

Companies where employees wear casual clothes at work are also known for their more positive work environment, where employees are trusted and the well-being and productivity of employees are more important than their appearance.

Productivity: some experts argue that the absence of a strict dress code can increase employee productivity. Instead of being distracted by uncomfortable clothes or worrying about their appearance, employees can focus 100 % of their energy on achieving the best results and improving their productivity.

If you still decide to introduce a dress code in your company, experts advise to take into account a number of points that will help improve the efficiency of the entire office.

In most cases, the formality of the company's dress code depends on the number and type of interaction between employees and customers. It is important that employees dress in accordance with customer expectations. For example, if employees have to give professional advice, lead a meeting or speak to an audience.

For employees who interact directly with customers, there may be stricter clothing requirements.

First of all, take into account the opinion of the people who will be most affected by the new clothing policy, and to avoid any discrimination. Give specific examples of what types of clothing are acceptable, in order to avoid incidents and misunderstandings. And try to ensure that the introduced dress code has the same standards for men and women.

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WHY ENVIRONMENTAL FRIENDLINESS IS PROFITABLE

Почему экологичность – это прибыльно

It seems to many entrepreneurs and project creators that the pursuit of sustainable development, social and environmental functions are directly related to huge financial losses. There is some truth in this – recyclable packages are more expensive than plastic ones, and even you have to pay for the removal of recyclables from the office. But eco-friendly business can be made profitable based on research and experience of projects from around the world. And the main goal of this work is to consider environmental friendliness as if it may bring any profit.

According to a global study conducted by FTSE Russell in 2018, more than half of global asset owners are currently implementing or evaluating the

implementation of ESG (Environmental, social and corporate governance). In the same year, Bank of America Merrill Lynch found that firms with better ESG scores have higher three-year returns, less chance of going bankrupt, and their shares are more likely to become a high-quality asset.

This means that in the stock market, the desire of companies to be environmentally friendly has already been appreciated: moreover, this is not just the current situation, but an application for the future.

It is difficult for entrepreneurs to even imagine that sustainable production can be cheaper than usual – but it is enough just to change the approach to assessing business processes to a more systematic one. This conclusion was made in the Harvard Business Review based on an analysis of companies with sustainable development and based on a joint study by the Boston Consulting Group and the World Economic Forum. It is necessary to increase profits not by reducing costs, but by increasing the efficiency of the entire business as a whole.

Yes, at first we will have to invest more – in technologies, new methods and materials. But the money invested now (consider the costs) will be profitable in the long run.

For example, a Chinese company engaged in the breeding and sale of scallops invested money in replacing a conditional aquarium with a full-fledged ecosystem. Was it expensive? Certainly. But in the end, the initiative paid for itself, starting with reducing the cost of feeding scallops and ending with expanding the assortment at the expense of other aquacultures.

Companies from the segment of small and medium-sized businesses, as well as large companies in only emerging markets, are unlikely to be able to make their business more environmentally friendly and profitable using the approach from the previous paragraph. They simply do not have the resource for this, and sometimes the specifics of SMEs do not allow it: a conditional bar can organize the melting of bottles into glass, and from glass to establish the production of tableware, but it seems almost incredible. Therefore, the best way out for such projects is to make only some processes environmentally friendly.

As an example, you can use the same bar, which, for example, changes all the inner containers in the kitchen to reusable, and as a result saves on the purchase of consumables. Or a clothing brand that stops buying fabric in Europe and organizes deliveries from the nearest weaving factory: so you can reduce your environmental footprint, and possibly save money – or increase the speed of order fulfillment due to the fact that there are no problems with the supply of material from abroad.

One of the ways to make the existence of the planet a little easier and your revenue a little more is to act through customers. There are a lot of options: you can change the packaging to an eco-friendlier one, give eco-bags to orders, or simply put in detailed instructions on how to dispose of the goods and / or packaging.