


Chapter 14


Unleashing Sustainable Development and Adopting Green Entrepreneurship Practices: Projecting Consumer Protection in the Era of Green Washing

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ABSTRACT

As ever more consumers today are concerned about the global impact of their purchases, “green-washing” has mushroomed as a wider phenomenon. This type of thing not only misdirects people but also belittles the real requires coming to environmental sustainability. There are laws and regulations in place to protect the rights of consumers, as well as ensure market transparency. It shows that the battle

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against greenwashing demands collaboration on the part of all stakeholders, from policy-makers to companies and civil society organisations. The necessity of media campaigns, third-party certifications and industry-level sustainability standards in terms of transparency/accountability are hereby reaffirmed. In this chapter I am interested in the strategy that depends on a certain amount of legal reform with respect to green washing occurring by focusing on consumer protection law, through a judicial enforcement lens.

1. INTRODUCTION

Green entrepreneurship constituted the intersection of sustainable development, and contains promising potentials to transform business practices in line with environmental and societal needs. But simply writing an article in praise of clean energy is not enough, and inevitably consumers have begun to be misled about how much hope they should really place on a company that presents benefits for the public when these claims may ultimately be false as a practice termed greenwashing. Addressing this requires having a better understanding of what the incentives and benefits are for real green entrepreneurship. Such practices contribute towards sustainable development goals (SDGs) that in turn solidify the credibility of businesses while also helping hit the sweet spot of creating consumer trust and market resiliency (D'Angelo et al., 2023).

Innovation, sustainability and ethical responsibility are the foundations of green entrepreneurship. More money from governments and international organizations, including tax rebates or green subsidies or low-interest loans, is used in order to get companies to stop being bad businesses. These incentives lessen the economic impact of green tech implementation, enabling small and medium-sized enterprises (SMEs) to function competitively in an environmentally friendly market. Moreover, the green investment opportunities attracted by eco-entrepreneurship, usually, most global markets favour businesses which basis for their practices on environmental friendliness.

Green entrepreneurship has inherent benefits in terms of branding and the market. Environmentally conscious consumers are trending towards brands that publicly commit to sustainability. True green initiatives bolster brand loyalty and give a competitive advantage by garnering goodwill for one's environmental stewardship. Additionally, such adherence to global sustainability standards assists companies in reducing their regulatory and reputational risks, aligning them with the trends that global market necessitates rather than suffer penalties for non-compliance. All of these things add up to a sustainable economy and provide the needed ingredients for long-term sustainability as a business within it. Green entrepreneurship is just

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