In the global platform, Germany engaged in well thought-out public procurement activity in the 1980s. Many other countries from the continent- Denmark (1994), France (1995), UK, Austria (1997) and Sweden (1998) followed suit. ‘Guidance for Environmentally Preferable Purchasing’ was conceptualized by the US EPA. ‘Green Purchasing Law (May 2000)’ was executed by Japan which included green purchasing as national policy; it required the government conglomerates (including local governments) to exercise green purchasing and state the compiled records to the public.

4.1.2. Green Manufacturing

Green manufacturing is a method for manufacturing that minimizes waste and pollution. These goals are often achieved through product and process design. Three life cycle approaches to product design:

- **Design for reuse** – refers to designing products so that they can be used in later generations of products.
- **Design for disassembly** – a method for developing products so that they can be easily taken apart.
- **Design for remanufacture** – a method for developing products so that the parts can be used in other products.

4.1.3. Green Marketing and Distribution

Green marketing refers to the selling of products and/or services based on their environmental benefits. The organizations leverage on the environmental friendly product or the environment friendly processes in producing or packaging the products.

Over the past decade, there has been a dramatic shift in the corporate mind set and practices which reflects the growing awareness that environmental responsibility can be a platform for growth and differentiation. With the aggressive leadership of some of the world’s largest companies- Wal-Mart, GE, Du Pont being among them, green growth has risen to the top agenda of various organizations. From 2007-2009, eco-friendly product launches increased by more than 500%.

There are three broad strategies that companies can use to align their green goals with their organization capabilities:

**Accentuate:** This strategy involves playing up your existing or latent green capabilities or in simpler terms highlighting the existing green attributes in your company’s portfolio.

**Acquire:** If your portfolio has no obvious candidates for accentuation, a good alternative is to buy someone else’s green brand. Some examples of green acquisitions since 2000 are- Acquisitions of Body Shop by L’Oreal, Ben & Jerry’s by Unilever and Tom’s of Maine by Colgate-Palmolive. In such deals, the buyers channel and distribution capabilities are often expected to substantially broaden the green brands consumer base.

**Architect:** For companies with a history of innovation and substantial new product development assets, architecting green offering- building them up from scratch- becomes a possibility. Although it is a slower and much costlier process, it might be the best strategy for some companies as it helps them build valuable competencies. The central challenge in this