

## Are Green Businesses the Way Forward?

There is a growing public perception that companies are ignoring health and environmental concerns in their quest to maximise profit and in doing so they ignore other equally important issues such as environmental concerns and local communities. Business such as [www.guidemegreen.com](http://www.guidemegreen.com) and the co-op offer a real alternative for people concerned with these issues and with businesses that combine a strong ethical dimension in tandem with making profits.

With corporate social responsibility the new buzz word, businesses need to have ethical values that are embedded in their company, the way they operate, and seek to make a contribution towards local communities where they are based and around the globe.

I started GuideMeGreen [green directory](#) to provide a platform for 'green' businesses and brands to reach consumers who are increasingly becoming ethically and environmentally conscious. By supporting and purchasing from companies listed on GuideMeGreen you are not only favouring ethical products, be they fair trade, organic or cruelty free, but you are having an effect on those businesses and brands that operate in an unethical manner. When consumers 'vote with their wallets' they are sending a warning to businesses to take their environmental and social responsibilities seriously.

We care about the impact of business practices on local communities. Our philosophy is based on balancing profit with ethical considerations. We believe profit is important to all businesses, however this should not be the sole driver for business decisions. Even the oil giant shell has started a foundation to promote ethics and environmental concerns. Some people may see the irony in this!

## About the Author

David Oglaza is a co founder of the Green and Ethical directory [GuideMeGreen](#) .This growing green resource lists 100s of Organic, Fairtrade, Eco and Ethical companies and [Jobs](#)

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