

A Step towards Green Sustainable Entrepreneur via Gets©

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Abstract: *Green Entrepreneur Tracking System (GETS©) is an innovative system that assist entrepreneurs to implement and monitor the green initiatives in their business operation. This system is important to support the creation of a whole new entrepreneurship paradigm relating to how to conduct business in an environmentally responsible manner. Green entrepreneur has already been acknowledged as a major driver for a better sustainable society and simulate local economies. This system is novel in providing concrete measurement and objective monitoring in order to attempt the concept of MyHIJAU in business. Besides, the user can viewed ad-hoc report on green initiatives based on monthly and yearly recording. This invention has a commercialization potential to all businesses and organization regardless of industry. In addition, this system is able to pursue green growth for sustainability and resilience as one of the strategic thrust of the 11th Malaysia Plan.*

Keywords: innovative system, green initiatives, entrepreneur, sustainable.

1. Introduction

The concepts of "sustainability", "environmentally-friendly" and "green" are becoming increasingly important in many different aspects of human lives. It contains the following main components: improving economic efficiency; protecting and restoring ecological systems; and enhancing the well-being of people. The driving forces behind the implementation of sustainability, often interpreted as the transition to a more sustainable future, which includes economic, the indoor environment, growing limitation on non-renewable energy sources and pollution and its effect on climate change and ecological health.

According to Yacob and Moorthy (2012), awareness among businesses on green initiatives are still at a low level. Even, some of Small Medium Enterprises (SMEs) do not understand the concept of environmental management since it is still very new to Malaysian. Besides, based on Ahmad (2017) research on receipts of TUBE 1.0 and TUBE 2.0 under SME Corp., half of them did not aware and implement green initiatives in their business environment. Specifically, the result show that 42.7% of receipts strongly disagree that they sell products that environmental friendly while 34.4% is strongly disagree that they use environmentally friendly resources and 37.4% also strongly disagree that they have effective environmental policy.

In addition, Malaysia was ranked 63rd out of 180 countries in the Environment Performance Index 2016 compared to in 2014, Malaysia was placed at 54 (Malaysia Productivity Corporation (MPC), 2016). It shows that the environmental issue becomes more serious. Due to that reason, the initiatives need to be guided by Malaysia's Strategic Green Initiatives which requires aggressive action include those related to electricity and water use, transportation choices, energy related practices, paper, packaging and recycling initiatives. The main bulk of the total expenditure in many businesses is often attributed to the consumption of energy

and water in residential buildings. Therefore, this project take the opportunity to develop one system related to green entrepreneurs named Green Entrepreneur Tracking System (GETS©).

GET© has two inspirational objectives which are to raise awareness among entrepreneurs on green initiatives in business operations and to develop a monitoring system for sustainability initiatives with the purpose of reducing environmental impacts in daily operations. GETS© focusing on providing objective monitoring on seven significant green element, having concrete measurement which no based on perception, generate timeliness reporting which based on monthly report and yearly report, having user friendly and supporting environmental friendly system.

This paper is organized as follows; the next part of this paper presents a general idea of GETS© and deliberates the design and theoretical rationale. The other two parts later describe the project significant and market commercialization of GETS©.

2. Proposed solution

Green Entrepreneur Tracking System (GETS©) is an innovative system that assist entrepreneur to implement and monitor the green initiatives in the business operation. GETS© can be used by both retail and service business in which the users will have the quickest, easiest way to monitor green initiatives in their business operation.

This invention is able to fill the gaps of previous invention on carbon calculator since previous system did not considering the calculation based on working capital and profit. This system is also able to categorize entrepreneurs, whether they are green or red entrepreneurs based on consumption and working capital. This system also provides suggestions of action plans to be taken based on the current achievement tracked by GETS©.

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Below is the difference modules/plugins comparison between GETS© and carbon calculator:

Table 1: Comparison between GETS© and Carbon Calculator

Modules/Plugins Comparison	GETS©	Carbon Calculator
Carbon consumption measurement	√	√
Comprehensive green entrepreneurship measurement	√	×
User documents	√	×
Advanced menu system	√	×
Recommendation and suggestion module	√	×
Periodic reporting (Monthly & Yearly)	√	×
System security	√	×



Figure 2: Green elements

3. Technology Description

GETS© has two users for current stage which are employee and employer. Specifically, this invention requires the user to record extraction of the balance sheet and income statement based on monthly transactions (Figure 1).



Figure 1: Extraction of balance sheet and income statement

Then, the users need to record the information on seven significant impact points which are (i) electricity consumption, (ii) water consumption, (iii) fuel consumption, (iv) energy related practices (Telephone usage and internet usage), (v) paper consumption, (vi) green packaging materials and (vii) recycle initiatives (Figure 2). These elements are important to compare emissions outputs for specific input behavior (Nunes & Bennett, 2010; Padgett, Steinemann, Clarke, & Vandenberg, 2008).

For each of green elements, user need to do the attachment of evidence include bills or any receipt. GETS© provide document plugin includes many features that help users manage their documents easily. Most document types (.pdf,.docx) can be uploaded (Figure 3).



Figure 3: User documents

Finally, this invention can determine whether the business complies with the green initiatives. GETS© will categorized the entrepreneur whether green entrepreneur or red entrepreneur based on their score. Besides, GETS© will provide suggestions for continues improvement using running recommendation and suggestion module. This module is a powerful way to increase user engagement in site's activities and boost user's friend count.

4. Project Significant

This project indirectly educates and increase entrepreneurs' awareness on green initiatives. This project indicates the positive movement of education level and positive mind setting of entrepreneurs. This project will increase stakeholders' confidence on the green initiatives implemented by entrepreneurs. In addition, this project will help related ministers in formulating strategies to ensure the success of green entrepreneur's initiatives which parallel to the 11th Malaysia Plan's aspiration in pursuing green growth for sustainability and resilience nation.

5. Market Potential

Green Entrepreneur Tracking System (GETS©) potentially can be marketed to all entrepreneurs regardless of industries such as sales company, services company, academic institution (university, school, polytechnic and others) and training organization, and maybe NGO. For the enhancement of business model sustainability, Green Entrepreneur Tracking System (GETS©) can be further diversified in line with needs of community and users.

6. Further GETS© Experiment

For the next, the Green Entrepreneur Tracking System (GETS©) is suggested to do an experiment for large scale. This is to examine the degree of effectiveness and efficiency of the system. Currently, it has been experimented in a small scale and the outcome indicated the GETS© satisfaction among the owner of entrepreneurs and few audit firm in Malaysia.

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Author Profile

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