
Environmental Protection - An Integral Part of Sustainable Development

Author: Mădălina Albu, Petroleum – Gas University of Ploiești, Romania

Environmental management tends to be, and in our country becoming more integrated practice management to community involvement. Environmental management is a component 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. With all the concerns in each country and internationally oriented environment and protecting natural resources, preservation of life, ecological diversity is widely appreciated that efforts are insufficient and unevenly distributed around the globe.

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Introduction

The twenty-first century has taken a great unsolved problem of the previous century - environmental protection. Currently, there are many warning signs of excessive pollution and depletion of natural resources. With all the concerns in each country and internationally oriented environment and protecting natural resources, preservation of life,

ecological diversity is widely appreciated that efforts are insufficient and unevenly distributed around the globe. Financial support for environmental spending is dependent on the economic situation of each country, so the gaps between countries will make deep and this area.

Environmental reform is to increase taxes on energy-intensive processes, water, raw materials, land occupation and simultaneously decrease other taxes of the working staff, ensuring transparent use of funds obtained from the ecologic taxes.

National and international debates and trying to establish limits on the consumption of natural resources, protection under a variety of environmental issues, but without stagnating progress and the creation of new jobs. Some require tough measures, the policy of small steps, others more quickly. At the same time requires a long term vision for 20-40 years because existing pollutants have long-term effects, some effects are not well known, or the simultaneous presence of several pollutants does not allow quantification of the effects of immediate and long. Therefore, in addition to appropriate software needed to reduce pollutants, are necessary modern means of control and information on the level of pollution and protecting the environment.

Environmental management issues led to the development of international standards ISO 14000 series. They were adopted in European Union countries. Romania has recognized these standards and developed similar standards.

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Environment Department, documented under the law, must be concerned with ensuring the organization's environmental performance. Department of Environmental Management, ISO 14001 documented and

integrated with other management systems, to ensure continuous improvement in this area.

Growth prospect in current circumstances, without promoting a policy of environmental protection is not possible. Environmental management is based on the following principle: Prevention is always better and more economical than treatment.

Concept of Sustainable Development

In a very general sense the concept of sustainable development includes the idea of developing without depletion by moving beyond the affordability and regeneration of ecosystems. The basis for this concept is the need to integrate environmental and economic objectives with environmental protection.

According to the declaration of the World Commission on Environment and Development, sustainable developments meet the needs of current generations without compromising the ability of future generations to meet their own needs. Thus, the development can generate prosperity, if it regenerates resources and protect the environment.¹

Sustainable development addresses the complex concept of quality of life, economically, socially and environmentally, by promoting the idea of balance between economic development, social equity, efficiency and environmental conservation.

The key element of sustainable development is reconciliation between the development and the environment, promoting the integrated development and decision-making, globally and regionally, nationally or locally. Also, sustainable development depends on proper distribution of costs and benefits of development between generations and nations.

Economic and social policy objectives for achieving sustainable development are:

¹ Cămășoiu C., *Economia și sfidarea naturii*, Editura Economică, București, 1994, p. 14

- resizing economic growth of the conservation of natural resources;
- changing the quality of growth processes;
- basic needs for all people (labor, food, energy, water, housing);
- ensuring a controlled population growth;
- preserving and enhancing the resource base;
- technological restructuring and putting under its control;
- integrating decisions on the economy, energy and environment in a unique process.

It was found that in order to achieve sustainable development; it must be combined with economic and demographic development, in order to ensure that measures to protect the environment and saving resources.

In 1987, the World Commission on Economic Development and the United Nations environment through the Brundtland Report, the importance of the concept of sustainable development enshrined in Romania known as the sustainable development.

Definition was that "sustainable development is development that meets the requirements of the present without compromising the ability of future generations to achieve their own aspirations."

This concept was reinforced by the 1992 Rio Conference through Agenda 21 document outlining practical lines of action in adopting a common strategy of the world to meet the requirements of sustainable development.

The overall objective of sustainable development is to find an optimal interaction between the four systems: economic, human, environmental and technological. For the model to be operational viability have this support or to be applicable to all subsystems that form the four dimensions of sustainable development, that is based on energy, agriculture, industry, and to investments, human settlements and biodiversity.

If macroeconomic concept of sustainable development is used to illustrate the link economy-environment-technological and social development, micro-economic level is used concept of eco-management, the latter being defined as the science or art of developing productive activities or doing business that have a minimal impact on the environment.

The concept of sustainable development actually combines the two concepts above, plus taking into account the factors of influence such as the desire and aspirations of progress characteristic of human civilization and the implications arising from the impact of technology and products life cycle environmental impacts (eco-cyclical approach to products and technologies).

Ecology requires a harmonious coexistence between man and nature; growth under proper environmental management, management must become a priority and responsibility.

Environmental Policy

Environmental policy is declared by a company, company, firm, enterprise, authority or institution, whether public or private intentions and its principles on global environmental performance which provides the framework for action and setting goals and targets its environment.

A large number of international organizations, including governments, industry associations and citizens' groups have developed guiding principles that have helped to define the general area of their commitment to environmental protection organizations offering a different set of values. Such principles can assist the organization in developing its policy is unique.

Achieving effective results in environmental policy depends on:

- an organization monitoring environmental factors;
- an environmental audit;
- an eco-industry market development;
- an environmental management.

Environmental policy (environmental or ecological) can be regarded as a set of measures developed at macro and micro in order to reduce the deterioration of human health and the environment, nature quality (maintaining the richness and diversity of life) and environmental factors affecting production (soil, vegetation, materials, etc.).

To specify the environmental policy is necessary to identify and describe environmental issues, thereby creating the possibility of knowledge and understanding of trends in environmental quality, favorable and unfavorable mechanisms to maintain the functionality of natural systems.²

Meanwhile, due to the conditions for the implementation of any environmental policies, disclosure of environmental matters is to be done in a language that allows efficient transmission of the message with respect to receptor diversity. Among these environmental conditions are noted the need for the greatest possible number of people, representative of the multiplicity and diversity of interests to environmental goods and services.

Once the scope of environmental policy to reduce costs and increase efficiency of operationalization in terms of economy, it is preferable to make an objective assessment of environmental policy applied in the past.

This ensures notification policy areas covered by environmental factors jam location of environmental policy, all of this is the premise of improving the set of measures and means of preserving ecological balance.

Environmental policy, from the point of view of the instruments used has the following components:

- A. Global regulatory policy - refers to all businesses in all categories of citizens and has the tools:

² Paunescu L., Iacovoiu V., Popescu C., A new vision of the romanian economy reform in the context of the sustainable human development, August 27-29, 2013, Proceedings of the International Conference Chania, Crete Island, Greece, Recent Researches in Business Administration, Product Design and Marketing, ISSN: 2227-460X, ISBN 978-960-474-325-4, p.111-117

- framework law, general environment and its components;
- standards, rules, limits;
- studies and environmental impact assessments.

B. The specific regulations call policy instruments such as:

- responsibilities for hazardous goods;
- liability risk;
- right to accurate information in real time.

C. Policy persuasion is most effective category, and the specific tools mentioned:

- promoting green technology and research;
- use of market mechanisms;
- promote awareness and education.

D. Policy information transfer using social media tools such as:

- education;
- media and public relations;
- public access to information systems.

E. Economic and financial policy stimulus. The tools used to implement this policy are:

- fees and penalties;
- subsidies and taxes;
- tax exemptions for investment and environmental protection activities.

Regulatory policy is an exercise which formalizes an acceptable minimum level of environmental quality as a variable economic and social welfare, and human intervention aimed at overcoming some of the limitations of the market economy in reflecting real social costs, namely to ensure optimal system operation socio-economic system, restricted by the limited resources and environmental services.

Policy rules include: environmental law, environmental standards and norms, conditions permitting and environmental

authorization, physical planning law, the terms of reference for impact studies and assessment of actual environmental impact.³

Because some economic activities have a high level of environmental risk are needed more specific regulations such as:

- the terms of reference of the plan in the event of environmental accidents;
- nomination hazardous activities and products, clarifying production, handling, storage, consumption;
- the terms of reference of the reports and information under the right of civil society to be informed current and emergencies.

At European Union level, the rationale policy is characterized by economic and environmental factors:

a. Economic factors:

- advantages and / or disadvantages of harmonization of standards and the level of development of each EU country;
- advantages and / or disadvantages of the implementation of directives in EU countries.

b. Environmental factors:

- trans boundary pollution, imports and exports risky, acid rain, etc.;
- protecting the ozone layer, the greenhouse effect, biodiversity protection;
- protection of streams, rivers, and coastal surface waters.

European Union principles on the base of environmental legislation are:

- Prevention is better than cure;
- Environmental impacts should be considered at the stage of investment;
- Operation of nature that produce ecological imbalances should be abandoned;
- Take action must be based on the scientific knowledge;

³ Rojanschi V., Bran, F., Diaconu S., Grigore F., Abordări economice în protecția mediului, București, Editura ASE, 2003

- The "polluter-pays" translates into costs by polluting pollution prevention and remedying damage;
- Activities of a Member State must not cause damage to the environment of another state;
- environmental policy in the Member States should take into account the interests of developing countries;
- Member States should promote environmental policy in international organizations;
- Environmental protection is everyone's responsibility, as required, to this end, educational activities;
- Environmental protection measures to be taken at the appropriate level taking into account the type of pollution, the actions required and the geographical area to be protected. This principle is known as the "principle of subsidiary";
- National environmental programs should be based on a unitary term, and policies should be harmonized across the Community.

The practical application of these principles can be achieved in the following ways: adopting environmental policies harmonized with development programs, mandatory procedure for environmental impact assessment in the initial phase of projects, programs or activities; linking environmental planning with the planning and territory planning, introduction of economic incentive or corrective development of rules and standards, their harmonization with international regulations and the introduction of compliance programs, promotion of fundamental and applied research in environmental protection.

Joining the European Union imposes environmental policy and practice alignment with EU directives in accordance with the national strategy of economic development of Romania in the medium term and will be conducted by:

- Developing sustainable management of water resources in accordance with the provisions of the Dublin Conference (1992) and the Summit of Rio de Janeiro (1992);

- Achievement of national program planning and sustainable land use and soil erosion;
- Assessment of the Natural Capital of Romania in line with its current diversity and vulnerability, development of the National Network of Protected Areas;
- Taking measures to restore areas damaged natural capital;
- Implementation of the national program of urban and industrial waste management, recycling and reuse of products and materials;
- Building the necessary financial instruments relating to the environment, to take over the acquits, in particular as regards the exploitation of water environmental protection in industry, agriculture, soil and land degraded organic protection and certification of organic products;
- Strengthening institutional capacities and skills training needed to achieve a partnership between environmental institutions in Romania and the European Union, thus providing administrative support for the opportunities and major advantages offered by the European Union through the strategies and tools to support our country integration in the Union;
- The legal and institutional training to facilitate and stimulate the dialogue between authorities and civil society on strategies, policies, programs and decisions on the environment and socio-economic development of the country;
- Conservation and environmental development of human capital through better education system formative and informative, enabling research and promotion of specific works.

The evolution of concepts concerning the relationship between socio-economic and environmental activities in the context of sustainable development principles was made in two directions:

- First direction, binding, consisting of obtaining the socioeconomic agents of permits, approvals, permits operation with the authorities in relation to the environmental protection.

In this situation, the environmental impact assessment forms are regulated by national environmental legislation framework and detailed secondary legislation and national tertiary in this field;

- Second direction with voluntary agencies through which socio-economic, stimulated by certain potential advantages, is committed to increase environmental performance. In this case the environmental impact assessment forms covered by these standards (ISO 14000 and EMAS) with a European or international recognition.

Emergence of new environmental regulations related to impact studies for new investment objectives and balance environmental goals already in operation, requires a heavy workload.

Conclusions

Dynamic economic equilibrium involves moving from the concept of growth (quantitative improvement) in the development (qualitative improvement), but not a simple development, environmentally sustainable but one that does not preclude the ability of the environment to provide raw materials and energy and absorb wastes and residues.

Moreover, such development entails consideration of human ecology, so social sustainable development. Implementing ecological economics reinforces the humanistic character. This will boost the formation of a new development concept of sustainable development, environmentally and socially sustainable, represented by

- human development that requires investment in people, through increased educational opportunities, the development of better systems of health insurance, the emergence of new jobs;
- human development concerning both human capacity development and productive use in ecological conditions;
- human development involves the development of people, by people, which includes participatory approaches.

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