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Introduction

Paper

In today's competitive environment, pressure is placed on companies to develop products and processes that are environmentally friendly, as awareness regarding environmental issues is growing. Companies need to adapt to these environmental challenges and develop environmentally conscious products and processes that minimize their impact on the environment.

Abstract

W. H. O'Keeley, University College, Galway
North East Forum, Irish Productivity Centre
Mary Dempsey, University College, Galway

Environmental Business Management
programme

3. I.P.C. PROGRAMME

There is a market for technologies and techniques that the environmentally friendly are less developed.

S. Designate a specific staff member as E.BM manager, and in some cases make new appointments.

4. List ecological management for economic excellence.

3. Implement environmental management techniques.

2. Reduce energy, water and material usage.

1. Adopt environmental protection measures.

Some of the essential reasons for companies to become involved in environmental management are:

2. E.BM - THE COMPETITIVE EDGE

Environmentalists would consider the present situation to be far from satisfactory. Environmentalists would consider the above economic assessment as being very conservative and many economists would claim that the above assessment is an understatement. Some recent economic data shows that the environmental impact of GNP has more than doubled over the last 10 years, and that over the next 10 years, GNP/Current will rise on average at 2.5% per annum and the

\[
\text{Initial Environmental Burden} = \text{Initial Population} \times \frac{\text{GDP}}{\text{Environmental Impacts}}
\]

interest

Ethnocentric and ethnocentric (1661) to the initial situation, the following equation is of

If it is clear that the environmental challenge facing industry is enormous, adapting the approaches of

management must ensure that a company is not affected by liability risks arising out of environmental

Mary Dempsey, Norbert Callaghan, M.E. O’Kelly
4. INTERACTION WITH QUALITY

3. The action stage which involves the development of a plan of the steps that need to be undertaken.
To eliminate pressure from parent companies
To support regulatory compliance
To assess environmental implications for the organization
To gain market advantage and cost savings

Reasons given for becoming involved in the IP C EBM Program were:
IP C Program but did not practice EBM currently. Secondly, the author's survey revealed some familiarity with EBM. The largest companies were categorized as

A survey of all the companies which participated in the IP C EBM Program was carried out to assess how well they are dealing with environmental issues. The aim was to identify gaps in their environmental management and assist companies to improve their performance.

In summary, the IP C EBM Program provides a stepwise approach to evaluate the business risks of not closing these gaps and to plan other actions. Part One of the strategy document includes an outline of the main environmental issues faced by businesses, the need for improvement, and the actions required to achieve compliance. Part Two outlines the benefits of the IP C EBM Program.

6. SURVEY OF PARTICIPATING COMPANIES

For briefing those engaged in the specific environmental programs, Part Three of the manual is concerned with setting objectives and plans. Specific environmental programs are introduced, followed by a discussion of compliance and main issues. Changes should be essential changes. This aspect is crucial for change, as companies are assessed in determining how changes in these areas can maximize profit and reduce environmental impacts. The benefits of adopting an IP C EBM Program include increased profitability, improved competitiveness, and reduced environmental impact.

In summary, the IP C EBM Program provides a stepwise approach to evaluate the business risks of not closing these gaps and to plan other actions.

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Specific identification of various wastes and their disposal be recorded.

management of the waste in a W.M. of high quality with emphasis on their success and the need for improvement of the W.M. training programme developed by I.P.C. as seen by the surveyed companies included.

Areas for improvement of the E.B.M. programme as seen by the companies surveyed have general training sessions in place which would ease the problems of:

1. Market advantage and new customers.
2. Confidence of regulatory compliance.
3. Reduction of waste production.
4. Economic survival.
5. Improved working conditions and company image.
6. Reduced danger of pollution.
7. Reduced potential for liability to third parties.
8. Reduction of costs.

The companies foresee the following benefits as a result of the E.B.M. programme:

- Promotion of contracts for the disposal of all wastes.
- Management commitment to W.M.
- Sef-ov of an environment committee.
- Zero waste management.
- Waste matrix identification.
- Development of an environmental policy.
- Step by step environmental audits of the business.
- Formulation of a chemical register.
- Formulation of contracts for the disposal of all wastes.

The main reasons for adopting an E.B.M. programme were cost savings and market advantage actions.

Mary Dempsey, Nortep Galway, M.T. O’Keeffy.
Reasons:

From the participating companies were that the training programme was excellent for the following reasons:

1. Increased awareness of environmental issues.
2. Definition of objectives and targets.
3. Support for compliance to legislative requirements.
4. Provision of individual support.
5. Waste reduction at source.
7. Waste separation.
8. Energy use reduction.

Long term initiatives include the introduction of EWM programmes with quality and safety

- Cost savings through environmentally friendly products.
- Company environmental survey.
- Legislative requirements.
- Development of policy and targets.
- Work of the EWM team.
- More emphasis on the practice of EWM and increased time resources are being devoted to the

Some of the short term initiatives being introduced as a result of the EWM training include:

companies to their customers.

The usefulness of the training programme to other management included the fact that increased awareness in the companies surveyed due to the communication of environmental issues by these

which in turn will add to their success and working in addition to the economic advantages to

The usefulness of the training programme to other management included the fact that increased awareness in the companies surveyed due to the communication of environmental issues by these

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For their own purposes, some of the ships from the I.P.C. training package
planning for I.P.C. training procedures and an overall E.B.M. system will develop, in more detail
supporting and provided them with the necessary details on legislation, machinery and standards of
and the results were sent to I.P.C. for processing. I.P.C. also stated that I.P.C. had given the good
as a direct result of participating in the I.P.C. E.B.M. programme, an entry ballot was conducted

The material on the I.P.C. E.B.M. programme was completed with other areas of activity e.g. quality
I.P.C. has been excellent help. I.P.C. has emphasised that the knowledge of whom other companies
preparation by I.P.C. in order to train managers and supervisors in the area of E.B.M.

III. The team set up by II.E consist of three existing managers from the areas of (I) safety, (II)

Year.

waste, but these facilities are currently being proposed or disposed of in quantities of 30 to 40 drum per
covered with pre-erected recycling bins of enclosures and covered and been discovered in
in concern had been dealt with previously. Recycling bins are located in enclosures and to keep and been discovered in
was found that there was no substantial evidence which would support the environment. One item of
many civil law for the decommissioning of environmental hazards. II.E's waste was examined and it
wrongfully worked against all areas associated with environmental issues and developed an
essentially II.E worked throughout all areas associated with environmental issues and developed an
in the industrial waste and energy areas. Waste for II.E includes compressed air and water, waste
I.P.C. are highly encouraged to take environmental matters seriously by their parent company.
II.E were initially encouraged to take environmental matters seriously by their parent company.

The first case study involved Irish Industrial Case Ltd (II.E) and the interface was Mr. P. Flynn.

7.1 Irish Industrial Case

7.2 Case Studies

(3) Varian (m) Ltd, Balbriggan, Co. Dublin
(2) Parnell Inl. Plc, Phibsboro Industrial Estate, Clondalkin, Dublin
(1) Irish Industrial Case Ltd, Clovelltown Industrial Estate, Dublin

Mary Dempsey, Notary Public, M.E.T. O'Reilly
like to include the steps to be taken if there were emissions to the air, as a result of a fire.

When the fire is extinguished, the steps proceed for the environmental issues. First, the company has a policy to develop a step-by-step program in the event of an environmental incident. The program includes the following steps:

1. Identify the source of the environmental incident.
2. Determine the extent of the contamination.
3. Evaluate the potential impact on the environment.
4. Develop a cleanup plan.
5. Implement the cleanup plan.
6. Monitor and verify the effectiveness of the cleanup plan.

The company has a policy to ensure that all employees and contractors receive training in environmental procedures. This training includes the identification of environmental hazards, the procedures to be followed in case of an incident, and the responsibilities of employees in the event of an environmental incident.

After the incident, the company conducts an investigation to determine the cause of the incident and to identify any corrective actions needed. This investigation includes interviews with employees and contractors involved in the incident. The results of the investigation are documented and used to develop a corrective action plan.

The company has a policy to ensure that all employees and contractors are aware of the company's environmental policies and procedures. This policy includes the following:

1. Employees and contractors must be provided with training on environmental procedures.
2. Employees and contractors must be provided with a copy of the company's environmental policy.
3. Employees and contractors must report any environmental incidents to their immediate supervisor.
4. The company must conduct regular audits to ensure compliance with environmental policies.

The company has a policy to ensure that all environmental incidents are reported to the appropriate authorities. This policy includes the following:

1. Employees and contractors must report any environmental incidents to the appropriate authorities.
2. The company must report all environmental incidents to the appropriate authorities.
3. The company must maintain a record of all environmental incidents.
4. The company must develop a plan to prevent future incidents.

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8. CASE STUDIES FINDINGS

The company previously contributed to good environmental practice when they put a BOON (sponge type mechanism) in the nearby river to soak up oil leaking from the plant. To enhance this solution, Wavin (Irl) decided to go back to the root cause rather than deal with the end of the line problem in so doing put traps on pipes leading from the plant. Wavin are proud of the fact that the BOON in the river is clear of oil traces over several months. They now want a programme to identify all leaks and to cure the problem at the source.

Wavin (Irl) were very impressed with the professionalism of I.P.C. and the material developed for the E.B.M. programme. The document on legislation provided good information for the company. The reference to T.Q.M. methods in the trainer manuals was an added advantage. Wavin (Irl) hope to develop a company specific policy and reinforce schemes for a reduction in waste production and in water and energy usage.

I.P.C. focused the attention of the companies on the necessity for environmental training. The detail in the documentation was adequate for their needs and provided good guidelines and information.

Overall, the companies saw the I.P.C. E.B.M. programme as a good programme. The content of the programme was beneficial and the companies have already seen many benefits arising from the I.P.C. E.B.M. programme. Clearly the detailed case studies show the strengths of the I.P.C. contribution to the E.B.M. programme.

9. CONCLUSIONS AND RECOMMENDATIONS

The ever increasing pressures from customers and legislation will constitute a challenge for companies to develop new technology, materials and products that do not have a negative impact on the environment. In the future, environmentally benign production processes and products could be the competitive edge. Many firms have already published detailed environmental policies. One such policy is outlined in Appendix A. The above case studies indicate that environmentally created products can reduce cost and increase productivity together with fulfilling the environmental needs demanded by customers. There is a need for SME's to work together in the area of environmental management and to have access to information, not available in-house. Hence, the importance of programmes like the IPC EBM training programme.
sustainable biodiversity.

In order to ensure that all sites due for development are fully assessed for environmental

impact, wherever possible, The Body Shop will use detailed land and improve conditions to

ensure that all sites due for development are fully assessed for environmental

impact. The Body Shop will use detailed land and improve conditions to


7. Communication and information

The Body Shop ensures that all information that is provided on environmental issues and will publish its environmental


6. Risk reduction

The Body Shop minimizes the risk of damage to the environment and to the health and safety of all


5. Waste management and pollution control

The Body Shop disposes of all waste through safe and responsible


4. Energy efficiency

The Body Shop strives to use the most energy-efficient systems available. The Body Shop


3. Testing and marketing of safe products

The Body Shop uses products that have a proven record of


2. Sustainable resources

The Body Shop uses products that have a proven record of


1. Assessment of operations

The Body Shop uses products that have a proven record of


Extracts from the environmental policy of the Body Shop

APPENDIX

Mary Dempsey, Director, Communications, The Body Shop
The key to environmental protection is understanding and making individuals responsible and accountable for their actions. The Body Shop strives to raise awareness on social and environmental issues among its staff, suppliers and customers.

Mary Dempsey, Noreen Callagher, M.E. O'Keeley

2. Irish Productivity Centre
