



Creating a Lean and Green Business System: Techniques for Improving Profits and Sustainability

Keivan Zokaei, Hunter Lovins, Andy Wood, Peter Hines

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Things that are good for the planet are also good for business. Numerous studies from the likes of the Economist Intelligence Unit, Harvard, MIT Sloan, and others indicate that organizations that commit to goals of zero waste, zero harmful emissions, and zero use of nonrenewable resources clearly outperform their competition.

Like lean thinking, greening your business is not just a ‘nice to have’; at least not anymore. It is now a key economic driver for many forward looking firms. This book is packed with case studies and examples that illustrate how leading firms use lean and green as simultaneous sources of inspiration in various sectors of industry - from automotive and retail to textile and brewing. Take Toyota as an example, the holy grail of economic efficiency for decades. This book, shows that Toyota tops the green chart too, describing Toyota’s notion of Monozukuri: sustainable manufacturing.

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offers opportunities for innovation that can simultaneously reduce dependence on natural resources and enhance global prosperity. It explores less understood aspects of lean and green – discussing their evolution independently as well as the opportunities that exist in their integration, highlighting the importance of a cultural shift across the whole company.

Outlining a systematic way to eliminate harmful waste while generating green value, the book explains how to:

- Become economically successful and environmentally sustainable by adopting the lean and green business system model
- Adopt a systematic approach to become lean and green, and develop your own roadmap to success
- Use the cutting edge tools, techniques, and methodologies developed by the authors
- Translate the techniques and culture that underpin lean into environmental improvements

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supplies a new way of thinking that will allow you to boost improvement efforts and create a positively charged work environment – while contributing to the long-term well-being of the environment.

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