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What is the value of a green product?

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Political and societal pressures have driven companies to incorporate sustainability as a means of measuring success within the triple bottom line construct. Multiple firms have begun to develop and market environmentally-friendly products and services commonly referred to as green or sustainable products. In 2010, more than 1,570 new green products were expected to launch. For example, Ford is developing a sustainable seat cushion made with soy-based materials and Lipton Tea has promised to purchase tea only from firms who are 100% sustainable. This research examines the perceived value of green products in how valuable these products are perceived to be by consumers when placed in the context of traditional products. Although there is a growing awareness of sustainability and the environment among consumers, academic research and industry reports indicate consumers are not always willing to purchase green products; or, if consumers do purchase green products, they do so for political and social reasons. This research can help an organization determine what types of investments to make in green products and what types of returns they can expect based on the product's positioning strategy. The research provides valuable insight to different areas within the company that measure organizational performance; most notably, financial measures that are impacted by the insight of this research. The quest for capital within organizational departments is an ongoing process. This research can help companies make determinations about the financial investments they want to make in green products and services and help in forecasting what to expect in return.

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Biocoal as an alternative to biomass

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The future use of coal is strategic as it has applications in the energy or steel industries and in the modern economic development but conditioned on corrective action resulting from the allocation of allowances of Greenhouse Gases (GHG). Biofuels are one of the energy resources of interest in the transition to a sustainable energy model for being a renewable resource reducer of CO2 emissions. Given this energy scene, the renewable fuels development for both thermal and electric applications and the analysis of the manufacturing process with the technology currently available is of industrial interest before a future of strong demand in view of the energy policies in the Northern Europe under the EU or in countries like the US and Canada. Biocoal is a type of fuel obtained by a thermochemical process which combines drying, thermal decomposition and pyrolysis of organic matter stages better known in the food industry as roasting. Such biofuel can overcome barriers such as heterogeneity, handling difficulty and low energetic density of the raw material favoring the use of biomass even the residual one as fuel and therefore reducing storing, management and transport costs. It also helps to expand the biomass feedstock to be used with the inclusion of both agricultural and forest biomass. The purpose of this work is to present biocoalas an energy self-sufficiency improvement since it can be used as a substitute for fossil fuel resources which would reduce the amount of CO2 emitted in the world.

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