

GRETS O.P.

VERSHITSKY A.V.



CONCEPTUAL APPROACHES TO THE ECOLOGICAL MANAGEMENT DISCIPLINE WORK OUT

The modern period of production development is characterized by a rapidly growing volume and variety of ultimate and intermediate products, technological processes of production, fast volume increase of the natural resources, being involve into the production activity. Also one should take into consideration the quantity and variety growth of waste products, which are thrown into the environment. Increasing degree of pollution and natural resources exhaustion on the global and regional scale define the necessity of the optimal and interconnected production and environment exploitation management introduction, what can provide rational usage and protection of the environment. Ecological problem actualization created by the low effectiveness of ecological control mechanisms and production management methods being used, which base mainly on the tough administrative methods, is the reason of the necessity of new ways and approaches search to the ecological problem solution.

One of the main ways in the world is widely recognized implementation of the ecological management, which on the whole can be defined as an initiative activity of economical subjects, meant to achieve their own ecological aims, projects and programs, worked out on the basis of ecoeffectiveness and ecojustice principles.

In the XXI Century Agenda, ratified in Rio de Janeiro, it is underlined, that ecological management should be referred to a key dominant of sustainable development and simultaneously to the highest priorities of industrial activity and entrepreneurship.

Activities in the sphere of ecological management at the present have wide practical development in all industrially developed and many developing countries. The most significant achievements in the solution of ecological problems in the sphere of industrial production for recent years are connected with it.

During 90 es years the majority of the leading industrial companies abroad have achieved important results in the domain of decrease of negative influence on environment along with simultaneous production volumes increase, raw material proportion expenses diminishing, energetical resources economy, production quality improvement. Ecological activity as one of the items of balanced development, becomes more and more economically justified, permitting enterprises to use connected with it various direct and indirect profits and benefits.

One of the leaders of new ecological management market instrument approbation is Great Britain where in 1990 the Ecological Act was ratified, followed by the standard in the sphere of ecological management BS 7750. In 1993 authorities published Demands for the creation of Ecological Management and Auditing System (EMAS), worked out for the EC countries. Also in 1993 the Technical Committee of the International Organization for Standardisation in Sphere of Ecological Management ISO/TC 207, which deals with international standard work out of series ISO 14000 in the sphere of ecological management, was established.

Series ISO 14000 international standards set the demands to systems of the ecological management and are now widely used in the world.

The main procedures, the description work out and implementation of which are recommended by ISO 14001 standard are ecological aspects, identification and access to legal acts, normative acts and other documents defining ecological demands to an enterprise activity, personnel education, information exchange (communications), document system control, job place ecological demand fulfilment control (production ecological control), potential accident situation identification, ecological activity index, measuring and monitoring, prescribed demand accordance estimation, responsibility and duties defining when discrepancy finding, ecological management system minutes preparation keeping, ecological management system auditing.

Ecological management system is a part of the general management system, including organizational structure, activity planning, responsibility sharing, practical work, and also procedures,

processes and resources for working out, achieved realization results estimation and ecological policy improvement.

Taking into consideration flexibility and relativity of international standards in the sphere of ecological management they contain one absolute demand – following the principles of consecutive improvement.

There is a clear parallel between the demands to the organization of the system of Total Quality Management (TQM), which is the kernel of management philosophy and ecological management systems. Total quality management is aimed at effective production of qualitative products and services (through the whole life cycle - from raw material through production to life of products themselves and final waste placing).

Ecological management activity at the first stages of its development (prevention of environment influence) is able to lead to considerable economic effects at the expense of rational usage of raw materials, energetical resources; loss diminishing; production quality increasing; rejects decrease, ecological payments and fines decrease; accident and their consequences liquidation expenses decrease.

The main economic benefits of environment influence prevention and ecological management are defined by potential merits and additional opportunities, connected with similar activities, such as:

- fair enterprise image creation and improvement, basing on ecological responsibility and ecological solvency;
- investors' attention arresting; additional reason appearance for getting benefits and privileges during investment;
- additional opportunities for consumers influence and competition increase of production and services being produced;
- advertising and marketing effectiveness increase possibilities;
- the attention arresting of the international organizations and the international community to an enterprise; membership in the international ecological unions of entrepreneurs;
- additional possibilities for development of relations with business partners abroad;
- territorial and national ecological leadership privileges;
- additional possibilities in the development and improvement of relations with local authorities and state ecological control, population, ecological community;
- creation and usage of trust credit in the relations with investors, shareholders, local authorities and state ecological control, population, ecological community;
- additional opportunities for strengthening and broadening enterprise positions at the international commodity and financial markets.

Under the conditions high energetic and resources volume of production in Ukraine, low cultural level and neglect of ecological law it is more and more obvious that there is noeffectiveness in attempts to change negative tendencies in development of ecological situation on the basis of tough administrative methods and forms of ecological control. Therefore the usage of ecological management can become one of the ways of practical solution of ecological problems of the given sphere of environmental exploitation ecologization.

Because of it, it is undoubtedly expedient the appearance in the system of business education of specialists managers of the actual in given context speciality "Environment Exploitation Manager".

One of the key and integrative disciplines of basic management education in the sphere of natural exploitation we should consider the discipline "Ecological Management", which has been worked out at the Chair of Economy and Management Theory of V.I. Vernadsky National University of Taurida and improved within the framework of the European Project N 10304/97 "Environmental Economy at the South of Ukraine".

The aim of the discipline "Ecological Management" teaching is the specialist training, who is able to develop the system of ecological management at the enterprise in accordance with international and national standards.

Among the tasks, which are fulfilled during the training of a specialist manager in the sphere of environment exploitation we should mark out: idea formation about different approaches to the environment protection, international experience in this sphere, about structure of systems of ecological management, their creation, functioning at the enterprises, practical approaches to minimization (gradual decrease) of negative influence of the production on environment and resources usage minimizing, ecological situation analysis in Ukraine, system and principles of ecological legislation, structure and functions of authorities in the ecological sphere, structure and functions of economical mechanism of environment management and environment protection.

Taking into consideration the above-mentioned peculiarities and different approaches to the environment management the course “Ecological Management” includes two parts: Ecological Management and State Environment Exploitation Management.

In the first part of the course there are such key aspects:

1. Ecological problems. Ecological security. Conception of sustainable development. The search of new ways and methods of ecological problems solution;
2. Ecological management notion. International standards;
3. Ecological management system. The main principles of creation;
4. Ecological policy and enterprise obligations work out. Environment influence estimation of the enterprise activity being done;
5. Ecological aims and tasks. Criteria and indices of defined ecological aims and task achievement result estimation;
6. Ecological enterprise management system structure. Communications in the ecological management system;
7. Practical approaches to minimizing (gradual decrease) of negative influence of production at the environment and resource usage minimizing;
8. Ecological management system audit;
9. Activity organization and development motivation in the sphere of ecological management;

In the second part there is such information:

1. Ecological situation in Ukraine. System and principles of ecological legislation. System, structure and functions of the authorities in the ecological sphere;
2. Interaction of enterprises with environment. Ecological passport of the enterprise and its characteristics;
3. Economy mechanism of environment management and protection;
4. Environment influence estimation. State ecological expertise. Public ecological expertise;
5. Payments for the special usage of natural resources;
6. Payments for environment pollution. Payments for deterioration of natural resources;
7. Funds of environment protection. Economic stimulation. Ecological insurance;
8. Information support of procedures connected with decision making in the sphere of environment protection activity. Ecological monitoring.

The knowledge and skills obtained by the students within the framework of the discipline provide the fulfillment of the adequate economical analysis of ecological situation not only in the context of the activity of the concrete enterprise, but a country on the whole. And also they provide the work out of the system optimal managerial decision making in the sphere of environment achievement of sustainable economical and ecological development of Ukraine in the modern world.