

## Assignment 07

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Career field \_\_\_\_\_

Country Ukraine

ESG Topic Air pollution in Ukraine

Final Choice \_\_\_\_\_

### 1.1 Corporate Shareholder:

- Owns shares or stock in a company
- Focuses on financial returns and maximizing their investment
- Has voting rights and legal claim on profits and assets

### Stakeholder:

- Affected by or has an interest in the company
- Includes employees, customers, suppliers, communities, etc.
- Concerned with social, environmental, and ethical impact
- May have varying degrees of influence on company decisions

1.2 Introducing stakeholders and implementing ESG initiatives expands the corporate focus beyond profits. It emphasizes long-term value creation, risk management, innovation, and competitive advantage. Companies that prioritize stakeholders and ESG considerations can attract investors, maintain customer loyalty, and improve resilience. While there may be upfront costs, the benefits of aligning profits with stakeholder interests and ESG factors can outweigh them in the long run.

### 1.3 The introduction of stakeholders in entrepreneurship and innovation:

- Brings diverse perspectives and insights into the process.
- Identifies real-world challenges and opportunities for innovation.
- Encourages collaboration, partnerships, and access to resources.
- Enhances market relevance and customer engagement.
- Promotes sustainable business practices and builds a positive reputation.

1.4 The net impact on economic growth and prosperity, considering opportunity costs, is generally positive in the long term. While there are upfront costs and trade-offs involved, the benefits of sustainability, innovation, competitiveness, and risk management outweigh these costs. By prioritizing stakeholder interests and

implementing ESG initiatives, businesses can drive sustainable growth, enhance reputation, and contribute to long-term economic prosperity.

3.

### ***1. Government***

The first alternative is to modernize thermal power plants and reduce coal usage. Investing in the modernization of thermal power plants and transitioning away from coal in the energy sector is a crucial step towards reducing air pollution. This alternative would involve financial support, technological upgrades, and incentives for cleaner energy sources such as natural gas or renewable energy. By reducing coal combustion, a significant source of pollutants, this alternative aims to improve air quality and promote environmental sustainability.

While promoting renewable energy sources can lead to a reduction in emissions, the government needs to address barriers such as infrastructure development and policy coherence.

The second alternative is improvement of public transport and implementation of ring roads. To reduce road transport emissions, the government can focus on improving public transportation and limiting transit vehicles' entry into cities. Installing cameras to monitor violations in public transport lanes can discourage the use of private cars, promoting a shift towards public transportation. Constructing ring roads can help redirect transit traffic away from densely populated areas, mitigating congestion and air pollution. This alternative would require infrastructure investments, increased public transport accessibility, and enforcement of traffic regulations.

The government has a crucial role in addressing air pollution in Ukraine through policies, regulations, and initiatives.

### ***2. Corporate response***

The first alternative is adoption of renewable energy sources. Corporations can commit to transitioning to renewable energy sources, such as solar or wind power, to power their operations. By reducing reliance on fossil fuels, corporations can minimize their carbon footprint and contribute to cleaner air. They can invest in on-site renewable energy systems or purchase renewable energy certificates to support the growth of clean energy infrastructure.

The second alternative is implementing emissions reduction strategies. Corporations can adopt emissions reduction strategies by implementing technologies to minimize pollutant emissions, optimizing production processes, and adopting eco-friendly practices. This alternative requires monitoring and reporting emissions, setting reduction targets, and implementing measures to achieve them.

### ***3. Competitive market***

The first alternative is encouraging the use of bicycles and scooters. Promoting a trend towards a healthy lifestyle can self-regulate the market by encouraging people to use bicycles and scooters for short-distance travel instead of cars. This alternative would involve providing infrastructure such as bike lanes, bike-sharing programs, and awareness campaigns to highlight the benefits of non-motorized transportation.

Another possible alternative could be the popularization of electric transport and electric car-sharing. If an electric car requires lower operating costs, provides incentives for purchase, discounts on insurance, etc., it can significantly reduce the demand for internal combustion engine vehicles. The market will automatically transition to electricity because it is more advantageous. Business owners (car-sharing) can also be incentivized with lower taxes. Overall, if the maintenance costs of an electric car are lower, its payback period will also be shorter.