

ISO 14000 ENVIRONMENTÁLNÍ MANAŽERSKÝ SYSTÉM A JEHO VLIV NA ORGANIZACI A ŽIVOTNÍ PROSTŘEDÍ

ISO 14000 ENVIRONMENTAL MANAGEMENT SYSTEM AND ITS INFLUENCE FOR ORGANIZATION AND ENVIRONMENT

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Abstrakt:

ISO 14000 je série mezinárodních standardů environmentálního managementu. Zabezpečuje soustavu rozvoje environmentálního manažerského systému a jeho podporován programem auditu. Organizace, která má environmentální manažerský systém, může spojit ekonomické a také environmentální zájmy, a tím zajistit, aby byly k dispozici zdroje tam, kde přinášejí největší užitek jak z finančního hlediska, tak z hlediska životního prostředí.

Klíčová slova:

ISO 14000, mezinárodní standardy, management životního prostředí, organizace, audit.

Summary:

ISO 14000 is a series of international standards on environmental management. It provides a framework for the development of an environmental management system and the supporting audit programme. Organization which has environmental management system, can put together economic and also environmental interests, and with it ensures that the sources would be there, where they have the biggest benefit, not just from a financial but also from an environmental point of view.

Key words:

ISO 14000, international standards, environmental management, organization, audit.

INTRODUCTION

The international Organization for Standardisation ISO created a group to investigate how such standards might benefit business and industry. As a result this group recommended that an ISO committee is created an international standard.

Nowadays environmental audit is being routinely conducted within companies for define the extent of their liabilities towards the environment and for checking compliance with environmental legislation. This is for the testing newly acquired land or buildings and for asses environmental risks, energy consumption, waste streams or pollutant emissions, employees's safety.

Typical of these standards is their emphasis on environmental management systems. The influential International Organization for Standardization ISO, for instance, devotes a section of its forthcoming ISO 14000 standards.

The ISO 14000 is among ISO's most widely known standard ever. ISO 14000 standards is implemented by some 760 900 organizations in 154 countries. ISO 14000 is well on the way to achieving as much, if not more, in enabling organizations to meet their environmental challenges.

Environmental management is management of those activities of a firm that have or can have an impact on the environment.

The vast majority of ISO standards are highly specific to a particular product, material, or process. However, the standards that have earned the ISO 9000 and ISO 14000 families a worldwide reputation are known as "generic management system standards".

Generic means that the same standards can be applied:

- to any organization, large or small, whatever its product
- including whether its product is actually a service,
- in any sector of activity, and
- whether it is a business enterprise, a public administration, or a government department.

Generic also signifies that no matter what the organization's scope of activity, if it wants to establish a quality management system or an environmental management system, then such a system has a number of essential features for which the relevant standards of the ISO 9000 or ISO 14000 families provide the requirements.

Management system refers to the organization's structure for managing its processes - or activities - that transform inputs of resources into a product or service which meet the organization's objectives, such as satisfying the customer's quality requirements, complying to regulations, or meeting environmental objectives.

OBJECTIVES AND METHODS

The aim of this paper is to describe the ISO 14000 and his influence on organization and environment. During the processing the paper was used the analysis of the derived data sources, which was made up from the researching the expert publications and choosed studying papers on the case which were connected with the ISO 14000 Environmental management system. Thereby gained outcomes were processed with the using of methods analysis, deduction and induction.

RESULTS AND DISCUSSION

Organizations are examining are examining the ISO 14001 standard as a possible model for their EMS for several reasons. Given the positive worldwide reaction, the ISO 14001 standard is emerging as the dominant international standard and may soon become a requirement to conduct business. Modeling a company's EMS according to the ISO standard increases its credibility as organizations must satisfy the expectations of a broad range of stakeholders such as investors, environmental groups, customers and regulators. (Baker, 1996)

Many global organizations still struggle with the balance between the desire for one worldwide corporate environmental standard for management systems and environmental performance on the one hand, and widely different local government regulations on the other. ISO 14000 may provide a framework for a system that can be implemented and recognized throughout the world. Though individual country differences must still be recogniyed, the environmental management system and the supporting tools can be consistent across countries.

The ISO 14000 series sets process standards rather than performance standards. The series has received some criticism because it does not commit the organization to improving its environmental performance, nor provide a complete framework for sustainable development. One reason for this approach is that there are many different views on what constitutes good environmental management and good environmental performance. Other environmental standards such as Europe's Eco management and Audit Scheme EMAS, go beyond the key elements defined in ISO 14000. They include specific requirements for continuous improvement of environmental performance, communication of goals and attainments to the public and maintenance of comprehensive environmental registers.

Some organizations argue that their own EMS is superior to the ISO 14000 framework and addresses environmental performance improvement issues in a more rigorous manner. For those leading companies that may already have a strong EMS in place, the ISO standard can become a useful external benchmark against which they can evaluate their own EMS. But for most companies that are only now beginning to recognize the importance of improving environmental management, ISO 14001 offers a valuable framework. Managers can achieve significant advantages by implementing a framework that offers a solid foundation for continuous improvement of operational and environmental management systems and environmental performance.

The using the ISO 14000 Environmental Management System Model

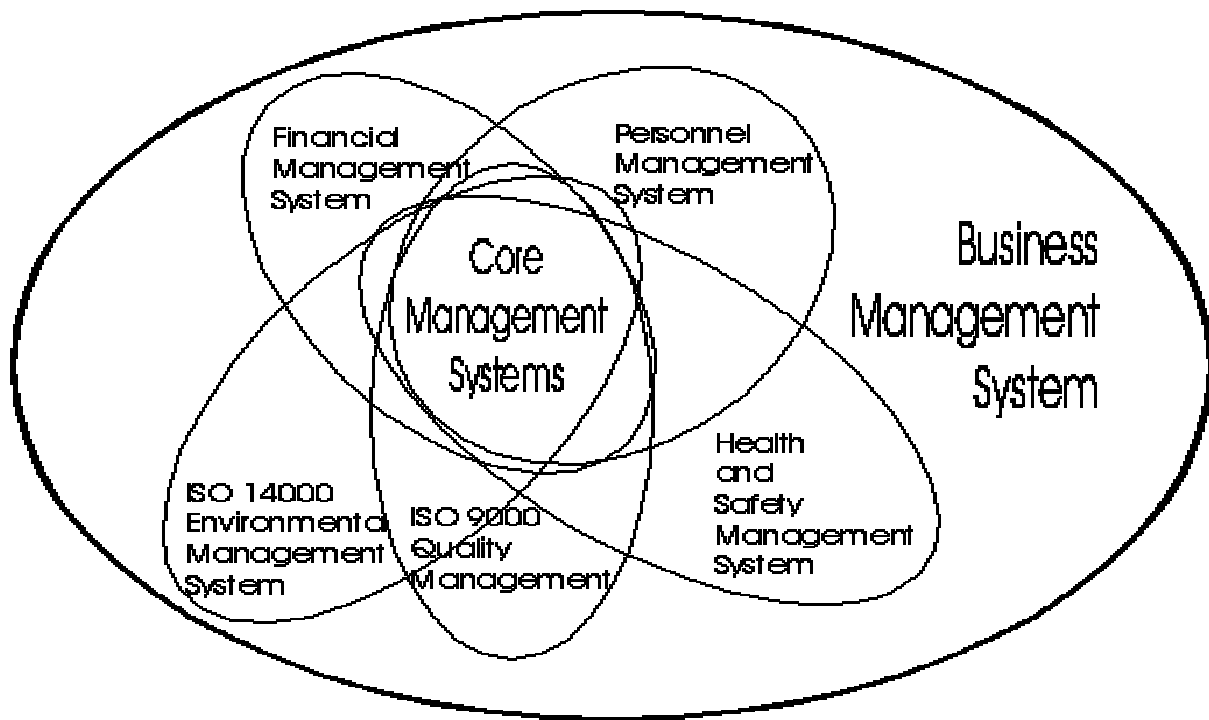
An organization may elect to comply with ISO 14001 as a:

- model for an Environmental Management System
- format to audit the Environmental Management System against
- method of demonstrating the Environmental Management System compliance
- process for third party and/or customer recognition
- public declaration of their Environmental Management System

Benefits of implementing an ISO 14001 Environmental Management System may include:

- enhanced compliance to legislation
- facilitated financial and real estate transactions, where environmental performance is a factor
- reduced costs associated with consumer audits
- ability to bid for contracts (protection or increase of market share)
- market forces (a real or perceived 'greening' of the marketplace)
- economic return from increased efficiency of resource use; and
- increased ability to adapt to changing circumstances.

Picture number 1: Relationship between Management Systems



Resources: Baker, 1996

ISO 14000 embodies an alternative approach to environment protection. It challenges an organization to take stock of its environmental aspects, establish its own objectives and targets, commit itself to effective and reliable process and continual improvement, and bring all employees and managers into a system of shared and enlightened awareness and personal responsibility for the environmental performance of the organization.

ISO 14000 is actually a series of standards that cover six areas. All of these standards contribute in some way to the development of a systematic approach to environmental management. (Cascio, 1996) They provide much needed standardization of key supporting environmental tools of analysis, laying a foundation for more uniform and efficient environmental management worldwide.

These six areas fall into two categories:

Organization for process standards

environmental management systems

environmental auditing

environmental performance evaluation

Product oriented standards

environmental labeling

life cycle assessment

environmental aspects in product standards

The ISO 14001 standard is the only one of the 14000 series to which an organization can seek certification. The other standards offer supporting tools and techniques as well as

guidance through the implementation and maintenance process of the EMS. They are important for improving corporate environmental performance and reducing corporate costs but are not part of the certification process.

ISO 14001 standards describe the basic elements of an effective environmental management system. These elements include: creating an environmental policy, identify environmental aspects and legal and other requirements, setting objectives and targets, implementing a program to achieve those objectives, monitoring and measuring its effectiveness, correcting problems and reviewing the system to improve its performance. These elements are part of the overall management system which includes organizational structure, planning activities, responsibilities, practices, procedures, processes and resources for developing, implementing, achieving, reviewing and maintaining the environmental policy. The standards have been designed to be applied by any organization in any country regardless of the organization's size, process, economic situation and regulatory requirements.

There are numerous capability – building opportunities through the organizational learning potential associated with several of the ISO standard requirements. The implementation of the ISO 14001 standard should be perceived as a corporate initiative that may enhance a firm's ability for productive learning. Thus organization has to create and implement the proper learning mechanism to ensure these capability building opportunities.

CONCLUSIONS

Implementation of improved environmental management systems and their integration into organizations has become an indispensable tool for those business that aim not just to survive but to thrive well into the 21st century. The underlying learning process associated with any new project is an important issue. Managers can develop new capabilities that will enable them to achieve competitive advantage from improved environmental performance. The potential for learning that is created by the implementation of ISO 14001 is significant and should not be ignored by firms deciding upon a way to address environmental issues. Environmental programs designed only from a compliance perspective and that are reactive rather than proactive will not provide adequate learning and capability building possibilities. Organizations integrating an environmental management system must consider the overall organizational impact of such an initiative. The series will impact companies that are large and small as customers demand ISO compliance or certification. It will impact companies that are local or global and in high environmental impact and low impact industries. Adopting the ISO 14000 framework and the supporting tools have become critical for both the environment and for successful companies.

As increased environmental sensitivity becomes a core corporate value, it must be seen as relating to increased profitability, increased customer satisfaction, increased operating effectiveness, and increased learning and growth. Therefore, organizations must carefully plan development and implementation activities relating to the initiative so they can reap all of the associated benefits and improve the decision - making process.

The benefits of an ISO 14001 EMS are:

Improved perception of the key environmental issues by their employees and a better public image of the organization.

An increase in the efficiency and use of energy and raw materials - less waste.

Improved ability to meet compliance with environmental regulations.

Dependence on a system rather than just the experience and capabilities of an individual to manage the environmental function of an organization.

The ISO 14000 family is primarily concerned with environmental management. This means what the organization has to do: minimize harmful effects on the environment caused by its activities and to achieve continual improvement of its environmental performance.

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