CHALLENGES AND PERSPECTIVES OF GREEN BUSINESS IN LITHUANIA

Arturas BALKEVIČIUS (ORCID ID 0000-0003-0168-9236)

Institute of Business and Economics, Faculty of public governance and business Mykolas Romeris University Ateities st. 20, LT-08303 Vilnius, Lithuania

Abstract.

The purpose of the article is to investigate the innovative solutions of green business, their trends and perspective in Lithuania. Analysis based on business and other organizations plans, reports, and expert assessment. Green ideas are very popular in the world today and the interest of both business and customers in them is still growing. Entrepreneurs are increasingly realizing that creating a green business, a sustainable business, is the basis and guarantor of business continuity.

EU and Lithuanian green programs adopted. Green business is the basis for the sustainable development and survival of humankind. Attitudes, thinking and understanding of people and business leaders are especially important. More and more people are realizing that the use of land resources must be sustainable. Sustainable business, production, logistics, sustainable consumption.

Findings - Business innovations benefit both the environment because, in most cases, they help to make the company's processes more environmentally friendly, as well as employees, because they make their work easier. Concern for the environment and trying to reduce pollution, more optimal freight routes are found, which saves money on the company's inbound and outbound logistics. Environmental friendliness allows us to establish ourselves in markets where ecology is critical. Developing green products motivates employees. Environmentally friendly products are popular and fashionable, preferred by customers. In Lithuania, young innovative businesses create sustainable textiles, sustainable clothing, using recycled plastics and even more innovative solutions

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