

# SOME CONSIDERATIONS ABOUT ECOLOGICAL RESPONSIBILITY OF THE COMPANIES

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**Abstract:** *In the last years, an increasing number of countries have adopted measures to implement the concept of sustainable development. The companies around the world decided to actively engage in sustainable development and integrating the principles of ecological responsibility in business. Such a policy could lead to the increase of the company's financial power and of the competitive potential. This article tries to emphasize the idea that it is necessary to make some changes in the business environment in order to support the ecological responsibility of the companies. The research objective was achieved by analyzing and interpreting approaches, concepts and analysis found in the specialty literature. The research was conducted using a variety of bibliographic sources such as statistics, surveys, reports, professional articles.*

**Keywords:** *ecological responsibility, companies, sustainable development, business.*

**JEL Classification:** *F64, M14, Q57*

## 1. Introduction

Accelerated globalization and intensive industrial activity have generated in the last decades a turbulent environment, characterized by major climate changes and many vulnerabilities. In present, the major problem for humanity is to limit the continuous destruction of the environment. In this context, the environmental crisis requires the reconsideration of the policies on the economic development in reconciliation with the environment. As a consequence of this fact, the contemporary society has begun to recognize that

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environmental issues are inseparable from the welfare and from the economic development. If we do not act faster in protecting our environment, we could be threatened with even worse consequences in the future. For this reason, in recent years the notion of a ecological responsibility has gained in popularity, and has been largely embraced by the business community. It should be noted that a company that is to remain competitive over the long term in an increasingly globalized economy must develop policies and strategies of sustainable development in terms of environmental protection. All types of business should be more active in the protection of the environment for conservation and protecting biodiversity. In recent years, becoming more actives in the protection of the environment many companies around the world have decided to actively engage in sustainable development and integrating the principles of ecological responsibility in business. Eco-development (organic development) represents the growth in close correlation with environment laws, and ecological balance. It involves ecologically caution, stimulates development, advocates a harmonious development, carefully in full agreement with existing opportunities at a given moment and in a certain place (Pânzaru, S., Dragomir, C., 2012). Focused on this subject, the paper highlights the main connections between eco-development and economic sustainable development, underlining the significant aspects related to the importance of involving of the companies in develop business ecologic responsible. We consider that, this analysis adds knowledge in understanding the requirements on the stimulation of the ecological responsibility of the companies and the adoption of the best practices of environment management.

## ***2. Ecological responsibility of the companies***

Ecological responsibility of the companies is characterized by a greater capacity for adaptation to the requirements of a economic development in harmony with the environment. In this context, The organizations must become more environmentally responsible for ensuring environmental management and conservation. Many businesses have realised that acting in a socially and environmentally responsible way is more than just a legal duty and the reconsideration of the policies on the economic development in harmony with the environment is essential for the long-term success of the business. This is one reason why the notion of a Corporate Environmental Responsibility is mostly connected with CSR because both of them are turned into environmental protection.

Nevertheless, Corporate Environmental Responsibility is strictly turned into environmental implications and protection within a company's strategy ([https://en.wikipedia.org/wiki/Corporate\\_environmental\\_responsibility](https://en.wikipedia.org/wiki/Corporate_environmental_responsibility)). It is the continuing commitment by a business to behave fairly and responsibly and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large (*europa.eu.int*).

Environmentally responsible behaviour means that the companies abide by the law and take on the responsibility for the environment in all respects. Additionally, environmental responsibility means to improve the ecological efficiency of the products and industrial processes and to achieve a “waste-free production” by closing the recovered substance cycle. In fact, the rational use of resources could lead to the increase of the company’s financial power and of the competitive potential.

This study suggests that the environmental aspects play a significant role in the creation of an efficient and effective company strategy. The business strategies must be oriented to ecology and environmental protection. The reconsideration of the policies on the economic development in harmony with the environment is essential. Such a policy could reverberate positively on productivity of the companies if it is done more in the ecological side. In the same way, the environment is positively influenced by a continuous improvement of the products and activities. It is need to robust and reliable products with a long life cycle. A long life cycle means less environmental impact resulting in less need for raw materials and less waste. This reduces harm to people and the environment (<https://www.bgateway.com/>). The quality of the products and positive ecological characteristics such as recyclability and biodegradability play an important role for the protection of the environment. Also, it should be noted that the ecological responsibility contributes strongly to long-term companies’ success and is an essential part of their business philosophy. This is why the managers are taking responsibility for their actions and want to be a good model to responsibly lead. Moreover, environmentally responsible behavior can be only achieved and improved, if all employees participate actively. This type of climate promotes a healthy working environment. The promotion of this behavior is one of the most important management tasks.

### ***3. Environmental regulations and rules for business***

One of the main drivers for Corporate Environmental Responsibility are government policies and regulations. Governments have been prepared to impose regulations and sanctions in order to facilitate environmental protection. A lot of states provide their own legislation, regulations and policies which are important in creating a positive environmental attitude. Subsidies, fuel prices and taxes play a vital role in these policies. In turn, European Union aims a series of objectives, activities and standards to be reached and maintained by all the member states and which refer to: constant promotion of an environmental politics, encouraging technical-scientific research, education and training programs, developing transportation webs and systems at the same standard, developing the cooperation among member states and the external states (Leonte, C., 2013). The European Economic Community and the Member States promote a policy of environmental protection through international organizations. Its purpose is to link business activities with environmental protection problem, to internationalize their cooperation in the context of ecological impact assessment, particularly in the case of projects with interstate impacts. We mention the aspects that are considered relevant and that represents levels of references which are found in the passed legislation:

- to prevent is more effective than cure;
- protecting the environment is everyone's responsibility.
- the environmental impact should be taken into account in the first phase of conception an objective;
- the exploitation of nature which produces ecological imbalances should be abandoned.

As we have already shown, all companies have many responsibilities for the alleviation of environmental damage. Regarded from this perspective, there is a range of environmental rules for business. These include references to several important problems, among which we mention: (<https://www.bgateway.com/>):

- Comply with legislation regarding emissions into the air.
- Storage of waste safely , make sure it is treated appropriately, ensure it is collected by an authorised organisation (such as your local authority or a licensed private waste contractor) and complete

a waste transfer note or consignment note when waste is handed over.

- Management of your business waste for recycling by separating paper, card, plastic, metals and glass prior to collection. Most food businesses also need to separate food waste for recycling.
- Ensure you do not cause a statutory nuisance which could affect someone's health or annoy your neighbours. This covers things like producing noise, smoke, fumes, gases, dust, odour, light pollution or accumulating rubbish.
- Get permission from your water company before you allow trade effluent such as waste chemicals, detergents, cooling or cleaning water to enter the sewerage system.
- Make sure that you comply with restrictions on the storage and use of hazardous substances. Ensure that any hazardous waste your business produces is correctly classified and described, and is either disposed of or recovered at an appropriately authorized facility.
- Notify the relevant enforcing authority and take steps to prevent the damage if your business activities pose an imminent threat to the environment. If your business activities cause actual environmental damage, you must take remedial action to repair the damage.
- You must ensure that any waste you produce as a result of your business operations is stored safely and securely, treated appropriately and collected for disposal or recycling by an organisation authorized to do so (such as your local authority or a licensed private waste contractor).

It is easy to notice that the afore mentioned regulations refer to a large range of aspects, as: protection of the quality of the environment, processes, services and activities of the economic and productive nature, procedures and methodologies of work relating to the environment.

## ***Conclusions***

The analysis from the previous paragraphs allows us to formulate certain conclusions regarding the ecological responsibility of the companies in accordance with the requirements of the sustainable development. In recent years the notion of an Ecological responsibility of the companies has gained in popularity, and has been largely embraced by the business community.

Environmental protection in our view will remain a dominate subject in the coming years because the ecological responsibility helps in the creation of efficient and environmentally sustainable businesses. Such a prospect is favourable to both business and environment. The companies are aware of the current pressing environmental problems and the customers have high expectations regarding environmental awareness. The most developed companies are those that pay special attention to eco-development and are more interested in promoting the protection environmental programs. Consequently, in recent years, an increasing number of companies include environmental aspects into their own policies and strategies and are more active in the protection of the environment.

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