

ENVIRONMENTAL MANAGEMENT

Eva Štěpánková
KPH ESF MU

Environmental management

- **Systematic approach to the environment protection in all aspects of business**
- **History**
- **Corporate Social Responsibility**

Environmental management

- **The reasons for the implementation**
- **The spendings on the implementation**

The forms of the environmental management

- Ecolabelling
- EMS – according to ISO 14000 or EMAS
- Cleaner Production

Ecolabelling

- **Products are friendlier to the environment and the health of the consumer during their entire life cycle**
- **The beginning in 70's**
- **The goals of the ecolabelling**
- **Requirements on labelled product**
- **The ecolabelling X „green“ symbols**
- **Czech Republic – two trademarks :**
 - **Environmentally Friendly Product**
 - **Bio food stuff**

Ecolabels in the CR

- National Programme
- The EFP logo:



- Bio



EU Eco-labelling Programme

- „The Flower“



- products and services

Ecolabels in a world

- **Germany**



- **Scandinavia**

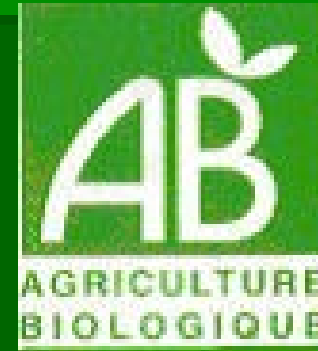


Ecolabels in a world

- Spain



France



- Sweden



Italy



Ecolabels in a world

- **Slovakia**



- **Biofood - EU**



Ecolabels in a world

- **Canada**



- **USA**



- **Brazilia**



- **Australia**



- **New Zealand**



Perception of the ecological products

- Growing run for the ecological products
- Ecological aspect is perceived positively
- The consumers are willing to pay for the ecological product more than for non ecological product or service
- The reasons for the purchase?
- Problem area?
- Promotion of ecological production

ISO 14000

- **was emitted in 1996**
- **one of the most significant international initiatives for sustainable development**
- **gives just the general requirements**
- **continual growth of number of ISO 14000 in CR**
- **about 44% Czech corporates have ISO 14000 (2007)**

EMAS

(Eco-Management and Audit Scheme)

- **European standard of the Environmental Management System**
- **Basic demands**
- **broader range of the requirements than ISO 14000**
- **Internal and external control**

CLEANER PRODUCTION

- **Preventive strategy**
- **More efficient utilization of inputs**
- **„Win-win“ strategy**
- **Investment measures or non-investment, organisational measures**

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Thanks for your attention!