

SECTION 2

Pro-ecological Performance of the Enterprises

Introduction

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The following section is a continuation of the solutions from section 1, which presented the turbulent environment companies are set in. Unlike that part, the case studies presented here describe measures taken by business entities as part of the restructuring processes. These activities are closely linked with pro-environmental decisions.

The first part of the section is an extended case study on the pro-environmental activity of a large company, ThyssenGas. The analysis posed a question of whether the activity of this German gas supplier was related to ecological processes. A high-technology solution was identified here, one which enables mixing natural gas supplied to the end users with biogas from local suppliers. This example shows how even a large entity can restructure its operation to make it as green as possible.

The next section describes the situation in Ukraine through the example of the “LLC Leader” pig farm and its problems with the disposal of bio-waste such as faeces. With large livestock production, dealing with bio-waste constitutes a significant problem. The disposal method proposed in this chapter is the production of biogas. This is shown through the example of the farm as an environmentally friendly way to recycle biological waste.

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The third part describes the activities of HS Company, an industrial processing company that manufactures components of machinery and equipment. The company decided to take a strategic reorientation with participation of its core stakeholders, namely employees. The adopted strategy, related to financial and organisational problems, resulted in new solutions not only in the organization of the processes but also as regards the staff.

In the fourth subsection, an example of a Ukrainian producer of alcoholic beverages, “Obolon”, is presented. The main area of interest of the company is the production of beer for domestic and international markets. The purpose of the analysis of this entity is to indicate the influence of environmental factors on its activity as well as a broader discussion of actions taken by the company, especially with regard to CSR. In this case, the analysis is focused on measures taken to reduce the environmental burden caused by the company’s activities.

The next part is going to present an interesting example from one of the world leaders in business consulting, the Pricewaterhouse Coopers (PwC). The case study is concentrated on their strategy of corporate responsibility developed on a global company level and implemented in a national branch, namely in Romania. The focus of the paper is to investigate the measures taken to implement the strategy on a local scale.

The last part describes pro-environmental investments in new technologies. With the example of Poland and selected actions of the European Commission, ecological measures taken by business entities are presented. Two projects have been analysed: GreenEvo and ETV, as flagship examples of pro-environmental investments in new technologies. The subject is further illustrated by means of analysis of statistical data as regards the chapter’s subject.

Business activity can and should be conducted in such a way so as to make it the least harmful to the environment. The six case studies presented in this section confirm the assumption that any business can be restructured to become more environmentally friendly.