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ОСОБЛИВОСТІ КЛІМАТИЧНОГО ТА ЕКОЛОГІЧНОГО МЕНЕДЖМЕНТУ ТА МАРКЕТИНГУ ЯК ОСНОВА СТАЛОГО СТРАТЕГІЧНОГО РОЗВИТКУ СУЧАСНОГО ПІДПРИЄМСТВА

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FEATURES OF CLIMATE AND ECOLOGICAL MANAGEMENT AND MARKETING AS THE BASIS FOR SUSTAINABLE STRATEGIC DEVELOPMENT OF A MODERN ENTERPRISE

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Анотація. Стаття присвячена дослідженню особливостей формування кліматичного та екологічного менеджменту та маркетингу на сучасному підприємстві. Дано визначення термінів «кліматичний менеджмент», «екологічний менеджмент» та «сталий стратегічний розвиток підприємства». Визначено та проаналізовано передумови виникнення та розвитку екологічного та кліматичного менеджменту та маркетингу на сучасному підприємстві в процесі його сталого стратегічного розвитку. Оскільки сталий стратегічний розвиток підприємства в статті визначено як різновид соціально-економічного стратегічного розвитку підприємства, що здійснюється в гармонії з природним середовищем, то ставиться наголос на тому, що сталий стратегічний розвиток передбачає забезпечення та задоволення реальних соціальних потреб без шкоди інтересам майбутніх поколінь, що передбачає застосування екологічного та кліматичного менеджменту та маркетингу. Також наголошується, що для підприємства при переході на модель сталого розвитку необхідно забезпечити економічно стабільний і подальший розвиток підприємства завдяки його раціональній господарській діяльності на основі маловідходних і ресурсозберігаючих технологій; а також сприяти зміні структури виробництва і споживання, оскільки виникає необхідність порівняння обсягів виробництва з нормами амортизації та споживання. В статті визначено, що екологічний та кліматичний менеджмент на сучасному підприємстві в процесі його сталого стратегічного розвитку впливає на такі його сфери як: організаційна культура підприємства; управління природними ресурсами; управління відходами; управління безпекою; енергетичний менеджмент на підприємстві; управління життєвим циклом продукції тощо. В статті проаналізовано, що ефективність кліматичного та екологічного менеджменту та маркетингу залежить також від таких внутрішніх факторів як: рівень кваліфікації персоналу; мотивація керівництва та персоналу; забезпеченість ресурсами; рівень відповідальності на підприємстві. З зовнішніх факторів ключовими визначено норми та закони про охорону навколишнього середовища на макрорівні та участю стейкхолдерів на мікрорівні. Визначено основні переваги кліматичного та екологічного менеджменту та маркетингу для сталого стратегічного розвитку підприємства та наголошено, що при оптимально продуманому та спланованому впровадженні кліматичний та екологічний менеджмент та маркетинг може не тільки значно збільшити прибуток підприємства та виробничі потужності, але й сприяє формуванню проявів сучасної екологічної культури, яка є невід'ємною частиною сталого стратегічного розвитку будь-якого сучасного підприємства.

Ключові слова: клімат, кліматичний менеджмент, екологічний менеджмент, кліматичний маркетинг, екологічний маркетинг, сталий розвиток, стратегія

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Annotation. *The article is devoted to the study of the peculiarities of the formation of climate and ecological management and marketing in a modern enterprise. The terms "climate management", "ecological management" and "sustainable strategic development of the enterprise" are defined. The preconditions for the emergence and development of ecological and climate management and marketing in a modern enterprise in the process of its sustainable strategic development are identified and analyzed. Since the sustainable strategic development of the enterprise is defined in the article as a kind of socio-economic strategic development of the enterprise, carried out in harmony with the environment, it is emphasized that sustainable strategic development involves ensuring and meeting real social needs without compromising the interests of future generations, which involves the use of ecological and climate management and marketing. It is also emphasized that for the enterprise in the transition to the model of sustainable development it is necessary to ensure economically stable and further development of the enterprise due to its rational economic activity on the basis of low-waste and resource-saving technologies; as well as to promote changes in the structure of production and consumption, as there is a need to compare production with depreciation and consumption. The article defines that ecological and climate management in a modern enterprise in the process of its sustainable strategic development affects such areas as: organizational culture of the enterprise; natural resources management; waste management; security management; energy management at the enterprise; product life cycle management, etc. The article analyzes that the effectiveness of climate and ecological management and marketing also depends on such internal factors as: the level of staff qualifications; motivation of management and staff; availability of resources; level of responsibility at the enterprise. Of the external factors, the norms and laws on ecological protection at the macro level and the participation of stakeholders at the micro level are identified as key. The main advantages of climate and ecological management and marketing for sustainable strategic development of the enterprise are identified and it is emphasized that with optimally thought-out and planned implementation climate and ecological management and marketing can not only significantly increase the company's profit and production capacity, but also contributes to the formation of manifestations of modern ecological culture, which is an integral part of sustainable strategic development of any modern enterprise.*

Keywords: *climate, climate management, ecological management, climate marketing, ecological marketing, sustainable development, strategy*

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Introduction. The financial growth of companies since the middle of the last century was due, among other things, to the successful implementation of the management and 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 management and marketing policies and launch anti-litter and intensive recycling programs, actively supporting consumer responsibility for managing the waste of disposable goods. At the same time, having looked out for the growth profits the companies did not intend to reduce the output of such goods [3].

Thus, modern companies become responsible for climatic and natural changes, and norms and laws at the state level stimulate companies to introduce the basic principles and elements of ecological and climate management and marketing into the activities of companies. At the same time,

today the trend of modern development of society is the strengthening of the ecological responsibility of business; building partnerships between the state, the corporate sector and civil society in ensuring ecological safety. And it is ecological and climate management and marketing that is the most demanded tool for this process. Since ecological management provides control of processes, the results of which directly affect the environment in order to prevent harm to it and / or eliminate the damage caused. Thus, ecological management is carried out to varying degrees by both business entities and the entire state by the relevant authorities, including the government. In addition, ecological management includes various governmental and non-governmental organizations that operate in the international arena. Ecological management becomes the basis of management and marketing of any organization, reducing the negative impact of the enterprise on the environment.

Literature review. A considerable amount of literature has been published on theory of founding, organization and management of climate and ecological issues of management and marketing of organizations. These studies

were suggested by Barz. M. [7], Asnakech L.S. [7], Didijer K. [8], Lekus D. [8], Barrow C.J. [4], Barun M.V. [9] and others. However, despite the presence of a significant scientific and practical base, scientists still continue exploring this field.

Aims. The aim of this study is to highlight main advantages, disadvantages and features of climate and ecological management and marketing that are necessary to the sustainable strategic development of a modern enterprise.

Results. Many modern economic processes have led to the development of enterprises. To stay competitive in the marketplace, businesses invest in innovation and development projects. All these elements influenced the significant and rapid development of scientific and technical activities, as well as production activities. These phenomena in their bulk took place in the 20th century, and as a result, now, in the 21st century, one can observe a significant change in the natural environment and ecology, which also affects the climate in general [4,5]. Thus, today there is an interest in climate and ecological management, since knowledge and actions in these areas can help resolve the contradictions that have arisen between nature and society. As a result, more and more enterprises are concerned about their sustainable development and are implementing climate and / or ecological management systems in all areas of their activities.

Increasing interest in climate and ecological issues leads to increased popularization of the introduction of climate and ecological management systems in enterprises. The UN presented the main direction of sustainable development for enterprises a few years ago, however, the realities show that ecological 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 ecological management in the activities of enterprises [1].

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.

Sustainable strategic development of an enterprise can be defined as a kind of socio-economic strategic development that is carried out in harmony with the natural environment. Sustainable strategic development implies the provision and satisfaction of real social needs without harming the interests of future generations, which implies the application of ecological and climate management and marketing.

Many studies emphasize that for an enterprise, when transitioning to a sustainable development model, it is necessary to ensure [2]:

1) economically stable and further development due to rational economic activity based on low-waste and resource-saving technologies;

2) contribute to a change in the structure of production and consumption, since there is a need to compare production volumes with the rates of depreciation and consumption.

Thus, for the implementation of the above factors of sustainable development of the enterprise, it is necessary to make a transition to a qualitatively new way of managing economic activities. This is possible with the introduction of ecological and climate management and marketing into the activities of the enterprise. So, ecological and climate management and marketing is a special system for managing production processes.

This system should be aimed at achieving a balance between the climatic, ecological and economic performance of any enterprise. To achieve this balance, the main goal will be to ensure climate and ecological safety, as well as the profitability and productivity of the

company based on ecologically sustainable development.

Ecological and climate management and marketing affects many areas of the enterprise as it is shown on Fig.1.

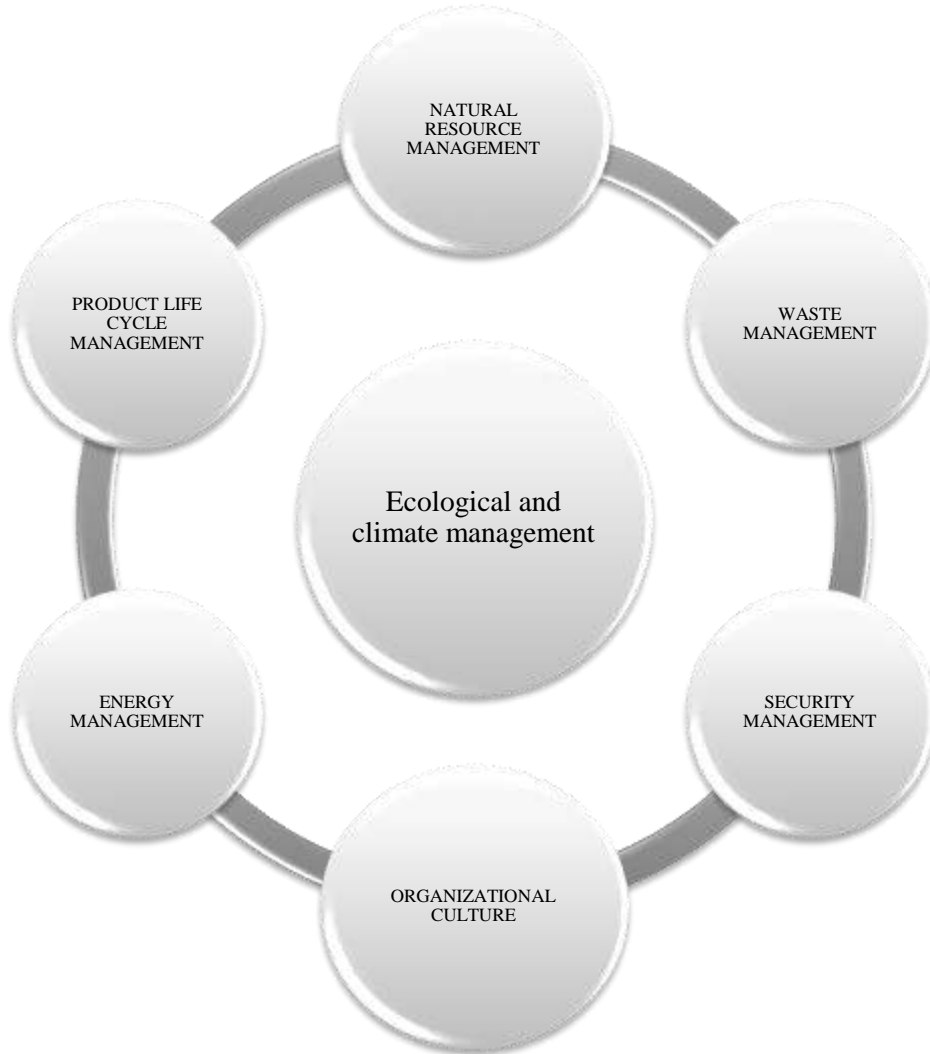


Figure 1. Enterprise's areas affected by ecological and climate management

It should be noted that the introduction of climate and ecological management at an enterprise is determined both by the opinion of stakeholders (external and internal) and by the norms and laws on ecological protection, which become more stringent every year.

Thus, the tightening of requirements for ecological and climate management and marketing, as well as trends in the development of ecological legislation, are forcing enterprises to deal with various

ecological enterprises and allocate a separate budget category for them.

The effectiveness of climate and ecological management also depends on the following factors: the level of qualifications of personnel; motivation of management and staff; resource endowment; the level of responsibility at the enterprise (both individual and collective) (Fig.2.).

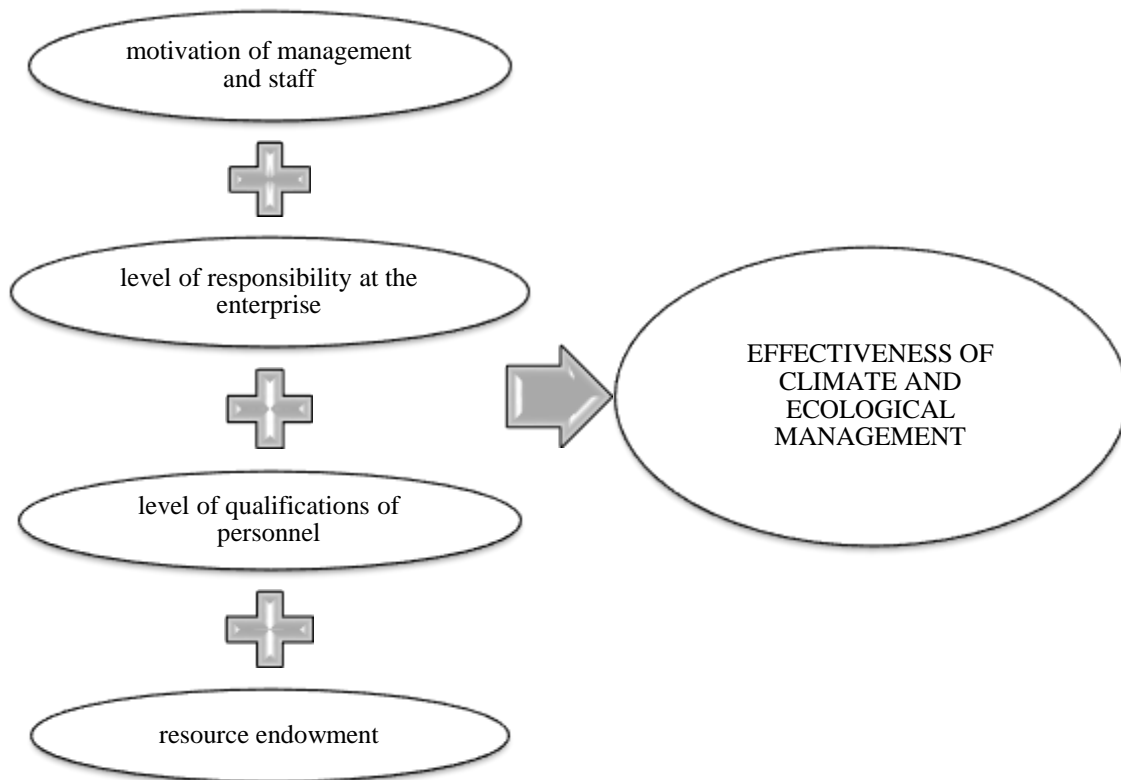


Figure 2. Internal factors that affects the effectiveness of climate and ecological management

It is these factors that create the basis for the formation of effective climate and ecological management, as well as contribute to its effective functioning. After all, it is the role of each employee and the team as a whole (their talents, skills, ideas, innovations, projects) that forms and raises the level of the company's sustainable development system.

Today, climate and ecological 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 ecological management began to be used as a management process at oil companies in different countries. The introduction of climate and ecological 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 ecological impact, and reduction of payments for nature protection. At the same time, the introduction of climate and ecological management leads to a significant reduction in production costs

and increased efficiency in complying with the requirements of legislation related to nature protection [1].

As climate and ecological 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 ecological management aims to form a positive image and reputation of the company, because the introduction of methods and techniques of climate and ecological management increases the trust of the company as a whole from all external and internal stakeholders. And the successful implementation of climate and ecological management at the company contributes to the consistent improvement of the situation in almost all areas of activity [2].

Of course, climate and ecological management in the company is subject to certain legal requirements, however, today's realities show that climate and ecological management, in the first place, is an initiative and effective activities of companies aimed at achieving various climatic, ecological and social goals. Thus, the companies are the

initiators of various projects and programs related to ecological protection, emission reduction and aimed at continuous and consistent improvement of efficiency and effectiveness of the enterprise.

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

In many companies, including Ukraine, the trend is to form special departments of ecological 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 ecological management can not only significantly increase the company's profits and increase production capacity, but also contributes to the formation of manifestations of modern ecological culture, which is an integral part of corporate culture of both enterprise and state.

Conclusions. Summarizing all the above, we can conclude that the experience of enterprises operating in various sectors of the economy and have introduced ecological and climate management and marketing into their activities allows us to say that the application of ecological and climate management and marketing approaches contributes to the achievement of the main production goals of the enterprise without harming the environment.

Thus, the motivation for the implementation and use of the basic principles and rules of ecological and climate management and marketing at the enterprise can be the receipt of certain advantages by them, namely: improving the reputation of the enterprise and forming a favorable public

opinion about the activities of the enterprise; reduction of costs associated with the negative impact of the enterprise on the environment; the possibility of obtaining tax benefits; reduction of production and operating costs; saving raw materials and energy; reducing the risk of accidents; increasing the competitiveness of products; the opportunity to promote products and services on international markets.

Of course, not all of the above benefits can be obtained by every company that implements the fundamentals of ecological and climate management and marketing, because it depends on the specific circumstances. However, it should be borne in mind that the strategy of sustainable development of the enterprise, built on the principles of ecological and climate management and marketing, allows achieving long-term goals: reducing the natural intensity of production and ecological pollution, improving working conditions, increasing the competitiveness of the enterprise. This, in turn, contributes to the sustainable development of society, allowing to harmoniously combine economic growth with the preservation of a favorable environment [10].

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