

# Environment Protection and Sustainable Development by Corporate Social Responsibility

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**Abstract:** *Corporate Social Responsibility is a concept of enterprise management, which consists of a conscious, sustainable action oriented not only on financial profit and economic aspects, but also takes into account the needs and requirements of social and environmental matters connected with the company's environment. CSR covers a wide variety of stakeholder relations existing inside and outside of the company's operation. The main area of corporate social responsibility is the environment protection. Corporate social responsibility means here ecological management. This includes activities in accordance with the adopted law, supports environmental awareness in the given surrounding, and also creates its own solutions to minimize the harmfulness of core business. All these elements do not function in isolation they interlace to create a model of economic management which is responsible for the natural resources. The study shows the concept of corporate social responsibility with particular emphasis on environmental issues. It also presents the involvement of Polish enterprises in the implementation of environmental CSR.*

**Key Words:** *Sustainable Action, Environmental, Corporate Social Responsibility, Stakeholder.*

## 1. INTRODUCTION:

CSR is a concept of enterprise management, which consists of a conscious, sustainable action oriented not only on financial profit and economic aspects, but also takes into account the needs and requirements of social and environmental matters connected with the company's environment. CSR covers a wide variety of stakeholder relations existing inside and outside of the company's operation. The main area of corporate social responsibility is the protection of the environment. The aim of the study is to present the definition and the concept of CSR with particular attention to one of the areas which is the environment protection. The specific objective is to show the involvement of Polish enterprises in the implementation of environmental area of CSR. In this paper Polish and foreign literature on CRS and reports published by the Polish Agency for Enterprise Development and Responsible Business Forum have been use.

## 2. OBJECTIVES OF THE STUDY

The following are the objectives of the present study.

- To understand the need and environment protection
- The study the importance corporate social responsibility
- To study the stakeholders
- To analyse the challenges of Environmental management standards.
- To identify the gap in the contexts educational programmes and make suggestion to improve the same.

## 3. METHODOLOGY:

For the purpose of the present study the data has been collected through The secondary data has been collected from various publishing books, literatures, paper clippings, acts, laws, official and unofficial documents, reports, surveys

and periodicals. For the purpose of the secondary source the researcher has visited various libraries and research institutes.

## **THE DEFINITION OF CORPORATE SOCIAL RESPONSIBILITY**

The dispute over the concept of CRS. In recent decades, the concept of Corporate Social Responsibility (CSR) which redefines the role of a modern enterprise, is rapidly developing. 20 years ago M. Friedman's popular statement that "the business of business is doing business," has become out of fashion nowadays. In the nineteenth century the corporation tasks are examined by representatives of many disciplines – praxeology, economics, management theory, one of many definitions describes CSR as follows: "a concept where companies apart from the desire to gain the profit take into account social interests, the environment, and relationships with stakeholders." Being a responsible company is not only meeting all the formal requirements, but creating an additional factor, different from the core business. These include: increased investment in human resources, environment or local community, or any other form of voluntary actions of the company. So that is such a model of business operator that follows the regulations of law, and at the same time performs various voluntary actions that go beyond the accepted norms. In other words, in its core business strives to minimize negative external effects and undertakes such activities that are not prime assigned.

## **CORPORATE SOCIAL RESPONSIBILITY**

“A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis” (*The European Commission*)

## **SUSTAINABLE DEVELOPMENT**

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” *Our Common Future*” (*WCED, 1987*)

## **MAJOR CRS STAKEHOLDERS.**

Corporate social responsibility is a strategy of company's voluntary consideration of certain social interests, groups associated with the company and its functioning in order to achieve economic goals. CRS is now commonly required business attitude towards the surrounding, whose implementation is accounted for corporation boards. The basis for achieving the objectives/goals of CSR is to focus companies on the so-called "stakeholders". Explaining the relationships between the CSR shareholders, we should pay attention to three aspects linked to this business trend that determine the interests of different groups of stakeholders. They are: the profit, the people and the planet. The important stakeholders in the area of income-generating activities are financial institutions such as insurance companies, banks, investors and shareholders. In terms of measures directed to protect the environment, the important subjects are: environmental NGOs and small landowners, local governments and authorities involved in environmental protection. It can also be stated that nature, defined as non-human species, may be considered as stakeholders of CSR, especially in the context of biodiversity and environmental protection. Finally, with regard to social aspects, the new stakeholders can be recognized, in addition to executives and employees, including civil society organizations and the public, people all over the world, and even future generations.

## **CORPORATE SOCIAL RESPONSIBILITY TOWARDS THE ENVIRONMENT.**

Corporate social responsibility in business companies covers different areas. These are: market environment, public environment, the area of employment, relations with investors and environmental protection. 2 As one of the most serious effects of external economic activity is detrimental impact on the environment, the environmental issues are of great importance in the company. Corporate social responsibility means here ecological management. This includes activities in accordance with the adopted law, supports environmental awareness in the given surrounding, and also creates its own solutions to minimize the harmfulness of core business. All these elements do not function in isolation – they interlace to create a model of economic management which is responsible for the natural resources. It is very important to include CSR in the company's long-term strategy because otherwise it will be only a form of self-promotion or attempt to focus attention around its brand. CSR modifies the management system, and in the long term reorganizes the traditional structure of the organization..

## **THE FOUR MAIN STRATEGIC BENEFITS ASSOCIATED WITH IT ARE**

- Improving the functioning of market,
- The companies' ability to better response to changing social expectations,
- Knowledge of non-financial companies relations,
- Enhancing the accuracy of corporate reporting systems. In addition to the legal framework, according to the concept of CSR, a company must trend
- Reduce the consumption of raw materials and energy reduce production of hazardous waste and pollution,
- Respect, protect and restore natural ecosystems,
- Identify potential negative environmental effects,
- Introduce mechanisms to internalize external environmental costs,
- Take into account environmental objectives at the stage of product design (eco-design, life cycle analysis
- LCA / LCM) - implement technologies to reduce harm done to the environment in production processes,
- Promote ecological behaviour within the company, as well as saving energy and water in every department of the company.

## **ENVIRONMENTAL MANAGEMENT STANDARDS (EMS)**

ISO 14001,4 Environmental management system

ISO 14020-25 Environmental labels and declaration

ISO 14031 Environmental performance evaluation

ISO 14040-48 Life cycle assessment

ISO 14060 Environmental aspects in product standards

ISO 19011 Auditing EMAS - Eco Management and Audit Scheme.

CRS is largely based on the concept of sustainable development. Regardless the difficulties in measuring CSR, the increasing number of companies are interested in implementation of the principles of social responsibility in their strategies. The activities of enterprises with their clients are aimed at creating a climate of long-term relationships that are based on partnerships, gaining their favor and loyalty.

## **RESTORATION AND REHABILITATION TECHNIQUES**

The survival of human has now become an important issue to be concentrated, as human faces many threats for his survival too. He is disturbed to a maximum and at times, he needs resettlement too. Based on the causes, resettlement activities can be broadly grouped into 2 categories.

1. *Voluntary Rehabilitation*: Due to natural calamities such as Political, racial, religious disturbance, floods, cyclones, famines, earthquakes etc.,
2. *Involuntary Rehabilitation*: Due to construction of various types of developmental projects.

## **ENVIRONMENTAL ETHICS**

If there is to be a war, let it be against environmental contamination, nuclear contamination, chemical contamination of soil and water systems'. The four basic tents of biocentrism are:

- Humans are members of Earth's living community in the same way and on the same terms as all other living things,
- Humans and other species are inter-dependent,
- Each organism is a unique individual pursuing its own way, and

- Humans beings are not inherently superior to other living things.

**THREE PRINCIPLES** of ethical conduct are:

- We should not harm any natural entity that has an intrinsic worth.
- We should not try to manipulate, control, modify, manage or interfere with the normal functioning of natural ecosystems, biotic communities or individual wild organisms, and
- We should not try to deceive or mislead any animal capable of being deceived or misled.

**4. CONCLUSION:**

Corporate social responsibility is increasingly becoming a canon in the management of the organization value. Firstly, pressure of society requires from the company much more than just maximizing profits. Moreover, at such a rapid circulation of information and the many relationships between different groups of stakeholders, it is crucial to maintain good reputation. One of the most important factors that affects the dissemination of the idea is globalization. Companies do not operate in isolation, while facilitating the flow of goods, services, capital and technology makes them compete with the best companies. This factor was crucial in spreading CSR in Poland. Becoming members of such organizations as the OECD or the European Union, Polish companies are looking for much more modern methods of competition. One of them is the idea of CSR, increasingly common among companies that are leaders on the international scale.

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