

# PODCAST 1

## ENVIRONMENTAL MANAGEMENT



This project was financed with support from the European Union. This publication reflects the views only of the author, and the European Union is not responsible for any use that may be made of the information contained therein.

Project: Sustainable Development Academy - ESG Management in Vocational Education  
KA220-VET - Cooperation Partnerships in the Vocational Education Sector.



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## ENVIRONMENTAL MANAGEMENT

In today's episode we focus on key aspects of environmental management. It is important for organizations to understand that the main objects of management are society, the economy and the environment itself. Management processes cover a variety of areas, from public education to recommendations for specific ecosystems. Environmental management is the science and practice of designing, implementing, controlling and coordinating processes related to environmental management.

The modern concept of environmental management takes into account a wide range of activities, from shaping the policy and goals of an organizational unit to managing environmental protection processes. This is a relatively new field of management, but its development is crucial in the face of contemporary ecological challenges.

It is worth emphasizing that environmental management is not only an integral part of the management function, but also a resource of knowledge, skills and techniques of enterprise management. Companies that undertake environmental management activities integrate them with the overall enterprise management system, which emphasizes their comprehensive nature.

The main object of environmental management is society, the economy and the environment itself, where biotic and abiotic processes become the subject of management. The modern concept of environmental management covers a wide range of activities, from shaping the environmental policy and objectives of an organizational unit, through integration with the general enterprise management system, to managing the processes of using, protecting and shaping the environment.

Environmental management is a relatively new field of management, but its development is extremely important in the context of contemporary ecological challenges. According to the literature on the subject, environmental management is an integral part of the overall management function, focusing on the development, implementation and implementation of the organization's environmental policy and objectives. It is also characterized by integration with the general enterprise management system, which emphasizes its comprehensive nature.

Another perspective on environmental management is to perceive it as a resource of knowledge, skills and techniques of enterprise management. In this context, the main goal is to achieve high economic efficiency of production and services, minimize the burden on the natural environment and ensure work comfort for the company's staff.

Environmental management activities are undertaken by enterprises and introduce a certain functional discipline. Care for the environment is becoming an integral element of the company's strategy, and the approach to environmental management is becoming an important pillar, aimed not only at securing today's needs of society, but also at ensuring sustainable development for future generations. In this context, environmental management activities become an integral part of the organization's activities aimed at promoting and maintaining a balance between economic growth and environmental protection.

**The strategy of a company or institution that adopts an environmentally-oriented approach should be based on several key pillars:**

- Environmental management should encompass a set of specific business strategies, policies or measures that work coherently and coordinately to form a comprehensive plan of action.
- A company should accept responsibility for its actions that affect the environment, assuming a certain level of responsibility for the consequences of its activities.
- Environmental management aims to achieve key goals such as environmental protection, efficient use of resources, waste minimization and rational energy consumption.
- The company works proactively, anticipating future environmental problems and programming actions to prevent or mitigate them.
- The company operates within a strict legal framework for the protection of the biosphere and public health, ensuring compliance with all existing regulations.
- Environmental management is related to the pursuit of new social values and general ecological awareness, reflecting the changing expectations of society.

Environmental management objectives are often incorporated into a company's business plan, setting out the organization's criteria or position on environmental issues. Additionally, in the context of globalization and growing interest in ecology, more and more companies and governments are adopting a priority position on environmental protection.

The idea of environmental management is based on the concept of continuous improvement, known as the Deming cycle, proposed by E.W. Deming. In the context of environmental management science, it is also important to understand terms such as environmental services and environmental problem, which are key elements of the field's analysis. In the remainder of the case study, we will explore the practical applications and challenges of environmental management.

Companies that implement environmental management focus on achieving high economic efficiency while minimizing environmental burdens. Activities in this area become an integral part of the organization's activities, promoting a balance between economic growth and environmental protection. Environmental management should encompass specific business strategies, policies and measures, creating a comprehensive action plan. The company should also accept responsibility for the environmental impact of its activities.

It is worth noting that environmental management objectives are often included in a company's business plan, defining the criteria or position of the organization on environmental issues. Environmentally oriented companies take proactive actions, anticipating future problems and programming preventive actions.

Environmental management, in the context of enterprises, is a perspective focused on the impact of a given organization on the surrounding environment, both in positive and negative aspects. Existing legal acts, which constitute tools for environmental regulation by the state, are important for enterprises due to the need to comply with them, especially when these regulations concern the activities of a given organization.

From an environmental management perspective, company managers play a key leadership role in shaping environmental management strategies. The responsibility for developing, implementing and monitoring environmental protection activities rests on the shoulders of management, which must act strategically, in accordance with the principles of sustainable development. Managers are key decision-makers in the decision-making process regarding investments, production, logistics, as well as in creating the organization's environmental protection policy. Their role also includes setting goals related to energy efficiency, waste minimization and reduction of pollutant emissions, which contributes to the sustainable and pro-ecological functioning of the company.

Moreover, managers play an important role in integrating the concept of environmental management with the overall enterprise management system. Their task is to ensure coherence between ecological goals and the company's long-term strategic goals, which requires complex analysis, planning and a consistent approach to implementing new solutions.

From the perspective of environmental management, managers are not only responsible for adapting the organization to applicable legal standards, but also actively work on creating a corporate culture conducive to sustainable development. Their leadership is key in building ecological awareness among employees and in promoting innovative solutions aimed at reducing the company's negative impact on the natural environment.

In a globalized business environment, managers are pioneers who can influence positive change in the industry, striving to achieve a balance between business and environmental protection. As a result, their role in environmental management becomes not only important for the success of the organization, but also for creating corporate social responsibility and creating a better future for the environment and society.

We encourage you to deepen your knowledge of environmental management.

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