

**Effects of the Environment on Business**

**1. Increased Sales**

Growing demand for "green" products  
Consumers more conscious of environmental issues

Boeing 787 uses 20% less fuel  
Popular with customers

**4. Increased Regulation**

Follow a plethora of rules & regulations  
Increases costs  
Increased risk of being fined

**2. Increased Costs**

Waste disposal is expensive (landfill)  
Encourage reduce, reuse, recycle  
Polluter pays policy  
More you produce, more you pay

**3. Damage to Reputation**

Bad publicity  
Boycotts and reduction in sales  
Shell Oil & Europe wide boycott  
Loss of millions in revenue