

**MASARYK UNIVERSITY**  
**Faculty of Economics and Administration**

# **ENVIRONMENTAL MANAGEMENT**

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# Environmental management

- **Systematic approach to the environment protection in all aspects of business.**
- **intentional activity, that influences the processes and the products which can or could have the impact on the environment.**
- ***What are the environmental impacts of business?***
- **History – in CR and in a world**
- **Corporate Social Responsibility (CSR)**

# Environmental management

- **The reasons for the EM implementation**
  - Financial benefits
  - Marketing opportunity – relations with customers, business partners, state institutions etc.
  - Processes improvement
- **The spendings for the EM implementation**
  - Financial resources
  - Human resources
  - Time

# The tools of the environmental management

## 1. Environmental legislation

## 2. Voluntary tools

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

# Ecolabelling

- **Products are friendlier to the environment and the health of the consumer during their entire life cycle**
- Products are not totally harmless to the environment but their impact on it is lower than the impact of the competitive production.
- Product quality has to remain comparable with the competitor's production.
- **voluntary tool**
- **Valid especially in a home country**

# Ecolabelling

- **The beginning in 70's**
- **The goals of the ecolabelling**
- **Requirements on labelled product – basic x specific**
- **The ecolabelling X „green“ symbols**
- **Czech Republic – two trademarks :**
  - **Environmentally Friendly Product (1994)**
  - **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**

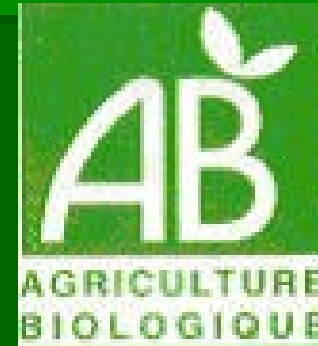


# Ecolabels in a world

- 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 areas?**  
(price, bad availability, narrow assortment, inferiority in some aspect...)
  
- **Promotion of ecological production**

# ISO 14000

- emitted in 1996;
  - focused on the processes, not the products;
  - one of the most significant international initiatives for sustainable development;
  - gives just the general requirements (*pros and cons?*);
  - continual growth of number of ISO 14000 in CR;
- 
- *ISO 14000 in CR?*

# **EMAS**

## **(Eco-Management and Audit Scheme)**

- **European standard of the Environmental Management System**
- **Basic demands:**
  - harmony with ISO 14000 requirements;
  - harmony with the environmental legislation;
  - continual improvement of the environmental performance and reducing the ecological burden;
  - regular publication of the environmental declaration!
- **broader range of the requirements than ISO 14000**
- **Internal and external control**

# CLEANER PRODUCTION

- **Preventive strategy**
- **Products (services), processes**
- **More efficient utilization of inputs**
- **„Win-win“ strategy**
- **Investment measures or non-investment, organisational measures**
- **The examples of CP activities:**
  - A change of technologies that are more regardful of the environment, machinery and equipment
  - Utilization of the natural materials
  - More efficient organisation of work



# Conclusion

- The corporates are focussed especially on the reducing the energy consumption. The energy is more and more expensive, so it does relatively big part of the corporate costs.
- The reservation exists in every corporate. The experts talk about 20 %, it means that each company can reduce the consumption by 20%, even the enterprises with a modern equipment.
- Gaining profit is important for EM activities implementation.

# Literature

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**Thanks for your attention!**