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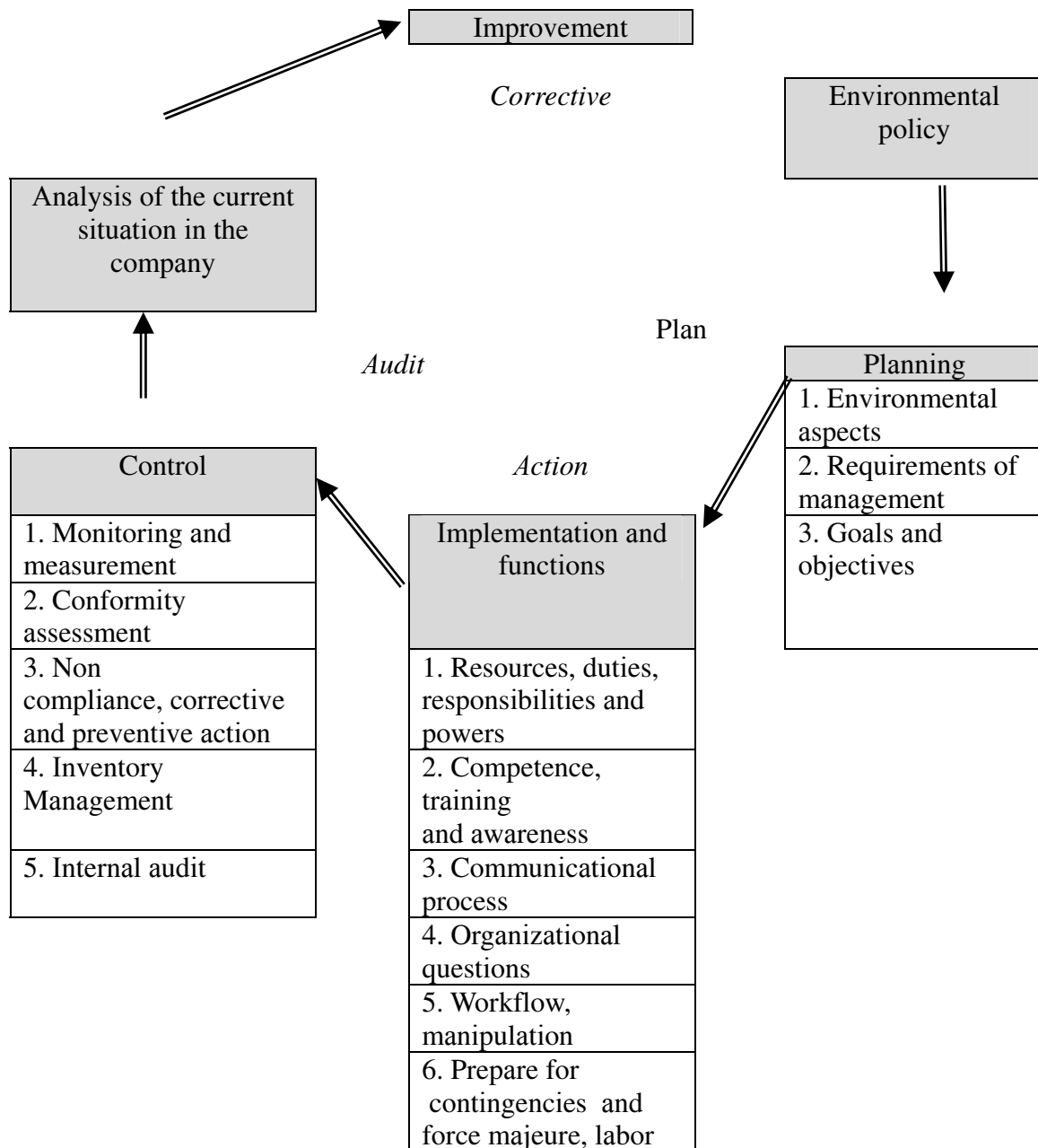
## **ENVIRONMENTAL POLICY AS AN EFFECTIVE TOOL OF BUSINESS MANAGEMENT**

The level of development of technology of production makes questionable the ability to save the planet for future generations through smashing the potential disaster that became technologically possible in the 21st century. Environmental protection is an extremely important political aspect, since almost all socio-economic structure in the coming decades will be somehow affected ecological crisis that constantly deepening. The deterioration of the environment on the results of enterprises leads and to increase the economic damages that carried out the country's economy. The cost of the damage resulting from pollution is 10% per year compared with the additional cost of production [2, p. 105].

Environmental licensing sets environmental requirements and limitations in the form of special permission for a specific business or other activity of the nature users on the relevant territory (the object). In Ukraine the environmental licensing involves issuing a permit (license) to carry out a certain type of environmental activity. Careful planning is an indispensable condition of success in the development and implementation of environmental policy. Planning the implementation relies on a few basic postulates: to the beginning of planning needs to take some key decisions: to determine the scope of actions; Select priorities in accordance with the objectives of the implementation; determine the depth of the integration of the management systems; determine the degree of documentation systems and the use of electronic documents; choose and provide an opportunity to apply the approaches of motivation [2, p. 108].

When developing environmental policies also need to take into account the

existing management structure, experience and capability of professionals plans the development of enterprise management system. In detail the sequence of the stages of the implementation of the environmental policy is presented in pic. 1.



**Picture - 1. The sequence of the stages of the implementation of environmental policy in the enterprise (according to ISO 14001-2007) [2, p.109]**

After the development of all activities necessary to compose a program achieve the environmental goals and indicators, assessing the presence of necessary for the execution of the whole program resources, consistency of measures (including, with plans for the production, financial, marketing activities), necessity and sufficiency of

measures to achieve these goals. According to the sequence of the phases of implementation of environmental policy in the enterprise should take into consideration the limitations, risks, proposals in the future in order to change the situation can be adequately and timely to respond when implementing the plans [1, p. 14]. Thus, initially, the plan is then adjusted taking into account the resources available. Note that the design phase of the program will need to carefully assess the effectiveness and efficiency of the planned measures and view or exclude those that do not correspond to the methods and plans of activities within the environmental policy, or will not help improve the environmental performance of the enterprise.

This study allows to draw a conclusion about the low level of implementation of the environmental management system according to the standard ISO 14001 in the activity of Ukrainian companies [3, p.77]. Legal provision of environmental management is enough wide and covers international and the national level. However, in the existing legislation have a lot of inconsistencies and declarative provisions that need to be in accordance with correct and specify in order to achieve the objectives of environmental the policy of the State. In addition, the development of environmental management hinders the lack of financial resources.

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