

## **Jamilia Jeenbaeva: Organizational structures and cultures that are conducive to climate-smart consumption and footprint moderation.**

With the economy become more green and climate-smart both, corporations and cooperatives, have competing pressures besides making the profit and redistributing them, i.e., surviving in the conditions of greening economy, striving to compete in the environment of growing competition, the growing population and middle class consumer demands, as well as the increased power of the state institutions and regulations. The higher goal of succeeding in a greening economy demands more social and environmental responsibility, which cannot only be achieved with financial and material remuneration of the labour force. There is a growing need for ideological work and reliance on the use of reflexive practice in the mission, ethos, and policy of organizations, as they attempt to turn their efforts to its own human capital with social entrepreneurial and cooperative approaches in motivating the labour force. In an ideal world organizations introducing green technologies would aim at supporting two objectives: 1) developing the labour force into the sustainable and climate-smart human capital through the use of these technologies; and 2) helping both, the management team and the labour force to better manage and report the footprint through moderated consumption and reflexive metabolism. Thus, social entrepreneurship and cooperative ethos become relevant to activate the resources and the energies of the management and labour force in organizations towards measuring, managing, and reporting the footprint before the tipping point is reached in the biocapacity consumption. There are many corporations that transform by initiating socially orientated practices (i.e., through introducing CSR policies and environmental accounting and reporting tools), and do so as a compliance to regulation. Yet, there is a growing trend of organizations' transforming under the pressure from inside out by entrepreneurial leaders who uphold and reflexively apply cooperative, social entrepreneurial, and green principles, attitudes, lifestyles, and actions. How exactly this voluntary "greening" is happening in the organizations?