innovation and the application of ISO 14001 to obtain sustainable competitive advantage.

2. Sustainable entrepreneurship and its role in achieving sustainable development in industrial companies

2.1 The concept of sustainable entrepreneurship:

We should introduce the concept of leadership before the exposure of the entrepreneurship. The leadership was defined by **Wiklund** as the key to gain competitive advantages and achieve superiority over competitors. While, **Davidsson** believes that entrepreneurship is the formation and building of a new economy (Ahmed et al., 2021, p. 262). But the Arab Labor Organization pointed out that entrepreneurship is only a process of having opportunities regardless of the abundance or lack of resources. It is a process of creating value by pooling a set of resources to invest opportunities, therefore, entrepreneurship means, briefly, that the organization innovates in exploiting the available resources to enter the market with new products or uses new methods to develop existing products to achieve competitive advantage.

Entrepreneurship are new ideas that enable entrepreneurs to establish a company by mixing risk with innovation and creativity and upgrading it to reach the top. So, entrepreneurship depends on the talent skill and ability of entrepreneurs to discover seize and turn opportunities into projects that generate significant profits in light of limited capital and lack of resources(*Entrepreneurs and Entrepreneurship*, n.d.).

In light of the aforementioned definitions of leadership as well as entrepreneurship with the integration of the concepts of the term sustainability, sustainable entrepreneurship is a concept based on creativity and innovation in the field of business in ways aimed at achieving sustainable development where entrepreneurs work to find innovative economic and social ways and solutions that meet the needs of society at the present time without negatively affecting the future.

2.2 The concept of sustainable development:

According to the Algerian law of July 13th, 2003 sustainable development is defined as: "the reconciliation of viable economic and social development with the protection of the environment inclusion of the environmental dimension in a development framework that meets the needs

of present and future generations"(10-03-قانون-Pdf, n.d.). Sustainable development works to have the needs of the present without compromising the capabilities of future generations to meet their needs. It is characterized by stability with its ability to communicate and continue. As it is considered the product of the process of interaction between the three systems: the ecological, economic and social system. So, sustainable development is concerned with rationalizing the use of available environmental resources of renewable and non-renewable energies to meet current and future needs to ensure the ability of future generations to meet their needs. This is precisely what is included in the application of the requirements of ISO 14001 in industrial institutions.

Through the definitions of entrepreneurship and sustainable development, we can conclude two related concepts with different focus. Sustainable development refers to a development pattern that aims to meet the needs of the current generation without compromising the ability of future generations to meet their needs. It includes preserving natural and environmental resources and enhancing cooperation between the economic and environmental dimensions of development while sustainable leadership is a part of sustainable development. It uses innovation, creativity and leadership to achieve environmental, social and economic objectives.

2.3 Dimensions of sustainable entrepreneurship:

Writers and researchers differed in determining the dimensions of sustainable entrepreneurship. In the following figure we will address the most important dimensions agreed upon by them:

Figure.1. Dimensions of sustainable leadership

01	Creativity and innovation	02	Risk	03	Initiative or proactive
Creativity and innovation are one of the dimensions of entrepreneurship which represent a basic requirement in the process of generating the entrepreneurial idea which is the spirit that emanates from the organization in order to survive and continue. It is the new path that provides creative and innovative ideas through new and unfamiliar strategies to solve problems and meet the need.		Risk is one of the main features associated with entrepreneurship due to the large number of risks that the entrepreneur is exposed to due to decisions that are marred by ambiguity and uncertainty in the organization. It represents the bank's management using new innovative methods and horizons in order to avoid risks that may be exposed to it. Then, to find solutions that suit the stability of banking work.		Entrepreneurial individuals have the courage to obtain and benefit from the available opportunities by relying on the resources available in the community in order to achieve effectiveness from the conduct of activities and follow up on technological developments. The initiative means the tendency of the organization to seize and exploit new opportunities, identify existing and future customer needs and carry out environmental examination in a way that exceeds competitors.	

Source: Prepared by the researchers based on (Fischer-Kreer et al., 2020).

2.4 The importance of sustainable entrepreneurship and its role in achieving sustainable development in industrial companies:

Entrepreneurship is a great importance at the present time because of the plans and indicators. It contains to implement and achieve the goals requirements and programs of sustainable development in national economies and some points of this importance can be addressed as follows:

- Entrepreneurial activity is a mechanism of development, renewal and strategic change.
- Entrepreneurial activity allows the best use of available resources in order to reach the launch of a new product or service. Then, to reach the development of new methods of operations.
- Entrepreneurial activity works to stimulate and encourage creativity within the organization through the exploitation and acquisition of

resources to produce new goods and services in order to have new opportunities.

- Entrepreneurship is a strategy used by organizations to create competitive advantage and achieve growth.
- Entrepreneurial activity has a role in reviving and stabilizing the economy through achieving profits and serving the community.

Entrepreneurship plays an important role in achieving sustainable development as the adoption of industrial institutions on the usual and traditional methods of production causes depletion of resources and pollution in the environment. So, the role of sustainable entrepreneurship lies in innovating new ways that contribute to investing human energies and natural resources that produces positive results for individuals and society now and in the future as innovation in order to exploit alternative energy means such as the innovation of electric cars that reduce air pollution for example. So, the development of entrepreneurship in achieving sustainable has a great development so, that entrepreneurs use innovation and seize opportunities for development that are constantly linked to the economic, social and environmental aspects of society by enabling members of society and its institutions to meet their needs(Fischer & Comini, 2012).

3. The role of green innovation in achieving sustainable development and improving the environmental performance of industrial companies

Environmental awareness has grown in the modern era among members of society especially, stakeholders who have a permanent deal with the institution especially, the consumer, who is called the green consumer, who takes into account in his consumer choices everything that is environmentally friendly. Then, to achieve the desires of the latter, modern terms have emerged such as green economy and green products. Since we are talking about entrepreneurship, we mention the term green innovation as a dimension of sustainable entrepreneurship.

3.1 The concept of the green innovation:

The green innovation is an innovation associated with green products and processes. It is related to innovations that contribute to energy saving,

pollution prevention, waste recycling, green product design or environmental management of enterprises (Massoudi et al., 2019, p. 478).

Green innovation is used to express the performance of green products or processes to compete in the market which is achieved by reducing the environmental impacts of the organization, reducing production costs and increasing economic efficiency through the application of innovation related to the environment reducing energy consumption, reusing resources and redefining the production process. It also improves the reputation and image of partners in front of customers.

3.2 The importance and objectives of green innovation:

The importance of green innovation lies in its interest in reducing pollution, improving environmental performance, improving resource productivity, increasing energy efficiency and reducing waste as well as, reducing the cost of materials produced. Then, it has several benefits, including:

- Enable companies to receive commercial rewards for creating environmentally sustainable products.
- Improving the performance of environmental management accepting the international environmental requirements and laws. The green innovation plays the role of mediator between environmental ethics and competitive returns.
- Green innovation is a key to improving the competitive advantage of the enterprise.
- Enables organizations to achieve resource and energy efficiency, reduce costs and increase revenues.

Moreover, the application of green innovation in institutions has a number of objectives. The most important of which are the following:

- Preserving renewable and non-renewable energies.
- Reduce emissions and develop the economy.
- Direct improvement of environmental quality.
- Reduce greenhouse gases.
- Providing new job opportunities for members of the community.

- Green innovation helps achieve the goal of an environmentally friendly city (Massoudi et al., 2019, p. 478).

3.3. The role of green innovation in achieving sustainable development:

Green innovation contributes to achieving sustainable development through the following points:

- ❖ Green products: Sustainable development is achieved through the conservation and rational use of resources, because the green product is that product that is renewable primary resources, leaves productive residues that can be recycled and does not have negative effects on the consumer(D'Souza et al., 2006).
- ❖ Green processes: contribute to achieving sustainable development through the use of green processes and machines by companies that consume less energy for production and have no negative effects on the environment compared to traditional machines(Ramchuran et al., 2023).
- ❖ Green organizational innovation: It also contributes to achieve sustainable development through officials spreading a culture and policy aimed at preserving the environment while, encouraging individuals to implement creative ideas in the use of environmentally friendly assets and raw materials in the production process(Bataineh et al., 2023).

3.4 The role of green innovation in improving the environmental performance of industrial companies:

Green innovation works according to the win-win approach. Then what improves the overall performance of the institution, improves environmental performance in it. This means it will improve the institution's relationship with stakeholders in the long term. With the growing environmental awareness of these people, the goal of protecting the environment has become one of the basic goals that institutions seek to achieve so, that they can continue their activity by adopting green innovation that contributes greatly to ensure the optimal use of environmental resources. Thus, the institution gains a good image and

maintains its position in Society. This is what Porter & Linde tried to highlight(*Porter and van Der Linde1995.Pdf*, n.d.). The innovation of green products is a driving force to improve the environmental performance of the organization as it allows industries and services to produce more with less raw materials and energy what lead to less waste and emissions in order, to increase production efficiency, improve environmental performance and reduce costs. This what TOYOTA did when creating an environmentally friendly car powered by a solar charging system(Kawamura & Muta, 2012), which helped provide enough electricity to drive a car up to 6.1 km For each day in an effort to reduce carbon dioxide emissions to zero emission. So, that improved its image in front of the other customer and contributed to its leadership(Kraus et al., 2020).

4. Achieving sustainable leadership through green innovation and the application of ISO 14001 to obtain sustainable competitive advantage

4.1. Environmental dimension of sustainable competitive advantage:

Competitive advantage is an extension of the concept of relative advantage of **Recardo** and this theory dates back to (**Porter, 1985**) (Wang, 2014), where he believes that the organization's achievement of a competitive advantage is through the possibility of achieving added value for its customers. This requires it to analyze the industrial environment in which it operates and choose a specific competitive strategy. **Hill and Jones** believes that there are many reasons that lead the organization to develop competitive advantage(Jones et al., 2018) such as, technological changes, changing consumer needs and fundamental changes in input costs. It also be affected Laws set by the government in product specifications, laws to protect the environment from pollution, restrictions on market access and trade barriers(Siswoyo et al., 2020).

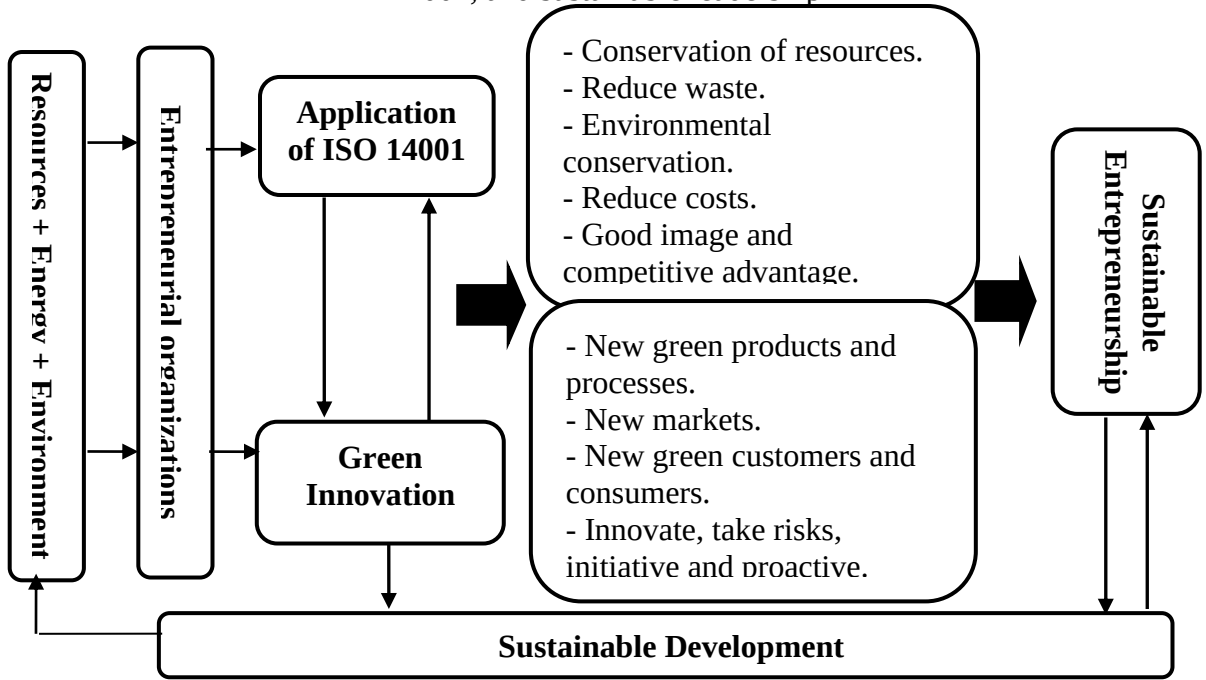
Stade believes that sustainable competitive advantage is based on the environment and the environmental sustainability is its source. He considered it an investment opportunity. **Porter** said that environmental laws and green investments improve the competitiveness of institutions and working to reduce pollution will lead the institution to tend towards innovation as an input to achieve technological development, improve the

effectiveness of production processes and reduce waste with high technical progress. So, that the environmental dimension becomes a criterion for achieving sustainable competitiveness (Farooq et al., 2024).

4.2 ISO 14001 and the benefits of its application in industrial companies:

When talking about the environment, the environmental dimension and green innovation, we find ourselves in front of a global international standard that is the most famous for its excellence in determining agreed environmental standards which(ISO - *ISO 14000 Family — Environmental Management*, 2023), if applied in an institution has gained a good image and accepted its products in the world markets. This standard is the ISO 14001, which is defined as: "A set of specifications for how organizations work to eliminate pollution through a formal system and a database in order to follow up on environmental performance". It aims to provide institutions with elements of an effective environmental management system that enables them to deal with other administrative requirements of the organization. Then, it also contributes to enable organizations to achieve a balance between their environmental and economic goal (14:00-17:00, n.d.). This is the same as the green innovation referred to above. ISO 14001 directs the work of the organization in general and enables it to improve its environmental performance according to specific standards. Then, green innovation aims to find, innovate and develop new solutions related to the product that meet the needs of society and reduce the negative impact on the environment. We can clarify the relationship between green innovation, the application of ISO 14001 and sustainable leadership according to the following chart:

Figure.2. The relationship between green innovation, the application of ISO 14001, and sustainable leadership



Source: Prepared by the researchers.

The chart shows us the adoption of institutions seeking leadership on green innovation and the application of ISO 14001 to obtain several advantages that lead them to leadership where, ISO 14001 ensures the use of the least number of environmental resources while green innovation ensures the production of environmentally friendly products. This achieves sustainable development whose concept revolves around preserving resources and non-renewable energies for future generations.

Moreover, the application of ISO 14001 standards in industrial establishments has great benefits that no institution wishes to grow, develops and ensures a future share in global markets. These benefits are numerous as it is in the clarifications below:

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Figure.3. Benefits of ISO application in industrial enterprises

Regulatory Compliance

The environmental management system ensures a minimum level of regulatory compliance, relations with responsible of inspecting classified facilities become easy. The organization can avoid penalties for non-compliance (fines, site closure...). In addition, the adoption of an environmental management system promotes the pre-emption of legislation which allows for sudden mismatches.

Improving the environmental performance of enterprises

The implementation of the requirements of ISO 14001 plays an important role in improving the environmental performance of enterprises through the actions taken to face the increase in regulatory requirements and waste disposal costs. Then have opportunities to enter into technical projects that facilitate the integration of environmental constraints into operations and thus, the organization succeeds in reducing costs and in improving its environmental performance on other hand.

Improve the organization's relationship with stakeholders

Obtaining the ISO 14001 certification is an introduction to the environmental efforts of the organization. This results in improving relations between it and its stakeholders in particular confirming the trust of its financial customers (banks and insurance), as well as local officials, residents, site workers and customers.

Improving the image of the organization and giving it a competitive advantage

Environmental management literature shows that organizations can improve their competitive position by developing internal manufacturing procedures and increasing the number of customers. Then, reducing the negative impacts of their activities on the natural environment by implementing/adopting some environmental management best practices at the same time.

Improving financial performance

Proponents of a causal relationship between the environment and financial performance argue that reducing pollution saves future costs by increasing efficiency, reducing compliance costs, and reducing future commitments. This means that pollution reduction opportunities are profitable and governments can use environmental management to increase the effectiveness and efficiency of institutions' environmental policies.

Source: Prepared by the researchers based on(*PUB100372.Pdf*, n.d.).

4.3 Contributions of the application of ISO 14001 to achieving the goals of sustainable leadership:

The goals of sustainable leadership in industrial institutions include several aspects related to economic, social and environmental performance. We will try to define the objectives of sustainable leadership related to each of the three types of performance and mentioning the contributions of the application of ISO 14001 standards in achieving them.

Based on the definition of sustainable entrepreneurship as: "the process of creating a new project based on a new, innovative, creative and unique idea. Then, to risk to put it into practice to make a success project and exploit entrepreneurial opportunities in achieving economic development in a distinct way"(Rosário et al., 2022). We can identify some of the main objectives of sustainable entrepreneurship related to economic performance which are:

- Creation of new economic activities.
- Make a profit.
- Increase income.
- Increase employee loyalty.
- Enhancing competitiveness.
- Development of human capacities (Gour & Singh, 2019, p. 35).

Based on the aforementioned sustainable leadership goals, we can determine the contributions of the application of ISO 14001 standards in achieving these goals through the following chart:

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Figure.4. Contributions of ISO 14001 to achieving sustainable economic leadership goals

Alan Griffith, Khalid Bhutto explained that the application of environmental management systems has led to competitive advantages. Distinguishing the organization from others by reducing the risks of environmental waste, reducing the costs of treating activities, reducing the costs of resources and industrial waste, increasing market share....

Bozena Poksinska, in 2002, in his study, explained that the application of environmental management systems enabled the Swedish companies under study to improve the image of the organization, achieve environmental improvements, improve the relationship with the authorities, society, improve internal procedures, increase customer satisfaction, raise employee moral, increase market share, reduce costs, increase production rates, and deliver products in a timely manner.

A.Zutshi, A. Sohal, in 2004, in their study, pointed out that the application of environmental management systems and the development of effective application strategies for these systems has captured the decisions of many organizations in Australia. So, it was found through a study that included many Australian companies that have experience in the application of these systems that the most important advantages gained are to improve processes that lead to savings in the consumption of raw materials and increase the level of safety. This leads to motivate workers, improving communication in the organization, improving the image of the organization into an environmentally friendly organization and leads to better relationships with customers, owners and society.

Creation of new economic activities

Increase profits

Increase income

Increase worker loyalty

Enhance competitiveness

Develop Human Capacity

Contributions of the application of ISO 14001

Source: Prepared by the researchers based on (Griffith & Bhutto, 2014), (Poksinska et al., 2002), (Zutshi & Sohal, 2004)

4.4. Contributions of green innovation to achieve sustainable leadership in industrial companies:

Some scientists have provided empirical evidence on the external and internal factors that make green innovation influential in entrepreneurship.

They found among the external factors: green suppliers, market demand for green products and environmental regulations while internal factors include environmental ethics, environmental commitment, green human capital and green adaptability(Chen & Liang, 2023).

The research, conducted in the United States of America, on a sample of 144 companies found that the potential benefits of green innovations are:

- Operational benefits from increased resource efficiency resulting from lower resource costs.
- Commercialise innovation and reduce environmental costs for pollution control and waste management.
- Increased attention to environmental issues from employees and their best view of the environment that is not just a cost(Chien et al., 2021).

The environmental dimension is reflected directly on the marketing side. A German study indicated that the market share of SONY fall by 11% compared to an increase of 57% for NOKIA due to the publication of the German consumer magazine an evaluation about televisions in which NOKIA TVs were considered the best environmentally(*Nokia-Sustainability-Report-2011-Overview-Pdf.Pdf*, n.d.).

4.5 The Role of ISO 14000 in Fostering Green Innovation:

The application of ISO 14001 has a positive impact on promoting green innovation in institutions. A study, in China showed that Obtaining ISO14001 certification led to 4.2% increase in the quantity of green innovations and a 1.4% increase in their quality with a remarkable positive connotation of 5% (Hu et al., 2023).

ISO 14001 promotes green innovation in organizations through the following points:

- A. Organizations are promoted by ISO 14001 to assess environmental risks and opportunities, fostering sustainable practices.
- B. Eco-friendly are encouraged product design by minimizing harmful materials and promoting recyclability.
- C. Organizations are urged to enhance energy efficiency through technological advancements and renewable energy use.

D. ISO 14000 fosters a culture of sustainability, encouraging employees to minimize their ecological footprint.

E. Organizations are addressed by stakeholder engagement to enable environmental concerns and drive innovation.

So, excessive waste in its manufacturing process is identified by a company implementing ISO 14000. So this, can reduce environmental impact and costs (*Green Innovation*, n.d.).

For instance, ISO 14000 has a great role in promoting green innovation through environmental assessment, eco-friendly design, energy efficiency, sustainability culture, and stakeholder engagement.

5. Analyze and discuss the results

Through this study, we have reached the following points:



There is a relationship between sustainable development and sustainable leadership: It is based on the integration of economic environmental and social dimensions in the context of industrial institutions where sustainable development aims to have the needs of the present without compromising the ability of future generations to meet their needs. So, achieving sustainable leadership, institutions work to develop strategies that include environmental and social innovations to improve their performance and combine profitability with environmental and social impact. This contributes to achieving sustainable development by directing the economy towards sustainability and improving quality of life and prosperity for all without sacrificing the capabilities of future generations.



Green innovation plays a vital role in preserving environmental resources: Green innovation plays a vital role in preserving environmental resources by developing and adopting new concepts and technologies aimed at reducing environmental impact and improving environmental sustainability by reducing emissions and pollution by developing clean and sustainable energy sources improving the efficiency of using natural resources.



The existence of integration between green innovation and the application of ISO 14001 in industrial enterprises: This integration appears in the following points:

- Green innovation and ISO 14001 have common sustainability goals as green innovation focuses on developing sustainable solutions through innovation while ISO 14001 establishes sustainable environmental management systems.
- Promote environmental thinking: They encourage the adoption of environmental thinking within the organization.
- Provide a structural framework for the organization's environmental management through green innovation strategies and standards set by ISO 14001.
- Achieving environmental commitments: This is guaranteed by the application of ISO 14001 standards and helped by green innovation through environmentally friendly technologies and mechanisms used in production and manufacturing.
- Improving the relationship with stakeholders: Green innovation works to provide products that combine achieving well-being and satisfying the needs of society while preserving the environment especially, if the producing institution adheres to applying international standards agreed on its effectiveness in preserving the environment and its resources.
- Both Green Innovation and ISO 14001 have directed manufacturers to consider the environmental impact in product design and marketing.



Industrial enterprises can achieve sustainable leadership through green innovation: This one develops innovative solutions that guarantee economic and environmental needs by directing creativity towards sustainability. So, organizations are able to excel, meet changing customer desires and achieve sustainable development by creating sustainable value for business and the environment.



The implementation of ISO 14001 helps organizations achieve sustainable leadership: The implementation of this standard provides a framework for the application of effective environmental practices

that integrate with business strategies helping organizations improve their performance and achieve business leadership through a balance between environmental and economic aspects.

6. CONCLUSION

Through this theoretical study, it is shown the importance of the environmental dimension within the dimensions of sustainable leadership in industrial institutions through the interaction and integration between green innovation and the application of ISO 14001. Green innovation helps institutions to produce modern and unique products that achieve a competitive advantage for enterprises by meeting the demands and desires of green consumers. Then, the application of ISO 14001 standards contributes to preserve the environment before, during and after the manufacturing process in these institutions to ensure optimal use of resources and reduce from environmental pollution and the production of green products according to green processes which enables it to obtain the ISO 14001 certificate that proves the extent of its environmental commitment in its various operations. This works to achieve leadership and sustainable competitive advantage that earns pioneering organizations profits market position and a good image among various stakeholders in growing environmental awareness and environmental legislation and laws recognized among the countries of the world. So, we suggest and recommend what follows:

- Providing incentives such as reducing taxes related to the environment to enterprises that apply ISO 14001 and green innovation in their production processes.
- Working to spread environmental awareness and culture among the various individuals working in the institution of different ranks and positions.
- Providing financial assistance that enables institutions to acquire advanced devices that help them produce environmentally friendly products.

- Imposing high taxes and fiscal penalties on institutions that do not wish to improve their environmental performance.
- Intensifying conferences and scientific meetings with specialists in the field of environment and green innovation.
- Embedding green innovation and the application of ISO 14001 standards in the organization's business strategies.

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