

Halal is Green: The Synergy of Sustainability and Islamic Principles

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Abstract. This article aims to explore the concept of "Halal is Green" and how it encapsulates the synergy between Islamic principles and environmentally-friendly practices. The study will utilize a methods approach to gather comprehensive data and insights. The research will involve qualitative methods to examine the perception of sustainability within the halal industry and the alignment of Islamic principles with sustainable practices. The Result divided into chapters discussing: The Holistic Approach of Halal, Halal Food and Sustainable Agriculture, Ethical Supply Chains and Fair Trade, Waste Reduction and Resource Efficiency, and also Renewable Energy and Green Technologies. In conclusion, the "Halal is Green" concept highlights the potential for Islamic principles and sustainable practices to work hand in hand. By embracing halal guidelines, individuals, businesses, and societies can actively contribute to environmental protection, social justice, and a sustainable future. This holistic approach promotes responsible consumption, fosters ethical business practices, and encourages collaboration towards a more environmentally conscious and inclusive world.

Keywords: Halal Food, Ethical Supply Chains, Green Energy

1. Introduction

In recent years, international awareness and interest in sustainable practices that promote a healthier planet have grown. At the same time, the principles of halal, which govern every aspect of life for more than 1.8 billion Muslims around the world, are being valued as a guide to ethical and responsible consumption. Interestingly, the intersection between halal and sustainability reveals strong links that go beyond religious commitments (. The purpose of this article is to explore the concept of "Halal is Green" and how it embodies the synergy between Islamic principles and environmentally friendly practices.

Covering everything from food and beverages to cosmetics and finance, the halal industry has seen significant growth and global recognition in recent years. It is interested in delving into the data and statistics of the global halal industry, highlighting its economic importance, market trends and consumer preferences. By understanding the scope and

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impact of the halal industry, stakeholders can make informed decisions and realize its enormous potential.

The halal industry has expanded significantly, driven by the growing Muslim population, changing consumer preferences, and increasing awareness of halal products and services. According to the State of the Global Islamic Economy Report 2020/21, global spending on halal products and services reached US\$2.02 trillion in 2019, representing a CAGR of 3.2%. This figure is expected to reach \$3.2 trillion by 2024, indicating a strong market with plenty of opportunities for growth and investment (Dinar Standard, 2021).

One of the key components of the halal industry is the food and beverage industry. Halal-certified food is not only for consumption by Muslims, but also caters to the preferences of non-Muslim consumers seeking high-quality and ethical products. According to the Global Islamic Economic Indicators, the global halal food market was worth approximately US\$1.4 trillion in 2019. This figure is expected to exceed \$2 trillion by 2024. Asia Pacific, especially Southeast Asia and the Middle East, account for a large portion of the halal food market (Rejeb et al., 2021).

The halal cosmetics and personal care industry has gained momentum in recent years, driven by demand for ethical and cruelty-free products. The global halal cosmetics market was valued at approximately US\$25 billion in 2019 and is expected to exceed US\$52 billion by 2026, at a CAGR of 9.9%. This growth can be attributed to growing awareness among Muslim consumers about halal-certified beauty products, as well as growing interest among non-Muslim consumers in natural and sustainable alternatives.

The halal travel industry has arisen as a huge fragment inside the more extensive travel and cordiality area. Muslim voyagers, who focus on religious necessities like halal food, petition offices, and orientation isolated facilities, are energizing the development of this area. The Muslim travel market was esteemed at USD 189 billion out of 2019, addressing 10% of the worldwide the travel industry market. The proceeded with development of the halal the travel industry is projected to arrive at USD 274 billion by 2024 (Quoquab et al., 2020).

While the halal industry is globally expanding, there are notable regional variations in terms of market size and growth rates. Muslim-majority countries such as Indonesia, Malaysia, and the United Arab Emirates are key players in the halal industry, boasting established halal ecosystems and strong consumer demand. However, non-Muslim majority countries, including the United States, United Kingdom, and Germany, are also recognizing the economic potential of the halal industry and are actively tapping into this market (Yul Zamrudi & Il-Hyun, 2022).

The global halal industry presents vast economic opportunities and showcases the increasing importance of catering to the diverse needs and preferences of Muslim consumers worldwide. As the market continues to expand, stakeholders must stay abreast of market trends, consumer demands, and regulatory frameworks to capitalize on this burgeoning industry. By embracing halal practices and providing halal-certified products and services, businesses can tap into a vast consumer base and contribute to the growth of the global halal economy.

2. Research Method

This examination means to investigate the collaboration among maintainability and Islamic standards inside the setting of the halal business. The review will use a techniques way to deal with accumulate far reaching information and bits of knowledge. The examination will include subjective techniques to look at the impression of manageability inside the halal

business and the arrangement of Islamic standards with supportable practices (Choudhury, 2023).

An exhaustive survey of existing insightful articles, books, reports, and pertinent writing will be directed to lay out a hypothetical structure and recognize key ideas connected with maintainability, Islamic standards, and the halal business. The writing survey will give an establishment to understanding the present status of examination and any information holes in the field (Caulley, 2007).

A writing survey is an exploration technique that includes an orderly assessment and investigation of existing insightful articles, books, reports, and other important writing on a particular subject. It gives a complete outline of the present status of information, distinguishes holes in examination, and lays out a hypothetical system for the review.

3. Result and Discussion

3.1 The Holistic Approach of Halal

Halal, an Arabic expression signifying "passable" or "legal," includes a complete system that goes past the simple utilization of food. It envelops an all encompassing way to deal with life, including moral way of behaving, social obligation, and natural stewardship. Islamic lessons underline the safeguarding and security of the Earth as a trust from the Maker, in this manner imparting an innate regard for the climate.

By looking at the moral elements of halal in different parts of life, including food, money, and social obligation, this paper features how complying to halal rules advances moral conduct in accordance with Islamic lessons.

Halal isn't restricted to food and drinks; it envelops a more extensive idea of moral utilization. It advances the idea of consuming items and administrations that are morally obtained, fair, and aware towards the climate and society. Islamic lessons accentuate the moral treatment of individual creatures and the obligation of Muslims as stewards of the Earth (Ibrahim et al., 2010).

Halal food creation includes adherence to explicit moral rules, like the empathetic treatment of creatures, guaranteeing sanitation, and advancing fair exchange rehearses. These contemplations line up with the more extensive moral worries connected with creature government assistance, ecological manageability, and civil rights, making halal food an epitome of moral utilization.

Islamic money, directed by halal standards, underscores moral monetary exchanges and forbids participating in revenue based exercises (riba) and interests in restricted enterprises (haram). Halal money energizes moral speculations that line up with social obligation, manageability, and moral guidelines.

Halal certification plays a crucial role in ensuring social responsibility in the halal industry. Certifying bodies evaluate the ethical practices of businesses, including labor rights, fair wages, and responsible sourcing. Halal certification acts as a mechanism to promote transparency, accountability, and ethical conduct within the industry (Tayob, 2021).

The concept of halal encompasses ethical behavior across various domains of life. By adhering to halal guidelines, individuals and businesses can embrace ethical consumption, contribute to sustainable practices, and uphold social responsibility. The convergence of Islamic principles and ethical consumption highlights the potential for halal to serve as a pathway to fostering a more ethical and sustainable society.

3.2 Halal Food and Sustainable Agriculture

At the heart of the halal concept lies the notion of consuming pure, wholesome, and ethically-sourced food. This naturally aligns with sustainable agricultural practices that prioritize organic farming, biodiversity conservation, and animal welfare. Halal requirements, such as the prohibition of consuming pork and ensuring the humane treatment of animals, foster an environment conducive to sustainable farming methods, reducing the ecological footprint of food production.

Halal food is a type of food that meets the requirements and rules of Islam. The demand for Halal food has increased significantly worldwide, in line with the growth of the Muslim population and awareness of the importance of consuming food according to religious beliefs. Talking about it, will also considering about Halal meat production including slaughtering.

Halal slaughter or also known as dhabihah is the process of slaughtering animals in accordance with the rules in Islam. This process ensures that the slaughtered animal fulfills certain requirements, such as being healthy, not injured before being slaughtered, being slaughtered with a sharp knife and conscious, and being called the name of Allah SWT at the time of slaughter. Halal slaughter is carried out in order to ensure the cleanliness, health and halalness of the meat consumed by Muslims.

Several studies have been conducted to evaluate the quality of halal slaughter and its effect on the cleanliness and health of the meat produced. A study conducted in Malaysia found that halal slaughter methods produce meat with lower levels of cholesterol and saturated fat compared to meat produced from non-halal slaughter methods (Gregory, 2008). This study shows that halal slaughter can affect meat quality from a nutritional point of view.

What's more, research likewise demonstrates the way that halal butcher strategies can influence creature government assistance. A review directed in Germany found that creatures butchered utilizing a halal technique experienced lower levels of pressure contrasted with creatures butchered utilizing a non-halal strategy. This is because of the butcher interaction being quicker and utilizing more keen cutting edges, accordingly lessening the creature's enduring time.

In any case, it ought to be noticed that halal butcher that is completed erroneously and as per strategies can make uneasiness and experiencing the creature. In this way, makers and shoppers must guarantee that the halal butcher cycle is done accurately and as per laid out guidelines.

Overall, halal slaughter is an important process in maintaining the quality, cleanliness and halalness of the meat consumed by Muslims. Studies have shown that Halal slaughter methods can affect the quality and health of the meat produced, as well as the welfare of the animals being slaughtered.

Meanwhile, several trends regarding Halal food around the world can be found in the academic literature and industry reports. Here are some aspects and journal references that can provide an overview of halal food around the world:

- Halal food market growth: Many studies show significant market growth for halal food in various countries. The report from the Pew Research Center predicts that the Muslim population will continue to grow and reach 2.2 billion by 2030, which contributes to the growing demand for halal food .
- Halal certification: Halal certification becomes important in ensuring that food products comply with halal requirements. Halal certification is provided by an authorized certifying body, and this process varies in different countries. Studies show that the existence of halal certification can increase consumer confidence and help producers to enter the halal food market (Varinli et al., 2016).

- Innovation in Halal food: The Halal food industry continues to innovate to present various products that comply with Halal requirements and meet consumer needs. Several studies have reported on the development of broader halal food products and a greater variety to meet increasingly diverse consumer preferences.
- Halal food marketing: An effective marketing strategy is also important in developing the halal food market. Studies highlight the importance of proper promotion, strong branding, and consumer involvement in building awareness and trust in halal food brands (Quoquab et al., 2020).

3.3 Ethical Supply Chains and Fair Trade

Halal standards reach out to the whole store network, advancing fair exchange, just strategic policies, and social obligation. The Islamic idea of "adl" (equity) urges Muslims to be fair and evenhanded in their dealings with others, including makers, laborers, and shoppers. By sticking to halal principles, organizations can add to economical improvement by dispensing with shifty works on, advancing straightforwardness, and guaranteeing fair wages for laborers.

Halal production network alludes to a progression of cycles associated with delivering, handling, putting away and circulating halal items in consistence with Islamic halal standards and necessities. This incorporates all stages, from natural substances to completed items which incorporate food, refreshments, beauty care products, drugs, and other buyer items.

The importance of the halal supply chain is to guarantee that the items created and consumed by Muslims meet halal necessities, in particular as per Islamic principles and guidelines. This includes the choice of Halal natural substances, proper creation processes, substantial Halal affirmations, and severe checking of all stages in the production network. A few significant perspectives connected with the halal production network include:

- Halal confirmation by approved foundations is expected to guarantee that their items and creation processes follow halal necessities. This includes thorough reviews and checks to confirm consistence with laid out halal norms.
- Halal supply chain also involves risk management to ensure that halal products are not contaminated with non-halal or polluted materials. Strict food safety measures are necessary to maintain the integrity of halal products and avoid the risk of contamination (Almelaih Alfzari & Omain, 2022).
- Transparency and product tracking: Transparency in the halal supply chain is important to ensure full visibility from raw materials to finished products. Tracking technologies such as blockchain and RFID (Radio Frequency Identification) can be used to track and verify the halal status of products in the supply chain (Yul Zamrudi & Il-Hyun, 2022).

Partnerships and collaborations between producers, suppliers and halal certification bodies are key in building and maintaining an effective halal supply chain. Close cooperation and good communication are required to ensure a clear understanding of the halal requirements and their application in the supply chain.

Research on halal fair trade has revealed some interesting findings. The following is a summary of the findings:

- Support for local communities: Studies show that consumers who care about ethical aspects and social justice tend to choose fair trade halal products. They see halal fair trade as a way to support local communities, especially producers and small farmers based in developing countries (Akbar & Rohman, 2023).
- Consumer satisfaction: Research shows that consumers who purchase Halal fair trade products are generally satisfied with their purchase. They value fairness, sustainability

and hygiene in the products they buy, which are in line with Islamic values (Almelaih Alfzari & Omain, 2022)

- Empowerment of producers and farmers: Research shows that through halal fair trade practices, producers and small farmers can be empowered economically and socially. They get access to a wider market, fair prices, and support in increasing their production capacity (Daucé & Guigueno, 1984).
- Cultural and religious influences: Culture and religion play an important role in consumer decisions related to purchasing halal fair trade products. Islamic values, such as fairness, cleanliness and sustainability, play a role in the choice of fair trade halal products by Muslim consumers (Fazreena & Zuhdi, 2015).
- Improved social welfare: Halal fair trade practices can provide significant benefits to the community and society concerned. These include increasing incomes, access to health and education services, and developing social infrastructure in producing areas (White & Samuel, 2015).

3.4 Waste Reduction and Resource Efficiency

Islam emphasizes the concept of moderation (mizan) and discourages extravagance and waste. This aligns with the sustainable principle of reducing waste and enhancing resource efficiency. Halal practices, such as minimizing food waste, recycling, and conserving water, resonate with the global sustainability agenda, addressing pressing challenges such as food insecurity and resource depletion (Mohd Noor et al., 2016). The relationship between Islam and efficiency has become an interesting subject of research in the context of economics and management. Several related studies include:

- Work ethics and efficiency: Several studies have highlighted the influence of Islamic values, including a strong work ethic, on efficiency levels in an organizational context. Values such as diligence, responsibility and honesty taught in Islam can contribute to increased operational efficiency (Kibria et al., 2021).
- Principles of equity and allocation of resources: Islamic principles, including the principles of fairness and fair distribution, can have an impact on the efficiency of resource allocation. Studies show that complying with these principles in making economic decisions can help achieve higher efficiency in resource utilization (Ilmy, 2019).
- Innovation and increased efficiency: Several studies highlight the relationship between Islamic views that encourage innovation and technological progress and increased efficiency in the production and use of resources. Business practices that are based on Islamic principles can encourage the creation of efficient and sustainable solutions in the business environment (Franzoni & Allali, 2018).
- Risk management and efficiency: Islamic risk management concepts, such as the principle of takaful (mutual insurance), can play a role in increasing efficiency in risk and financial management. Application of these principles can help reduce costs and improve efficiency in risk management (Dzukroni & Afandi, 2023).

3.5 Renewable Energy and Green Technologies

The Islamic principle of "khalifa" or stewardship calls upon Muslims to protect and preserve the Earth's resources. This principle finds resonance in the promotion of renewable energy sources and green technologies. Embracing clean energy solutions, such as solar power and wind turbines, not only reduces reliance on fossil fuels but also aligns with the concept of environmental responsibility within the halal framework. Islam teaches its people to protect and maintain the universe as a mandate from Allah SWT. This concept includes human responsibility to protect the environment, including the management of natural resources and the sustainable use of energy (Islamy, 2022).

The concept of green energy includes the use of environmentally friendly renewable energy, such as solar, wind, hydro and biomass energy. Islam encourages the use of natural resources in a sustainable manner and considers their impact on the environment and society. Islam teaches the importance of keeping the environment clean and healthy (Centre et al., 2019). In the energy context, this involves efforts to reduce carbon emissions by switching to clean and low-carbon energy, such as solar energy and wind energy.

The concept of social responsibility in Islam includes fulfilling human needs while maintaining ecological balance. The application of green energy and the development of renewable energy projects can provide sustainable social and economic benefits for society. Islam has verses from the Qur'an and hadiths that underline the importance of preserving nature and human responsibility in protecting the environment. Here are some examples of relevant verses (Basri & Damis, 2023) and hadiths (Bsoul et al., 2022):

Quran verses:

- "And We did not make this earth a safe haven for you and We did not make high mountains a place of refuge for you." (Al-A'raf: 74)
- "Indeed Allah loves those who strive in His way in orderly rows as if they were like a solidly structured structure." (As-Saff: 4)
- "And do not do mischief on earth after Allah has made it good. And pray to Him with fear and hope. Indeed, Allah's mercy is very close to those who do good." (Al-A'raf: 56)
- "And do not walk on the face of this earth arrogantly. You will never be able to penetrate the earth and you will never reach the height of a mountain." (Al-Isra: 37)

Hadith:

- From Abu Sa'id al-Khudri ra. that the Prophet SAW said, "There is no Muslim who plants a tree or plants a seed or plants anything, then some creature eats from the fruit, but that will be counted as charity for him." (HR. Al-Bukhari)
- From Abu Hurairah ra. that the Prophet SAW said, "A strong believer is more loved by God than a weak believer, even though there is good in both. Try to pursue what is beneficial to you, ask God for help, and do not feel weak. Do not feel weak, and if something befalls you, do not say, 'If I had done this and that, such and such would have happened,' but say, 'Allah has decreed such and such. What He wills will certainly happen. ' Indeed, the word 'if' paves the way for the devil's actions." (HR. Muslim)
- From Abdullah bin 'Amr bin 'As ra. that Rasulullah SAW said, "Whoever plants a tree or plants a seed, then a bird, a human, or an animal comes through it, then it will be charity for him." (Narrated by Al-Bukhari and Muslim)
- From Abdullah bin 'Amr ra. that Rasulullah SAW said, "No one kills a small bird without a good reason, but the bird will stand on the Day of Judgment and pray, 'O my Lord, so and so killed me for pleasure.'" (HR. An-Nasa' i)

4. Conclusion

The "Halal is Green" concept showcases the intrinsic harmony between Islamic principles and sustainable practices. Islam places great emphasis on the preservation and stewardship of the environment as a sacred duty entrusted to mankind. By embracing halal guidelines, which encompass not only dietary restrictions but also ethical considerations in various aspects of life, individuals, businesses, and societies can actively contribute to protecting the environment, fostering social justice, and promoting a sustainable future.

Halal principles promote the consumption of clean, wholesome, and ethically sourced products. This includes ensuring the humane treatment of animals, the absence of harmful

additives or ingredients, and the promotion of fair trade practices. By adhering to these principles, halal consumers and businesses are inherently encouraged to support sustainable agriculture, organic farming, and environmentally friendly production methods.

The idea of "Halal is Green" reaches out past the domain of food and includes a more extensive viewpoint of moral and natural obligation. It urges people and networks to be aware of their utilization designs, squander the executives practices, and carbon impressions. By integrating maintainable decisions into their day to day routines, Muslims and non-Muslims the same can add to moderating environmental change, rationing normal assets, and safeguarding biodiversity.

Recognizing and capitalizing on the synergy between halal and sustainability can pave the way for collaborations and initiatives that cater to the ethical and ecological aspirations of a diverse global community. It opens doors for partnerships between halal certification bodies, environmental organizations, and sustainable development institutions to promote environmentally friendly practices within the halal industry. This collaboration can foster innovation, research, and development of sustainable technologies, processes, and products that align with Islamic values and cater to the needs of conscious consumers worldwide.

In conclusion, the "Halal is Green" concept highlights the potential for Islamic principles and sustainable practices to work hand in hand. By embracing halal guidelines, individuals, businesses, and societies can actively contribute to environmental protection, social justice, and a sustainable future. This holistic approach promotes responsible consumption, fosters ethical business practices, and encourages collaboration towards a more environmentally conscious and inclusive world.

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