

Module 4 - 10 hrs

Scope of EM . Role & functions of Government as planning & regulatory agency , Environment quality management & corporate environment Responsibility

Scope and Aspects of Environmental Management:

Environmental management is very wide in scope and includes all the technical, economical and other aspects of environment.

The broader objectives of environmental management includes:

- (i) To identify the environmental problem and to find its solution.
- (ii) To restrict and regulate the exploitation and utilization of natural resources.
- (iii) To regenerate degraded environment and to renew natural resources (renewable)
- (iv) To control environmental pollution and gradation.
- (v) To reduce the impacts of extreme events and natural disaster.
- (vi) To make optimum utilization of natural resources.
- (vii) To assess the impacts of proposed projects and activities on environment.
- (viii) To review and revise the existing technologies and make them ecofriendly.
- (ix) To formulate laws for the implementation of environmental protection and conservation programmes.

Role & functions of Government as planning & regulatory agency

Environmental planning is the process of facilitating decision making to carry out land development with the consideration given to the natural environment, social, political, economic and governance factors and provides a holistic framework to achieve sustainable outcomes.

Under the Environment Act, the Central Government is empowered to take measures necessary to protect and improve the quality of environment by setting standards for emissions and discharges of pollution in the atmosphere by any person carrying on an industry or activity; regulating the location of industries

Environmental Management Act

Almost all national legislation on the environment is incorporated in the Environmental Management Act. This act sets out an integrated approach to environmental management in the Netherlands and provides the legal framework by defining the roles of national, provincial or regional, and municipal government.

Government Bodies related to environment conservation in India

- Central Pollution Control Board.
- National Biodiversity Authority.
- National Tiger conservation authority.
- Animal Welfare Board of India.
- Forest Survey of India.
- Central Zoo Authority of India.

Environmental policy of India

In the Directive Principles of State Policy, Article 48A says "the state shall endeavour to protect and improve the environment and to safeguard the forests and wildlife of the country"; Article 51-A states that "it shall be the duty of every citizen of India to protect and improve the natural environment including forests, lakes, rivers and wildlife and to have compassion for living creatures."^[1]

India is one of the parties of the [Convention on Biological Diversity](#) (CBD) treaty. Prior to the CBD, India had different laws to govern the environment.

The [Indian Wildlife Protection Act 1972](#) protected the biodiversity. It was amended later multiple times.

The [1988 National Forest Policy](#) had conservation as its fundamental principle.

In addition to these acts, the government passed the [Environment \(Protection\) Act 1986](#)

Foreign Trade (Development and Regulation) Act 1992 for control of biodiversity

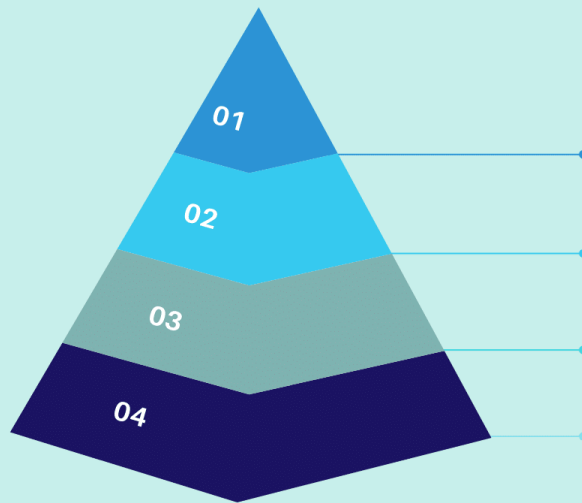
Corporate Environment Responsibility

Corporate Environment Responsibility (CER) is a concept that suggests that it is the responsibility of the corporations/companies/departments operating within society to contribute towards economic, social and environmental development that creates positive impact on society at large.

An excellent example of CSR on the frontline is big pharma pioneer **Johnson & Johnson**. They have focused on reducing their impact on the planet for three decades. Their initiatives range from leveraging the power of the wind to providing safe water to communities around the world.

The four main types of corporate social responsibility are **environmental responsibility, ethical responsibility, philanthropic responsibility, and economic responsibility**. However, companies can also consider different forms of CSR; such as diversity, inclusion, wellbeing, and employee engagement

CARROL'S PYRAMID: THE 4 CORPORATE RESPONSIBILITIES



PHILANTHROPIC RESPONSIBILITY
Be responsible for giving back to society and improving quality of life.

ETHICAL RESPONSIBILITY
Be responsible for being moral and fair.

LEGAL RESPONSIBILITY
Be responsible for obeying laws and regulations

ECONOMIC RESPONSIBILITY
Be sustainable and profitable.

3 Ways to Embrace Environmental Responsibility



Reduce Harmful Practices

Decrease pollution, greenhouse gas emissions, single-use plastics, water consumption, and general waste.



Regulate Energy Consumption

Increase reliance on renewables, sustainable resources, and recycled materials.



Offset Negative Environmental Impact

Plant trees, fund research, and donate to related environmental causes.

CARROLL'S PYRAMID OF CORPORATE SOCIAL RESPONSIBILITY

The earliest forms of CSR surfaced when American economist, Howard Bowen, [coined the term](#) in his book 'Social Responsibilities of the Businessman' in 1953. He described CSR as the obligations of businesses to pursue policies 'which are desirable in terms of the objectives and values of our society'.

More recently, in 1991, [Archie Carroll](#) organised the expected corporate social responsibilities into a four-level model called the 'pyramid of corporate social responsibilities'. The commonly used framework is made up of four different responsibilities – namely, economic, legal, ethical and philanthropic.

Economic responsibilities

The first level of the pyramid is economic responsibilities, and it states the first priority should be creating profit through economic growth. A business cannot survive otherwise.

Legal responsibilities

The second level of the pyramid defines a company's responsibility to follow all laws, regulations and compliances as they apply to its business operations. A business must adhere to the rules laid out by society if they wish to function as a business.

Ethical responsibilities

The third level of the pyramid lays out the ethical responsibilities of a business. Ethical responsibilities are determined by management and include making moral decisions that impact employees, customers, the supply chain and the environment.

Philanthropic responsibilities

The fourth level of the pyramid refers to the expectation that a business will contribute to the quality of life for society. To be a good corporate citizen, a company should take part in initiatives such as volunteering or fundraising to give back to society.

one examples of CSR in action include:

Reducing carbon footprint
Engaging in charity work
Purchasing fair trade products
Investing in environmentally conscious businesses
Getting involved in volunteer work
Improving labour policies

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The Walt Disney Company

The Walt Disney Company often ranks [high on the list](#) of successful CSR initiatives. Walt Disney always believed that "anything that has a Disney name to it is something we feel responsible for". Acting responsibly has been a key priority for the company,

and Disney continuously seeks innovative alternatives to reduce their impact on the environment.

In 2009, Disney began striving to reach environmental targets. As a part of their CSR strategy, Disney also provides philanthropic grants, having directed more than **\$75 million** to save wildlife and protect the planet.

With a long-term goal to reach a “zero” state of net greenhouse gas emissions and waste, Disney has committed to cutting their emissions in half by 2020. In 2018, they successfully reduced their net emissions by 44%. They also diverted 54% of their waste from landfills and incineration, aiming to reach 60% in 2020. By publicising their targets, they keep themselves, their shareholders and their customers accountable.

The CSR projects of Disney include:

Reducing environmental impact by running resort trains on biodiesel made from recycled cooking oil from restaurants and hotels

Increasing the populations of at-risk wildlife through conservation projects that help animals, including apes, butterflies, monkeys, rhinos, sea turtles, sharks and tigers

Awarding grants to nonprofit organisations for their environmental conservation efforts through the Disney Conservation Fun

Other CSR initiatives by leaders in Australia include:

- [Sony](#) – aiming to achieve a zero environmental footprint by 2050
- [Westpac](#) – providing Community Resilience and Natural Disaster Recovery Grants
- [PwC](#) – committing to investing in the future growth of 15 million people and nongovernmental organisations (NGOs) through social and micro enterprises



Corporate Social Responsibility: Examples In India

- **Tata Group**

- The Tata Group in India carries out various CSR projects, most of which are community improvement and poverty alleviation programs. Through self-help groups, it is engaged in women empowerment activities, income generation, rural community development, and other social welfare programs.

- **Ultratech Cement**

- Ultratech Cement, India's biggest cement company is involved in social work across 407 villages in the country aiming to create sustainability and self-reliance. The company has organized medical camps, immunization programs, sanitization programs, school enrollment, plantation drives, water conservation programs, industrial training, and organic farming programs

CSR Examples in India Contd...

- **Mahindra & Mahindra**

- Indian automobile manufacturer Mahindra & Mahindra (M&M) runs programs such as Nanhi Kali focusing on girl education, Mahindra Pride Schools for industrial training, and Lifeline Express for healthcare services in remote areas .

- **ITC Group**

- ITC Group focusing on creating sustainable livelihood and environment protection programs. Their e-Choupal program, which aims to connect rural farmers through the internet for procuring agriculture products, covers 40,000 villages and over four million farmers. Its social and farm forestry program assists farmers in converting wasteland to pulpwood plantations.

Green Strategies For CSR

- Green Buildings: The LEED certification by the Green building Council has caused the growth of green building movement
- Emphasis on green manufacturing in order to reduce the emissions of green house gases and environmental pollutions.
- Green products initiatives in order to reduce the toxic chemicals.
- Product stewardship encourages everyone in the value chain to contribute to product sustainability from producers to regulators to retailers to consumers thereby achieving zero waste and sustainable production.

CSR In Indian Perspective

- The Sachar committee was appointed in 1978 to look into corporate social responsibility issues concerning Indian companies.
- The company must behave & function as a responsible member of society.
- Committee suggests openness in corporate affairs & behavior.
- Some business houses have established social institutions like Schools, colleges, charitable hospitals etc.
- Corporate sectors have not made significant contributions. (Polluting Environment).

CSR Trends in India

- FY 2015-16 witnessed a 28 percent growth in CSR spending in comparison to the previous year.
- Listed companies in India spent US\$1.23 billion (Rs 83.45 billion) in various programs ranging from educational programs, skill development, social welfare, healthcare, and environment conservation.
- Controversies
- Explosion at Union Carbide Ltd-Bhopal ,India in Dec ,1984 caused thousands of deaths and rendered many people disabled due to leakage of MIC gas

Advantages of corporate social responsibility

- 1) Improves the image of a business. ...
- 2) Aids draw in as well as preserve potential workers. ...
- 3) You get into the good publications of regulatory authorities. ...
- 4) Draws in new financiers. ...
- 5) An all new means to advertise your brand name. ...
- 6) It enhances value and also earnings.

What are 7 main benefits of corporate social responsibility (CSR)?

- Increases employee engagement.
- Increases revenue.
- Supports local and global communities.
- Increases investment opportunities.
- Presents press opportunities.
- Increases customer retention and loyalty.
- Helps attract, retain and develop talent.

Standard environmental CSR activities include:

- Recycling.
- Waste reduction.
- Reducing water consumption.
- Reducing energy use.
- Reducing plastic consumption.
- Using renewable energy providers.
- Reducing GHG emissions.
- Adopting sustainable transport policies.

- Innovation in alternative transportation such as hybrid vehicles and electric vehicles by companies like Toyota, Nissan, Honda and Tesla Motors in order to curb the greenhouse gas emissions and reduce the environmental hazards.
- Many companies like IBM, Staples and BP are using Renewable Energy Credits (RECs) and Solar Energy in order to support the clean energy projects.
- Companies such as Adani, IKEA, The Body Shop are promoting Biodiversity conservation, sustainable forestry initiative, organic farming and fair trade in order to balance the need for both business growth, sustaining and preserving the depleting natural resources

What Does Corporate Environmental Responsibility Mean?

Corporate Environmental Responsibility is a branch of Corporate Social Responsibility, where a business is said to have a duty to improve the area in which it conducts business. Corporate Environmental Responsibility is a business' duty to abstain from damaging natural environments. Further, a company's corporate environmental responsibility could be defined as their duty to mitigate the environmental damage that comes from business operations, or find innovative ways to drive positive, environmental change derived from their business operations.

Difference between CSR and CER

While already discussed above, the difference in CER and CSR is being highlighted:

1. CSR spending is profit-linked whereas CER spending is project cost-linked. Hence, CER may, at times be applicable even before the company has started making profits.
2. Another major difference between EC-triggered spending and CSR spending is that there is a wide range of activities which may qualify as CSR. However, the EC forces these activities to be focused and restricted around village/social development in the areas affected by the project only. In that sense, the EC forces the entity to give back to the local area where the company has an environment footprint.

