

ADVANTAGES OF IMPLEMENTATION SYSTEM OF CLIMATE AND ENVIRONMENTAL MANAGEMENT IN THE ACTIVITIES OF THE ENTERPRISE

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Increasing interest in climate and environmental issues leads to increased popularization of the introduction of climate and environmental management systems in enterprises. The UN presented the main direction of sustainable development for enterprises a few years ago, however, the realities show that environmental protection is still a new area for a large number of enterprises.

Optimism is aroused by the fact that leading companies almost daily announce their intention to contribute to the fight against climate change. According to current research conducted by Signal Climate Analytics, a third of greenhouse gas emissions are related to the world's 250 largest industrial companies. These companies not only influence the amount of greenhouse gas emissions, but also form industry standards, regulations and consumer attitudes to climate change. Today, these companies are taking concrete steps to reduce their emissions. In this way, companies around the world come together and make science-based commitments to reduce greenhouse gas emissions. However, there are still problems with the introduction of climate and environmental management in the activities of enterprises.

Thus, the real transformation of enterprises involves systematic changes in basic products, as well as changes in production processes. It is also necessary to change the business model for solutions that affect the climate and the environment.

Today, climate and environmental management is an integral part of the activities of leading companies, and its promotion and dissemination takes place almost daily. For the first time, climate and environmental management began to be used as a management process at oil companies in different countries. The introduction of climate and environmental management in the activities of these enterprises was very useful and increased the efficiency of these companies, respectively, such enterprises received a list of strengths, in particular: systematic reduction of negative environmental impact, and reduction of payments for nature protection. At the same time, the introduction of climate and environmental management leads to a significant reduction in production costs and increased efficiency in complying with the requirements of legislation related to nature protection.

As climate and environmental management is a modern mechanism aimed at nature protection and emission reduction, this activity is recognized internationally. It should also be noted that climate and environmental management aims to form a positive image and reputation of the company, because the introduction of methods and techniques of climate and environmental management increases the trust of the company as a whole from all external and internal stakeholders. And the successful

implementation of climate and environmental management at the company contributes to the consistent improvement of the situation in almost all areas of activity.

Of course, climate and environmental management in the company is subject to certain legal requirements, however, today's realities show that climate and environmental management, in the first place, is an initiative and effective activities of companies aimed at achieving various climatic, environmental and social goals. Thus, the companies are the initiators of various projects and programs related to environmental protection, emission reduction and aimed at continuous and consistent improvement of efficiency and effectiveness of the enterprise.

Accordingly, today's climate and environmental management is the key to the success of the enterprise, forms a positive image, sets new guidelines for development and promotes long-term prospects with partners and stakeholders.

Of course, climate and environmental management by the state is also aimed at setting the company for the future and setting the course, however, it is the climate and environmental management of the company that complements and improves climate and environmental management at the national level, significantly increasing its efficiency.

In many companies, including Ukraine, the trend is to form special departments of environmental and climate projects, the goals of which are resource conservation, climate change, regulation of greenhouse gas emissions, energy conservation.

With thoughtful and planned implementation, climate and environmental management can not only significantly increase the company's profits and increase production capacity, but also contributes to the formation of manifestations of modern environmental culture, which is an integral part of corporate culture of both enterprise and state.

MARKETING AND CLIMATE CHANGE

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The financial growth of companies since the middle of the last century was due, among other things, to the successful implementation of the marketing product strategy massive production of disposable products, and the hidden planned obsolescence of the goods. This has led to higher intensive usage of natural resources and increase the release of consumer waste, which irreversibly negatively affected the climate change.

As the problem of safe waste recycling and disposal began to increase, companies began to change product marketing policies and launch anti-litter and intensive recycling programs, actively supporting consumer responsibility for