

IMPLEMENTATION OF GREEN ECONOMY AT PT. ESPRITE NOMADE

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Abstract

With the green economy emerging as a crucial pillar for sustainable business in light of global environmental decline, this study aims to investigate how businesses, particularly PT Esprite Nomade, an Indonesian tent manufacturer, have integrated green economy principles into their operations. A qualitative research design was employed, gathering data primarily through interviews and observations. The focus was to gain a comprehensive perspective from different sectors within the company, such as management, operation, designer, and marketing. The research unveiled that PT Esprite Nomade has effectively woven green economy principles throughout their business modules, from innovative eco-friendly tent design to production and recycling. The company's approach not only reduces carbon footprints but has also found success in the international market. This study offers a unique insight into the practical application of green economy principles within an industry-specific context, aligned with the directives of Presidential Regulation No. 98 of 2021. It underscores the imperative for businesses globally to pivot towards sustainability, highlighting the potential benefits and resilience gained through such practices.

Keywords: Green Economy, Sustainable Business, Export, PT. Esprite Nomade, Global Environment.

Introduction

In this context, our investigation into PT. Esprite Nomade's embrace of the green economy is a timely and relevant endeavor. It aligns with the pressing global issue of environmentally detrimental construction practices, highlighting the imperative for sustainable development that prioritizes ecological sustainability and addresses the detrimental impact of conventional building methods on the environment. This concern is underscored by the rising prevalence of environmentally harmful construction practices, including the use of heavy machinery, chemical-intensive processes, and the creation of permanent structures that generate substantial waste and pollution, contributing to ecological imbalances (Gouldson et al., 2015).

The prevailing discourse on sustainable construction transcends anecdotal narratives; it rests on a formidable foundation of empirical research and theoretical underpinnings. Scholarly investigations have consistently underscored the unsustainable attributes of traditional construction methods, amplifying the necessity for eco-conscious alternatives (Smith, 2022). The momentum towards the green economy isn't relegated to the realm of theoretical abstraction; it has crystallized as a pragmatic business imperative (Jiang & Zhang, 2018). Our exploration into PT. Esprite Nomade's green economy endeavors seeks to dissect the intricacies of their initiatives systematically. It endeavors to unravel the pragmatic steps taken by the company to integrate eco-friendly practices into their operational framework. Furthermore, it scrutinizes the transformative influence of these green principles on the company's competitive positioning within the construction market, elucidating the overarching economic advantages underpinning this transition. (Jabbour et al., 2018). This inquiry, in equal measure, acknowledges the impediments that PT. Esprite Nomade has confronted on its trajectory towards sustainability, affirming that this path is beset with challenges.

This research transcends the microcosm of one organization; it resonates as a testament to an industry-wide evolution. It constitutes an effort to delineate the contours of a sustainable construction paradigm capable of offsetting the environmental ramifications entailed by conventional construction materials. It aspires to elucidate the rationale behind the seemingly unassuming tent emerging as a symbol of adaptability and environmental responsibility within the milieu of environmental reckoning. Ultimately, this research aligns with the practices that reconcile economic growth with ecological preservation (Hall et al., 2018).

In pursuit of a comprehensive understanding of the green economy's implementation at PT Esprite Nomade,

our research is guided by three key of research questions: Firstly, how PT Esprite Nomade has integrated the principles of the green economy into its core operations. This exploration aims to uncover the tangible steps and strategies employed by the company to align itself with eco-friendly practices.

Secondly, the transformative influence of these green economy principles on PT Esprite Nomade's competitive standing within the market. By assessing how sustainability has contributed to the company's competitive edge, we aim to provide insights into the broader economic advantages of adopting environmentally responsible practices.

Lastly, what challenges PT Esprite Nomade has faced throughout its green economy journey. Understanding these challenges is pivotal in deciphering the complexities and potential barriers that businesses may encounter as they transition towards more sustainable practices

By addressing these questions, our research endeavors to offer a holistic view of PT Esprite Nomade's green economy initiatives, shedding light on both their achievements and the hurdles they've overcome. Ultimately, this examination aims to provide valuable insights that can guide other businesses looking to embrace the green economy and contribute to a more sustainable future.

Furthermore, we conducted a literacy study regarding the definition and comprehensive explanation of green economy, sustainable business, international export, PT Esprite Nomade, Global Environment, Eco Tents, Carbon Footprint, and Presidential Regulation No. 98 of 2021 in Indonesia. This literacy study needs to be carried out to help a deeper understanding of the research topic.

Green Economy

The Green Economy refers to an economic system that simultaneously promotes human well-being and reduces environmental risks. This economy emphasizes low carbon emissions, efficient resource utilization, and social inclusivity (UNEP, 2011). Within the concept of the green economy, several key principles must be considered:

- 1.) Carbon Reduction: Aimed at decreasing carbon emissions to counteract climate change. This principle is paramount in the global fight against climate change (IPCC, 2018) and includes various strategies and initiatives for substantial carbon emission reduction.
- 2.) Resource Efficiency: This principle focuses on the sustainable use of natural resources and minimizing waste. It is a central pillar of the Green Economy (European Commission, 2011), revolving around the concept of accomplishing more with fewer resources, sustainable resource management, waste reduction, and promoting a circular economy.
- 3.) Social Inclusion: This principle ensures the equitable distribution of sustainable development benefits to all members of society (UN, 2015), emphasizing that the green economy transition should not aggravate existing inequalities but actively address them.
- 4.) Economic Benefit: Envisioned as long-term gains, this principle highlights job creation in green sectors and the reduction of health costs due to environmental hazards. The economic aspect of the Green Economy is often considered a primary motivator for its adoption (World Bank, 2020).
- 5.) Applications: The principles of the Green Economy are applied across various industries, such as agriculture, energy, and transport. These applications showcase sustainable farming, renewable energy, and green infrastructure (OECD, 2021).

Sustainable Business

Business model development requires businesses to focus on sustainability. When businesses prioritize profit over sustainability, they might inadvertently exploit surrounding resources (Poerwanto, et. all, 2019). A sustainable business model emphasizes long-term economic, social, and environmental value, integrating these three pillars to create lasting value for all stakeholders.

Sustainable businesses can operate over varied durations, from seasonal to annual. The expectation is that businesses will not only focus on profits but also on long-term, sustainable benefits (Jørgensen & Pedersen, 2018). Sustainable business model innovation involves the analysis and planning of transformations to more sustainable

models or between different sustainable models. This concept encompasses various forms of innovation, such as sustainable start-ups, model transformations, diversifications, and acquisitions (Geissdoerfer et al., 2018).

Implementing sustainable practices showcases a business's commitment to ethical governance, contributing to economic development without compromising the quality of life of the workforce and the surrounding communities. While large companies primarily adopt these practices, Micro, Small, and Medium Enterprises (MSMEs) also can and should apply them. Strengthening value propositions and creation means that MSMEs in Indonesia can achieve long-term sustainability (Battistella et al, 2018).

International Export

International trade has a very important meaning for a country, especially Indonesia. Through international trade, many benefits can be achieved, both direct and indirect. The direct benefits of international trade include specialization, a country can export the commodities it produces in exchange for what other countries produce at lower costs. The country will gain direct benefits through increasing national income and ultimately increasing the rate of output and economic growth.

International trade is a trade transaction between one country's economic subjects and another country's economic subjects, whether regarding goods or services. The economic subjects in question are residents consisting of ordinary citizens, export companies, import companies, industrial companies, state companies or government departments which can be seen from the trade balance (Sobri, 2001 in Satriaji 2015). An economy that is widely involved in international trade is called an open economy. International trade is characterized by exports and imports, exports are the sale of goods and services produced by one country to other countries, while imports are goods and services from outside a country that flow into that country (Jakarta Statistics, 2018). The benchmark for international trade is the ratio of exports and imports to national income, and the greater the ratio of exports-imports to national income, the more open the economy is said to be (Kardhoyo and Nurkhin, 2016).

The current trend in international trade activities is towards free trade but with both bilateral and multilateral cooperation. International trade cooperation is usually preceded by an agreement that is binding on each party. The main aim of this cooperation agreement is to avoid obstacles. Increasingly widespread international trade is believed to be able to accelerate world economic growth (Gnangnon, 2018).

International trade is carried out by economic subjects in one country with economic subjects in other countries (Noussair et al., 2013). International trade can occur because there is agreement from each economic subject (Hasoloan, 2013). The economic subject in question can occur between governments, individuals or governments and individuals in a country.

The motive for international trade is due to differences in potential resources and technology by each country (Alon et al., 2014). One of the benefits of international trade is the specialization of certain products that are characteristic of a country (Vijayasri, 2013). International trade aims to contribute to the efficient allocation of resources (Schumacher, 2013) and stimulate a country's economic growth (Dungey et al., 2018). Apart from that, the aim of international trade is that each party expects for a profit (Salvatore, 2020).

PT. Esprite Nomade

One of the companies that has successfully reached the global market and exported its products to various countries is PT Esprite Nomade. In the heart of Indonesia, nestled within the lush landscapes and vibrant cultures, PT Esprite Nomade stands as a beacon of innovation and sustainability in the world of tent manufacturing. This remarkable company has not only revolutionized the way tents are designed and manufactured but has also set an inspiring example for the industry by embracing the principles of the Green Economy.

PT Esprite Nomade, known as "Escape Nomade Luxury Tented," is more than a tent manufacturer. Founded in 2004 with 51 - 200 employees at its head office and factories, this Indonesian-based company is renowned for crafting tents that combine exquisite design with eco-friendliness and functionality. Their mission goes beyond providing shelter; they strive to reduce the environmental impact associated with tent production, demonstrating their commitment to the global environment.

Global Environment

The global environment refers to the sum total of the Earth's ecosystems, including its atmosphere, oceans, land, and all living organisms that inhabit it (Reid et al., 2005). It encompasses the natural systems and resources that support life on our planet, including the delicate balance of ecosystems and the complex interactions between the physical, chemical, and biological components of the Earth. One of the efforts in maintaining the global environment is to reduce pollution and develop products that are more environmentally friendly. One of the products that can replace concrete buildings and have semi-permanent properties so that they can be easily moved without leaving much waste is eco friendly tent.

Eco-friendly Tents

Eco-friendly tents have emerged as a significant component in the global push for sustainable practices (Gössling et al., 2011). In recent years, the production and utilization of eco-friendly tents have gained traction as a means to minimize the environmental footprint associated with camping and outdoor activities. This aligns with the broader context of green economy implementation, which emphasizes responsible resource utilization and reduced environmental impact. Eco-friendly tents are an integral part of PT Esprite Nomade's product portfolio. As demonstrated in our research, the company has not only embraced eco-friendly tent designs but has also taken significant steps to ensure their sustainability, from the installation process to materials used. This aligns with the principles of green economy, where sustainable products and practices are essential for long-term economic and environmental well-being.

Carbon Footprint

A carbon footprint is the amount of carbon or gas emissions produced from various human activities over a certain period of time. The carbon footprint will have a negative impact on our life on earth, such as drought and reduced sources of clean water, extreme weather and natural disasters, changes in food chain production, and various other natural damages.

Carbon footprint reduction has become a central concern in the broader context of sustainable business practices (Wiedmann et al., 2020). It is undeniable that a significant portion of carbon emissions originates from industrial activities, making it imperative for companies to address their carbon footprint. The concept of carbon footprint and water footprint became known since the issue of climate change was debated and raised as a global issue around the early 2000s, derived from the term ecological footprint which was introduced in the 1990s (Ercin & Hoekstra, 2012)

The carbon footprint is a measure of the impact of human activity on the environment, especially on climate change and how much greenhouse gases are produced in relation to our daily activities (Lissy PN, 2012; Kumar, et.al, 2014; Ercin & Hoekstra, 2012).

Presidential Regulation No. 98 of 2021

As a form of commitment to support the achievement of Net Zero Emissions (NZE) in 2060 or faster, and reduce Greenhouse Gas (GHG) Emissions, the Ministry of Energy and Mineral Resources (ESDM) has officially launched Carbon Trading in the Power Generation Subsector on February 22, 2023. The implementation of carbon trading is mandated by Presidential Regulation Number 98 of 2021 concerning Implementation of Carbon Economic Value to Achieve Nationally Determined Contribution Targets and Control of Greenhouse Gas Emissions in National Development. In response to this, companies in Indonesia must begin to realize the importance of the green economy as a foundation in implementing the government's efforts to protect the environment and reduce carbon emissions.

Research Method

This research employs a qualitative approach, emphasizing in-depth interviews conducted via Google Form and an analysis of company data. The study seeks to understand the application of the green economy within PT. Esprite Nomade from the perspective of its employees. It explores eco-friendly practices, perceptions on carbon emission reduction, tent maintenance protocols, green economy implementation, company sustainability policies, and associated challenges. Data were gathered from comprehensive interviews with 11 respondents holding various roles within the company, spanning positions such as Accounting, Interior Designer, Operations, Junior Architect, Project

Manager, and Sales & Marketing. Therefore, our methodological toolkit embraces the versatility of open-ended questions to capture the richness of personal narratives, coupled with the structured precision of close-ended questions to quantify specific aspects of PT Esprite Nomade's journey. This approach allows us to paint a detailed portrait of how sustainability is not just an abstract concept for PT Esprite Nomade but a tangible commitment in every facet of their operations. The selection of 11 respondents was based on a purposive sampling approach. Purposive sampling is a non-probability sampling technique where researchers deliberately choose participants who possess specific characteristics or have experience relevant to the research topic (Creswell & Creswell, 2017). Chosen for their diverse roles within the company, ensuring a comprehensive understanding. The main reasons for the selection of 11 respondents from internal company employees are as follows: (1) Relevance. Internal employees are directly involved in the day-to-day operations of PT Esprite Nomade, which includes the implementation of green economy practices. They have firsthand experience and insights into the company's sustainability efforts, making them highly relevant respondents. (2) Expertise. Employees possess specialized knowledge and expertise about their respective roles and responsibilities within the company. This expertise allows for a comprehensive understanding of how green economy principles are applied across different departments and functions. (3) Holistic Insight. By selecting respondents from various departments, the research aims to capture a holistic view of how green economy principles permeate throughout the organization. This diversity in roles provides a well-rounded perspective on the company's sustainability initiatives. (4) Feasibility. Internal employees are readily accessible for interviews and discussions, facilitating data collection and ensuring a timely research process. Furthermore, the choice of internal employees as respondents is not uncommon in organizational and business research. Previous studies have employed similar methodologies to gain insights into organizational practices and employee perspectives (Ghosh, 2014; Tseng & Huang, 2007).

The demographic information of the 11 respondents consisted of 4 males and 7 females, with age ranges spanning from 22 to 44 years old. In terms of work experience in PT.Esprite Nomade company, 2 participants had under one year of experience, 6 participants had one to five years of experience, 2 participants had six to ten years experience, and 1 had more than ten years experience. Each interview session with these participants lasted approximately 45 minutes to 1 hour, ensuring a thorough exploration of their perspectives and experiences within the company. Each interview was duly recorded and transcribed for detailed analysis. The primary tool for data collection was an interview guide crafted to steer discussions toward pertinent aspects of the company's green economy initiatives and to bolster its competitive edge. The instrument's validity was confirmed via a preliminary pilot test with participants outside the main sample, while reliability was maintained by adhering to the interview guidelines. Ethical considerations were paramount; respondents were given transparent information about the study's aims and their right to refuse or discontinue participation. Confidentiality of respondents' identities was upheld, with data used exclusively for research purposes, as statement from Nguyen, V. T., Siengthai, S., Swierczek, F., & Bamel, U. K. (2019).

Interview data underwent content analysis, segmented based on emergent themes from the respondents' feedback on green economy practices, sustainability viewpoints, company policies, and prevailing challenges. These findings were interpreted within the framework of the Triple Bottom Line concept, which evaluates organizational performance across three dimensions: financial (profit), environmental (planet), and social (people), aiming for holistic value creation (Elkington, 1997). The Economic dimension examines the financial impacts of PT Esprite Nomade's sustainability measures. The Environmental dimension appraises the ecological repercussions of the company's sustainable practices, while the Social dimension considers the broader societal benefits. To bolster data credibility, triangulation was performed, juxtaposing interview results with internal company data, ensuring consistency and accuracy. Ultimately, the synthesized data will inform the study's findings and conclusions in alignment with its objectives. This research framework promises to deliver an in-depth understanding of the green economy's application within PT Esprite Nomade and its broader ecological and reputational implications.

Results and Discussions

Through the process of analyzing company data and in-depth interviews with employees as key informants in order to understand the implementation of the green economy at PT Esprite Nomade, the research results are obtained with several factors that are the subject of research and the position of respondents who are the source of research information.

Table 1. Position of Respondents in the Company

Job Position	N	Percentage (%)
Accounting	3	27.3
Interior Designer	2	18.2
Operasional	1	9.1
Junior Architect	1	9.1
Project Manager	2	18.2
Sales & Marketing	2	18.2

Source: Internal Data of PT. Esprite Nomade

In the pursuit of understanding the practical implications of implementing a green economy within PT Esprite Nomade (Escape Nomade Luxury Tented) Company, employees across various departments were engaged to provide insights into eco-friendly practices, perceptions on carbon emission reduction, tent maintenance protocols, green economy implementation, company sustainability policies, and the associated challenges. The culmination of these efforts leads to a pivotal juncture where the findings derived from in-depth interviews are presented. The following table below shows the list of interview questions and responses from the respondents.

Table 2. Questions and Answers Result by Key Respondents regarding Perspective of Green Economy Implementation from Company Internal Experts

No	Questions	Answer	Results
1	Do you think PT Esprite Nomade's eco-friendly practices are important in choosing a tent product? (close question)	Not very important Not important Important Very important	36.4% important 63.6 % very important
2	What do you think about PT Esprite Nomade's efforts to reduce carbon emissions in the production and distribution of their tents? (open question)	A great selling point with huge possibilities for marketing Environmentally friendly and minimal cost Minimize the use of plastic materials in the packaging process The way they use lightweight installations, eco-friendly materials, practical packaging, and efficient shipping methods can help reduce pollution from their work. It's proof that they care about the environment and a great example for other industries. Using human labor in producing tents does seem traditional but on the other hand has indirect benefits to the environment because by using human labor Escape Nomade reduces the use of machines and engine fuel itself and ultimately reduces the level of carbon emissions.	Various answers
3		Not helpful	36.4 % helpful

	Do you think PT Esprite Nomade's eco-friendly tent maintenance guide helps in improving product sustainability? (close question)	Less helpful Helpful Very helpful	63.6 % very helpful
4	In your opinion, has the implementation of the green economy had a positive impact on the environment around the company PT Esprite Nomade? (close question)	Very negative Negative Positive Very positive	27.3 % positive 72.7 % very positive
5	In your opinion, are there certain policies or procedures adopted by PT Esprite to support sustainability and corporate social responsibility practices? (open question)	Collaborating with media to show people new alternatives for sustainable living places. Through an environmentally friendly lifestyle started by the company's own founder and the maintenance of tents that are prioritized using environmentally friendly materials such as water and vinegar. Educating the importance of environmentally friendly buildings in modern times The use of raw materials and production equipment that emphasize sustainable products means products that can be recycled without leaving waste. Taking part in the bali clean up program, every year, by inviting staff and local residents to clean and protect the environment, and educating local residents about the importance of protecting the environment, I think this is one of the social responsibilities that the company has done. besides that, in the selection of raw materials or stationary supplies we are encouraged to use environmentally friendly materials or recycled products (recycled paper).	Various answers
6	What are the challenges faced by PT Esprite Nomade in implementing green economy, and how does the company deal with them?	High prices of eco-friendly materials. The company is constantly looking to improve its processes to reduce waste and damage to the environment. Lack of public awareness of the importance of environmentally friendly buildings in modern times. The	

	(open question)	<p>way to overcome this is by continuing to promote environmentally friendly buildings through social media. In addition, we continue to work with vendors who sell environmentally friendly materials.</p> <p>Availability of materials/materials that match the design requirements. Companies can overcome this by educating suppliers on the importance of environmentally friendly materials and actively working closely with suppliers who help select good and environmentally friendly materials.</p> <p>The limitations of eco-friendly technology in the infrastructure sector in Indonesia are still developing, and make companies need time to develop new innovations in green design. To face this challenge, the company conducts RnD (research and development).</p>	Various answers
7	<p>How would you rate PT Esprite Nomade's tent designs in terms of ease of detachment and use of eco-friendly materials? (close question)</p>	<p>Easy detachable design and the installation process is very easy to learn.</p> <p>Easy detachable design but requires extra in mastering the method tent installation method</p>	<p>45.5 % easy to learn</p> <p>54.5 % requires extra effort in order to tent installation</p>
8	<p>Do you agree that the implementation of green economy has improved the company's image/brand and helped PT Esprite differentiate itself from its competitors in the industry market? (close question)</p>	<p>strongly disagree disagree agree strongly agree</p>	90.9 % strongly agree

Source: Data collected from Google Forms and internal analysis.

In-depth interviews conducted as part of this research provided rich insights into the perceived importance of environmentally friendly practices when selecting tent products from PT Esprite Nomade. The qualitative findings reveal a nuanced perspective among respondents:

Alignment with Sustainability Values.

A recurring theme in the interviews was the alignment of PT Esprite Nomade's eco-friendly practices with customers' personal values. Respondents expressed that choosing environmentally responsible products reflected their commitment to sustainability and environmental stewardship. This resonates with the work of Kotler and Armstrong (2010), who emphasize the growing significance of aligning business practices with customer values.

Trust and Reputation.

The data highlighted the role of environmental practices in building trust and reputation. Respondents believed that a company demonstrating a commitment to sustainability was more trustworthy and reliable. This mirrors the findings of Smith and Brower (2012), who assert that a positive reputation for sustainability can lead to increased customer loyalty.

Triple Bottom Line Alignment

The result underscores the alignment of PT Esprite Nomade's practices with the Triple Bottom Line concept introduced by Elkington (1997). Respondents recognized that the company's environmental efforts were not isolated but part of a broader strategy that considered social and economic impacts. This holistic approach resonated positively with customers.

Encouragement for Other Businesses

Respondents expressed hope that more businesses, irrespective of their industry, would adopt similar green economy principles. This sentiment aligns with the findings of Waddock and Bodwell (2004), who argue that pioneering sustainability practices can set industry standards and inspire others to follow suit.

The qualitative analysis of responses pertaining to carbon emission reduction efforts undertaken by PT Esprite Nomade reveals a deeper understanding of the perceived benefits and effectiveness of these initiatives:

Environmental Consciousness

Respondents demonstrated a keen awareness of the environmental benefits associated with reducing emissions in the production and distribution processes. They acknowledged that such efforts not only contribute to a greener planet but also reflect positively on the company. This aligns with the findings of Reinhardt et al. (2008), who argue that environmentally conscious businesses often enjoy enhanced reputations.

Marketing and Environmental Impact

The data suggest that carbon emission reduction has dual implications for PT Esprite Nomade: marketing and environmental. Respondents recognized that the company's commitment to emission reduction was a marketable feature. This echoes the research by Arago-Borrells and Claver-Cortés (2005), who highlight the potential of environmental practices to serve as a competitive advantage.

Maintenance Guidelines

The responses shed light on the perceived value of PT Esprite Nomade's maintenance guidelines. Respondents found them not just helpful but crucial for ensuring the longevity of tent products. This emphasizes the importance of clear guidelines in enhancing the durability and sustainability of products, a concept supported by the work of Charter and Tischner (2001).

Mitigating Shipping Emissions

The analysis underscores the significance of PT Esprite Nomade's approach to minimizing carbon emissions related to shipping. The use of a completely knocked-down design was perceived as a practical solution. This mirrors research by Banomyong et al. (2008), which highlights the importance of efficient logistics design in reducing carbon emissions from transportation.

Eco-Friendly Maintenance

The insights reveal that respondents appreciate PT Esprite Nomade's eco-friendly maintenance practices, particularly the use of natural materials like vinegar. This aligns with the broader sustainability literature, emphasizing the importance of eco-friendly materials and practices in reducing environmental impacts (Tukker et al., 2006).

Ease of Movement

Respondents noted the ease with which PT Esprite Nomade tents can be moved without leaving waste behind.

This aligns with the principles of circular economy, where products are designed for easy disassembly and reuse, reducing pollution and waste (Kirchherr et al., 2017).

Analysis of responses regarding the impact of PT Esprite Nomade's green economy initiatives provides valuable insights into how these efforts are perceived:

Sustainability and Social Responsibility Initiatives

Respondents highlighted various initiatives undertaken by PT Esprite Nomade, including media partnerships, beach clean-up events, and the endorsement of eco-friendly products and materials. The insights suggest that these initiatives are appreciated for their tangible contributions to environmental and social well-being. This aligns with the research of Lozano et al. (2015), emphasizing the importance of corporate sustainability initiatives in fostering positive perceptions.

Fostering Environmentally Conscious Communities

Analysis underscores the importance of PT Esprite Nomade's role in fostering environmentally conscious communities. Respondents perceive the company's initiatives as instrumental in raising environmental awareness and promoting sustainable practices at a community level. This resonates with the idea of corporate citizenship and community engagement (Van Marrewijk, 2003)

Analysis of responses concerning PT Esprite Nomade's tent design and its eco-friendliness sheds light on the nuanced perceptions of users:

User-Friendly Design

Among respondents, 54.5% expressed satisfaction with the user-friendly aspects of the tent design. Qualitative insights reveal that the use of recyclable materials is appreciated for its environmental consciousness. Users find these tents easy to set up and dismantle, enhancing the overall user experience. This aligns with the principles of user-centered design, where products are tailored to meet the needs and preferences of users (Norman, 2013).

Assembly Complexity

On the other hand, 45.5% of respondents acknowledged the eco-friendliness of the design but highlighted challenges related to the installation process. Qualitative data suggests that while the design is eco-conscious, it requires a more profound understanding of the assembly process. Users often receive tents as fragmented components, which demand precision during assembly. This resonates with the research of Ulrich and Eppinger (2000), emphasizing the trade-off between design complexity and user-friendliness.

Conscientious Material Selection

Qualitative analysis underscores PT Esprite Nomade's conscientious approach to materials. The use of lightweight, environmentally friendly fabrics is perceived positively. Respondents appreciate the reduction in chemical usage and overall weight. This aligns with research highlighting the importance of sustainable materials in product design (Savaget et al., 2019).

Durability and Longevity:

Respondents recognize the waterproof and weatherproof features of PT Esprite Nomade's tents as crucial for sustainability. Qualitative insights emphasize the significance of durability and longevity, echoing the concept of product longevity as a sustainability strategy (Bocken et al., 2016).

Analysis of responses regarding the impact of green economy implementation on PT Esprite Nomade's image reveals profound insights:

Positive Shaping of Company's Image

A resounding 90.9% of respondents acknowledged that the implementation of green economy principles has indeed positively shaped PT Esprite Nomade's image. Qualitative data suggests that the company's commitment to

eco-friendly practices resonates positively with consumers. This aligns with research on corporate social responsibility (CSR) and its influence on brand image (Sen and Bhattacharya, 2001). PT Esprite Nomade's green ethos sets it apart in the market, fostering a reputation for environmental responsibility and sustainability.

Competitive Advantage

Respondents recognize that PT Esprite Nomade's identity as an environmentally-conscious entity confers a significant competitive advantage. Qualitative insights highlight that in an era of increasing consumer awareness regarding eco-friendly products, the company's consistent adherence to green economy principles positions it for a promising trajectory. This resonates with research on green marketing and its influence on competitive advantage (Charter and Polonsky, 1999).

Inspiring Environmental Stewardship

PT Esprite Nomade's commitment to the green economy is perceived as more than just a business strategy. Qualitative data reveals that it sends a powerful message of environmental stewardship. Respondents believe that such an ethos can inspire other businesses, not only within Indonesia but globally, to harmonize profitability with environmental responsibility. This aligns with the concept of leadership in sustainability and its potential to drive industry-wide change (Jabbour et al., 2014).

Mitigating Green Economy Challenges

Challenges associated with green economy adoption, such as the high cost of eco-friendly materials, limited public awareness, and material scarcity, are viewed as opportunities for collaborative mitigation efforts. Qualitative insights emphasize that stakeholders, including businesses, governments, and civil society, can work together to promote the widespread adoption of green economy principles. This aligns with the idea that addressing sustainability challenges requires multi-stakeholder cooperation (Eisenhardt, 1989).

In the concept of Triple Bottom Line (Elkington, 1997) emphasizes on 3 aspects in the form of *profit* which is an effort or goal of a business field is to get profit as a guarantee of the sustainability of the business undertaken, *people* or society is an element that supports and is expected to receive the benefits, in the context of the business world can be in the form of products that benefit the community as well as the benefits of the company's presence for the surrounding community and the *planet* element which means that every product of goods and services produced is expected to benefit the environment around the company and consumers of goods and services products. The balance between profit, people and planet is one of the benchmarks of efforts to implement green economy in the business sector.

In line with the Triple Bottom Line concept (Elkington, 1997), PT. Esprite Nomade exemplifies the principles associated with planet, people, and profit. Their products, environmentally-aligned, significantly reduce pollution. Their handcrafted design ethos empowers a substantial workforce, yielding broader societal benefits. Moreover, the versatile application of their products—from homes and offices to event spaces—amplifies profitability. Presently, PT Esprite Nomade's influence spans 45+ countries, boasting 140+ completed projects with more underway.

The company's dedication to the green economy serves as an industrial benchmark. Their aspiration is not merely corporate success but fostering global environmental equilibrium for collective welfare. A looming challenge is sourcing natural materials like wood and bamboo, given the dwindling forest reserves. A sustainable business and living ecosystem require a collective effort, demanding contributions from governments, businesses, and communities. The overarching goal is ensuring that the green economy resonates more broadly, embodying the ethos PT Esprite Nomade champions.

Conclusions

Based on the research findings of this study, it can be concluded that the efforts by PT Esprite Nomade to reduce carbon emissions in their production and distribution processes are not only highly environmentally friendly but also align seamlessly with the principles of a green economy. By integrating environmental considerations into their operations, PT Esprite Nomade showcases a tangible commitment to sustainable business practices. Such practices aim not just for profitability, but also prioritize environmental well-being, resonating with the Triple Bottom Line concept.

The dedication of PT Esprite Nomade to green economy principles is evident in their emphasis on sustainable procedures. Their policies, which support sustainable practices and socio-economic responsibilities, range from collaborations with the media to participation in beach environmental clean-ups, from using eco-friendly raw materials to promoting green products.

Addressing the impending depletion of natural resources, there's an inherent need to discover and implement more energy-efficient alternatives. It's pivotal that the application of green economy principles starts at the individual level, as this can substantially contribute to fostering a better environment for future generations. This approach not only benefits the environment but also enhances a company's image. Moreover, with the growing public awareness of eco-friendly products, the green economy's influence is set to increase.

These findings underscore PT Esprite Nomade's success in integrating green economy principles across various facets: design, production, maintenance, and recycling. This demonstrates the potential of innovative and sustainable solutions in combating environmental degradation. Notably, this study is in line with Presidential Regulation No. 98 of 2021, emphasizing the carbon economic value and robust management of greenhouse gases, thereby reflecting a national commitment to the environment.

Businesses are encouraged to prioritize the green economy and sustainable practices. Such endeavors contribute to environmental sustainability, bolster business resilience, and promote collective consciousness geared towards Earth's protection through judicious business activities. In turn, this aids in achieving an environmental balance beneficial for humanity.

Anticipating the Green Economy's role, it's posited to supplant traditional economic models, serving as a beacon in mitigating the adverse impacts of climate change. It becomes imperative for businesses to incorporate the green economy concept, setting the stage for a rejuvenated environment. By embracing this methodology, companies, like PT Esprite Nomade, can bolster their corporate image, setting them apart in the competitive industrial landscape. It's hopeful that other companies might draw inspiration from the sustainable practices championed by PT Esprite Nomade.

Yet, the journey to adopting eco-friendly practices isn't devoid of challenges. High costs of sustainable materials, limited public awareness, and the paucity of appropriate resources remain significant barriers. However, PT Esprite Nomade exemplifies resilience by endeavoring to design tents that surmount these challenges – from fostering an eco-friendly installation process to transforming waste into valuable commodities. Such green strategies carve a distinct niche for PT Esprite Nomade, differentiating it from its competitors. The green economy, thus, holds transformative potential, capable of augmenting justice, societal welfare, and preserving the environment.

The shift towards the green economy is paramount. It aims to foster economic growth, all while maintaining a keen focus on environmental sustenance. This calls for a behavioral paradigm shift, accentuating the judicious utilization of resources, especially in a resource-rich country like Indonesia.

Embracing green economy principles, as demonstrated by PT Esprite Nomade, isn't a fleeting trend but rather a harbinger of change. The objective is to foster a sustainable business ecosystem that is mutually beneficial for businesses, society, and the environment. Echoing the sentiments of Greenpeace: "There is no economy on a dead planet" (Greenpeace, 2023).

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