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## **THE ESTABLISHMENT OF ENVIRONMENTAL MANAGEMENT AT AN ENTERPRISE**

Establishing environmental management at an enterprise is a strategic approach to business management, which is aimed at minimising the negative impact of the enterprise on the environment and increasing its environmental responsibility. This is an important topic in the modern world, where more and more attention is paid to the preservation of natural resources and reduction of environmental pollution.

Establishing environmental management starts with recognising the environmental impact of a company's activities and identifying the main aspects that need improvement. This may include assessing the level of harmful emissions, energy and water utilisation, waste management, etc.

Introduction of environmental management at an enterprise is a strategic approach to business management, oriented towards reducing the negative impact of the enterprise on the environment and increasing its responsibility towards environmental issues. It becomes especially relevant in our time, when preservation of natural resources and reduction of environmental pollution become more and more priority.

The process of establishing environmental management begins with recognising the environmental impact of the company's activities and identifying the key aspects that require improvement. This may include assessing the level of harmful emissions, optimising energy and water consumption, improving the waste management system and other aspects.

It is important to realise that the creation of environmental management is not limited only to the implementation of technical solutions. It also includes changing corporate culture and values towards environmental responsibility, as well as involving employees in the process of finding and implementing environmentally effective solutions.

Thus, environmental management not only contributes to the reduction of negative environmental impact, but can also lead to lower resource costs and increased production efficiency, which ultimately contributes to the competitiveness of the enterprise.

The enterprise then develops specific strategies and programmes to reduce its environmental footprint. This may include introducing energy efficient technologies, switching to renewable energy sources, implementing a waste management system, introducing green practices into production processes, etc.

An important part of establishing environmental management is the training and involvement of the company's staff. Employees must be aware of the goals and strategies of environmental management and be trained in methods to reduce negative environmental impacts.

Finally, establishing environmental management requires continuous monitoring and evaluation of results. The enterprise should regularly review its environmental performance and make adjustments to its strategies and programmes as necessary.

In the context of improving the competitiveness of an enterprise, the creation of environmental management also promotes innovation and new market opportunities. The implementation of effective environmental strategies can lead to new products and services that meet the requirements of environmentally conscious consumers. In addition, environmental measures such as the utilisation of renewable energy sources or the introduction of green technologies can reduce a company's operating costs in the long term.

In addition, as part of global trends towards sustainable development, many consumers and investors prefer to cooperate with companies that demonstrate a high level of environmental responsibility. Therefore, establishing environmental management can attract new customers and investors, as well as strengthen partnerships with existing contractors.

The introduction of environmental management at an enterprise is a strategic management approach aimed at reducing an organisation's negative impact on the environment and increasing its environmental responsibility. In today's world, conservation of natural resources and reduction of environmental pollution are becoming increasingly important, making this approach particularly relevant.

Implementing environmental management at an enterprise is a systematic management approach covering various aspects of an organisation's activities in order to minimise negative environmental impacts and increase its responsibility towards environmental issues. This approach includes analysing environmental risks, developing strategies and action plans, and monitoring and evaluating results.

In today's world, where the conservation of natural resources and environmental protection are becoming increasingly important, the implementation of environmental management is becoming a necessity. This is due to the growth of public and environmental awareness, stricter environmental legislation, and changing consumer preferences towards environmentally friendly products and services.

The main objective of environmental management is to enable a company to operate in an environmentally sustainable manner, minimising its negative impact on the environment and ensuring the preservation of its resources for future generations. This approach also helps to improve the company's image, increase its competitiveness in the market and attract investment from environmentally oriented investors.

Thus, the implementation of environmental management is an important step for companies in their pursuit of sustainable development and social responsibility.

Improving public image is also an important aspect of establishing environmental management. Enterprises that actively care about environmental conservation often receive a positive assessment from the public, which helps to strengthen the company's brand and credibility.

Thus, establishing environmental management at an enterprise not only contributes to environmental protection, but is also a key factor in achieving long-term sustainability and successful business development in the modern world.

In general, the establishment of environmental management at an enterprise helps not only to reduce the negative impact on the environment, but also to increase the competitiveness of the enterprise by reducing energy and resource costs, as well as improving its reputation in the eyes of consumers and the public.

### *References*

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