

ORGANIZATION OF THE COMPANY FOR ECOLOGICAL MANAGEMENT

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Abstract: *Business of industrial companies in the world is considered successful if the processes are carried out according to the standards of environmentally clean living and working environment.*

In developed countries, the goal is to avoid barriers to trade and to create effective systems for protecting the environment.

Processes relate to the business of not only small and medium enterprises, but also to industrial systems that do not adequately implement organizational designs to prevent pollution of all forms. Basically, we need to approach the use of a more efficient strategy and managerial business philosophy.

This suggests that social responsibility is the most important factor in economic development and the development of environmental awareness.

Corporate Social Responsibility as the most important business entity today in the world, implies the work of companies that should take responsibility for their impact on society. This is considered important for the sustainability, competitiveness and innovation of businesses in the EU and the EU economy.

International activities on the development of environmental management organization have a significant impact on the economic environment and the strategy of external and internal business.

The aim targeted is to: increasing competitiveness, monitoring the performance of pollution of competitive industries, and developing ecologically clean environment standards.

1. INTRODUCTION

One of the most esteemed entrepreneurship authorities, Joseph Juran, predicted that the "21st century", would be a productive product and an eco-developed market economy. He emphasized that "The dependence on the quality of ecological technologies will become an integral part of our lives".

Structuring the organization of a quality function in the field of environmental standards of business of industrial and other enterprises serves to improve the satisfaction of users with high quality products. The question arises: What can this method contribute to, in relation to what has not been achieved using traditional methods of improving eco-management?

Practice confirms that in this way, the company connects with its users, and within the company it self, communication between different organizational units is enhanced so that the new product achieved with new approaches to environmental management systems has realistic prospects to satisfy the needs and needs of the users. Considering that the method of structuring, organizing and designing the quality of ecological or so- green management as input data takes users' requests, what company helps:

- to better understand the users,
- understanding the quality of the organic product,
- to develop awareness of the issue at the planning stage,
- to know what needs to be done to increase the level of customer satisfaction,
- to develop a scientific approach to eco quality management,
- that the quality improvement method continues to grow, etc.

2. ORGANIZATION OF THE STRUCTURE AND CONTENT OF THE PROCESS OF USING EMS STANDARDS

According to the research data, the most favorable structure is the one that gives high results in terms of high quality environment, and which is carried out in continuity.

Observed from the external environment, its content conceives four key factors that contribute to the successful implementation of the ISO 14000 Guideline in practice (Figure 1)¹.

The External Environment: It Includes

- ✓ Regular review (once a year)
- ✓ Renewal review (once every 3 yrs)
- ✓ Internal environment: includes - Management review, Inspection, Implementation and operations and Planning.
- ✓ From a managerial point of view, the development of design organization in industry is pursued by the policy of developing ecological standards in continuity.

Inspection is carried out by activities:

- ✓ supervision and measurement
- ✓ compliance avaluation
- ✓ incompatibility and corrective actions as well as prevbentive measurements
- ✓ record management
- ✓ interal inspection.

¹ <https://www.bsigroup.com/en-US/ISO-14001-Environmental-Management/ISO-14001-Revision-new/>

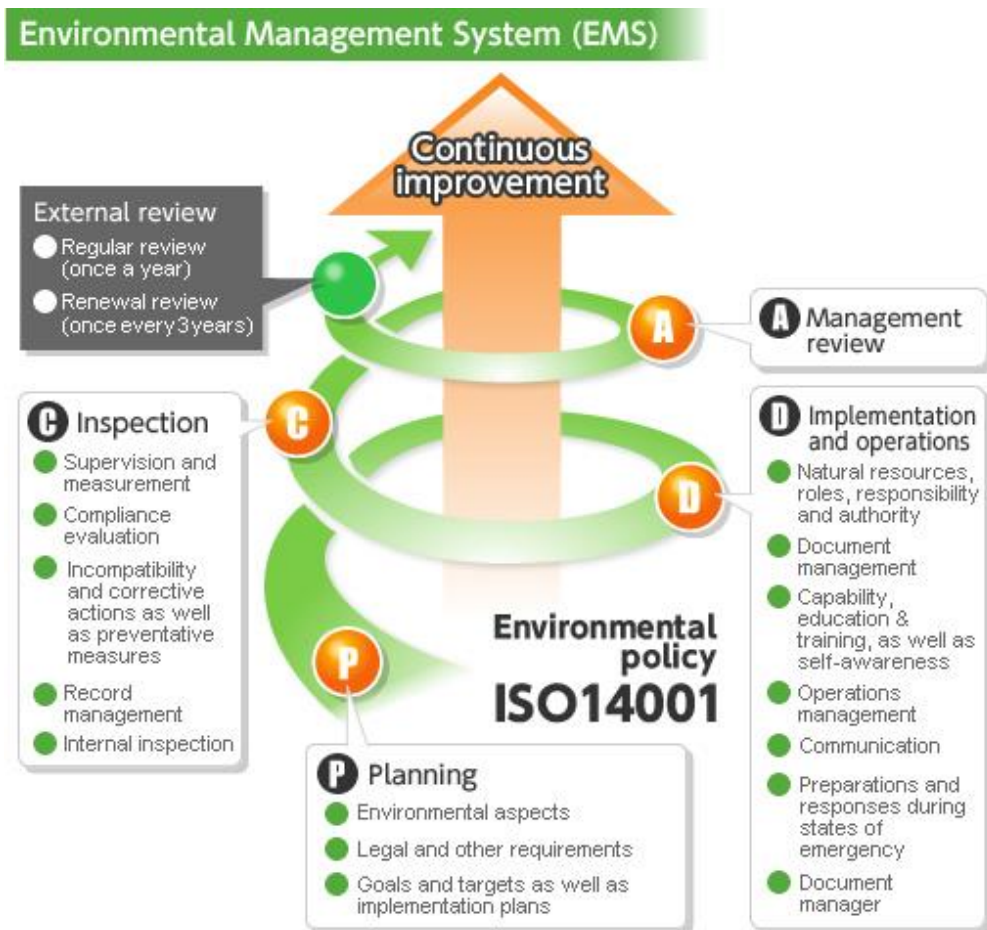


Figure 1. Ecological management according to ISO 14001 standards

D - Implementation and operations is carried out by the organization of factors:

- * Natural resources, roles, responsibility and authority
- * Document management
- * Capability adeducation & treaning, as well as self-awareness
- *Oprations management
- * Communication
- *Preparations and responses during states of emergensy
- *Document manager

P: Planning - includes significant factors, such as:

- Environmental aspects,
- Legal and other requirements
- Goals and targets as well as implementation plans.

To organize the design of companies it is important to implement an effective:

1. Implementation and operations
2. Role and Responsibility for Natural Resource Management
3. Manage the necessary documents
4. Planning an efficient environment
5. Realization of objectives in the implementation plans.

3. ISO 14000 STANDARDS AND MODERN QUALITY MANAGEMENT OF AN ENVIRONMENTALLY SOUND ENVIRONMENT

ISO 14000 standards are internationally agreed standards that determine the conditions for managing the environmental protection system.

Within these standards, the latest ISO 14001: 2015 model is in place. The aim is to improve its environmental impact by applying these standards of the organization.

Quality management has the task of effectively investing efforts to make greater use of available resources in order to reduce waste in industrial enterprises².

The reason for quality business lies in the faster acquisition of competitive advantages and trust of customers, as well as the environment as a whole.

What is an ecological quality management system?

The answer is sought in the Environmental Quality Management System, when industrial organizations need to identify key ecological factors in all business processes.

The essence is, in the organized management, measurement and development of the obtained data - monitoring, as well as control of all work processes.

Product quality standards ISO 9001, health safety standards ISO 45001 should be implemented at a high level in organizations. This means that everyone should use their high-level implementation structures and content. Particular emphasis should be placed on the ISO14000 standards that can be integrated easily into any existing ISO management system, in all other standards of internal and global, in its strategic concept, in its plan and program of realization of a quality business system, and therefore of quality products and services.

The importance of applying and developing ISO 14001 standards is that it is required for organizations of all sorts and sizes, as the world rules foresee. In practice, this applies to all operations carried out in organizations that apply environmental issues such as:

1. Air pollution
2. Water and sewage pollution,
3. Waste management and recycling,
4. Land pollution,
5. Medical waste and other

The aim is, to alleviate and fully mitigate climate change and to adapt the environment as an environmentally sound system.

The question arises: How to use ecological resources in order to achieve efficiency?

The answer is that quality management:

- ✓ Understands important ecological development factors and anticipates the need for continuous improvement of these factors and the overall environmental and environmental protection system in one organization.
- ✓ Understand the need for a correct and effective approach to environmental issues today.
- ✓ Strategically plans each project directed towards realization of the necessary organization processes.
- ✓ Make greater efforts in managing ecological affairs, management and management.
- ✓ Strengthens all initiatives that encourage their impact on the environment.

The benefits that organizations apply to ISO 14 001 are:

1. Application and development of regulations provided by the International Organization for Standardization
2. Increasing leadership in this business through the involvement of all employees

² <http://www.mastersoft.in/images/iso14001-2015.png>

3. Increase of rating in own company on the world market
4. Raising the reputation of the company through greater confidence of stakeholders
5. Penetration of strategic communications to the world market
6. Achieve strategic business goals that include the environment as a development priority
7. Ensuring financial strength and greater competitiveness through improving quality systems, process efficiency and cost reduction
8. Encouraging better eco-performance of suppliers, which integrate into the overall business system of the organization.

The organization's management is tasked with developing the process of quality to environmental quality management of the ISO 14001 environmental standards - Environmental management cycle.³

The integrated activities of the quality improvement process are given by a quality round:

Starting from:

- Environmental Policy
- Environmental Policy, through - Planning – Planning
- Targets - Targets - targets - Objectives and Targets
- Resources – Resources
- Awareness – Awareness
- Communication – Communication
- Documentation & Control
- Operational Control
- Energy Planning - Emergency Planning
- Controls and Measures - Monitoring & Measuring
- Non-Compliance - Non-Conformance
- Minutes – Records
- Check and viewpoints - management approach approaches - Auditing & Management Review to the realization
- Continuous Improvement Plan - A Plan for Continuous Improvement, Quality environmental protection.

When the circle is closed, then it's not the end, but the quality development is repeated continuously and continuously, with a quality round (PDCA Deming cycle). High product quality is carried out in every activity, operation, task.

Basically, the environmental management system according to ISO 14001: 2015, regulates all the requirements that apply to the environmental management system. The environment is today a very important determining factor in the development, and the implementation of this standard creates a framework for development based on environmental protection, preventing pollution and protecting natural resources.

The Environmental Management System - (EMS) includes organization of the organization, planning activities, responsibilities, procedures, procedures for the development, implementation, achievement, review and maintenance of environmental management policy. This standard is compatible with other management systems.

4. CONCLUSION

Operatively and strategically, an effective plan for the development of a successful business strategy in an ecological environment implies that managers at each level of business in the hierarchical structure of a organization must perform consistently with appropriate and

³ <http://www.protectus.co.uk/wp-content/uploads/ISO-14001-cycle.gif>

new skills that will enable them to effectively manage potential risk of doing business in ecological conditions.

This means that the organization as a whole needs to ensure that risk management is applied appropriately at each level.

Risk identification should be carried out in order to reduce it, as follows:

1. External risk reduction (arising from an external environment, not entirely within the organization's control, but where a risk mitigation action can be taken)
2. Economic ability to spot the problem
3. Social cultural influence
4. Technological obsolescence of existing systems
5. Cost of production of the best available technologies, possibilities arising from technological
6. Development
7. Legal Regulatory Conditions / Laws that Impose New Obligations in Ecology /
8. Ecological infrastructure; equipment; objects; interconnectedness
9. Operational (related to existing operations, construction and maintenance of ecological systems, capacity and opportunities)
10. Resources Financial (insufficient funding, poor budget management, fraud, HR staff / skills / recruitment and retention) Information (decision-making adequacy, privacy protection) physical assets (loss / damage).
11. Integrity, trust and confidence that stakeholders have in the organization
12. Performance and risk management capabilities of eco business
13. Planning - the absence of threats and weaknesses.

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ОРГАНИЗАЦИЯ НА КОМПАНИЯТА ЗА ЕКОЛОГИЧНО УПРАВЛЕНИЕ

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Ключови думи: *Промисленост, организация на управлението на околната среда, конкурентоспособност на пазара*

Резюме: *Бизнесът на индустриалните компании в света се смята за успешен, ако процесите се осъществяват в съответствие със стандартите за екологично чиста жилищна и работна среда.*

В развитите страни целта е да се избегнат пречките пред търговията и да се създадат ефективни системи за опазване на околната среда.

Процесите се отнасят до бизнеса не само на малките и средни предприятия, но и на индустриалните системи, които не прилагат адекватно организационните проекти за предотвратяване на замърсяването на всички форми. По принцип трябва да се обърнем към използването на по-ефективна стратегия и управленска бизнес философия.

Това предполага, че социалната отговорност е най-важният фактор за икономическото развитие и развитието на екологичното съзнание.

Корпоративната социална отговорност като най-важният бизнес субект в света днес предполага компанията да поемат отговорност за влиянието им върху обществото. Това е важно за устойчивостта, конкурентоспособността и иновациите на предприятията в ЕС и икономиката на ЕС.

Международните дейности за развитие на организацията за управление на околната среда оказват значително влияние върху икономическата среда и стратегията на външния и вътрешния бизнес.

Целта е: повишаване на конкурентоспособността, мониторинг на ефективността на замърсяването на конкурентоспособните отрасли и разработване на екологично чисти екологични стандарти.