

THE STRATEGIC BENEFITS OBTAINED BY THE ENTREPRISES THROUGH IMPLEMENTING THE ENVIRONMENTAL PERFORMANCE

Camelia MIHALCIUC¹, E. HLACIUC¹

¹ University Ștefan cel Mare, Suceava
e-mail- cameliam@seap.usv.ro

It is obvious that the measurement of the performances must be made though a series of index numbers (to diminish their limits), both financial, as well as non-financial. A multi –dimensional and flexible system of measurement of the performances generates excitement, remuneration of the performance and creating of value.

The search of the competitive excellence and the necessity of the performance administration have lead to the use of some administrative instruments oriented more towards the outside of the enterprise.

Critics brought to the informational power of the financial index numbers, whether classic or modern, are of the most divers, starting from the quality of the information used as source and to its utility, or , better said, the lack of practical utility in making decisions. All though, more and more financial annalists appeal to a new type of index numbers, non-financial, that characterize better the enterprise's performances because they reach directly sensitive point of the enterprise (like the quality of the management and of the intellectual capital in general), the financial index numbers keep their historical privileged place in the fundament of the investment decision.

The associations of the financial and accounting data with the one of physical nature leads to an integrated informative system called “eco-balance” or “ambiental balance” which represents the starting point in the ecological evaluation and analysis of the enterprise, being the element used to keep under control the main ambiental variables and to programme the enterprise's future ambiental actions, starting from the calculation and analysis of some specific index numbers, or in other words the eco-balance allows the enterprise's evaluation over the environmental impact of every product, on its entire life cycle.

A lot of the strategic benefits obtained through implementing the environmental performance are represented by the ability to assign the products and services needed in building “green” businesses, the ability to respond fast to the norm changes regarding the environment, as well as keeping good relationships with the key shareholders, financers and local community.

Key words: *ambiental balance, the environmental performance, non-financial index numbers*

The economical activities affect the environment, and the environment politics influences the economy. Both the actions from the economic sector and that from the environment protection.

Any economical activity presumes the existence of some ecological costs and benefits, too, that's why the analyze of these may influence the decisions referred to the environment.

MATERIAL AND METHOD

Lots of interested persons, internal and external users (local communities, ecological associations, government representatives, shareholders, investors, clients, and suppliers) present an increasing interest in the environmental performances of the organizations, especially of the enterprises in the private sector. (for example: the employees).

The types and pressure intensity of the environment differ from country to country and between different economical sectors. The pressures on the environment are the preoccupation of many organizations that search for new creative and efficient ways from the costs point of view, to lead and minimize the impact on the environment.

In the past the costs associated to environment performances were relatively low. Now, the environment costs are inserted in many countries as a response to the increased environment pressures in different conditions. The organizations must know the costs to increase the conformity to the environment norms, including the costs for reducing the pollution and equipments for its control, pollution monitoring emission taxes, as well as the reports necessary, they must also permanently know the possible monetary rewards that can be won by implementing the environmental performance, must discover the most efficient way of using energy, water and raw materials, not only through legal environment actions (reducing the resources used, reducing emissions) but also through important economies obtained by reducing costs and wasting.

RESULTS AND DISCUSSION

A complete report will have to gather the specter of values that an organization must adopt- economically, socially and concerning the environment, accountancy having thus to extend its reporting traditional frame, so that it takes into consideration not only the financial result, but also the performance towards society and environment, so preoccupation towards a social and environmental accountancy and ambiental accountancy (accountancy that focuses on the responsibility towards the environment and in particular for the durable development). The social accountancy together with the audit, correlated, offer one of the few mechanism through which organizations can combine the new conceptions of accountancy, like social corporate accountancy and social responsible accountancy and the concept of corporate governance as a successful model of business concentrated on stakeholders (those organisms and categories of persons with major interests in the deployment and results of the enterprise's activities, which if taken into consideration by the managers has a major impact on the organization's performance).

Many enterprises have the tendency to take decisions first of all based on the financial performance controllers, director's councils, financiers and investors giving an over whelming confidence an sometimes exclusive to the financial index numbers, as profit, turnover, etc. inmost cases the managers sustaining the opinion according to which the information regarding the non-financial performance should be only for internal use. Between the index numbers of financial performance and those of non-financial performance there isn't a optimal combination, and the non-financial index numbers aren't agreed (established in a standard).

The growth of the attention reserved to the environment issues at world level, European and local level, in public and private context, has stimulated the production of inter-disciplinary studies orientated towards elaborating new integrated durability development measurement systems and of some instruments of communicating the registered performances.

The economic global efficiency is an economic category through which they seek a global multi-criteria and dynamic optimal that will harmonize all categories of interests and especially the proportion between economical growth and environment, on the whole economical life of the product.

If we refer to the non-financial report, which represents a part of the most important reporting activity, this is approached mainly from the responsibility towards the shareholders, the society and the durable development perspective. The report synthesizes, as a concept, the organizations effort to consolidate the information that they need, as well as the interested public (shareholders), in one document, from the desire to anticipate the information necessities and to represent the enterprise as coherent as possible, in the integrity of its preoccupations, thus constituting the key ingredient in building, maintaining and continuous perfection of the interested partner's participation. The stakeholders' interests for the satisfaction of the financial and non-financial information necessities, not only of the shareholders, have led to a more vast perspective over the content of the annual reports.

The durable development is a concept inserted and popularized in 1987 by the World Environment and Development Commission (Brundtland Commission), being defined as: "the development that corresponds to the present needs without compromising the possibility of guaranteeing the future generations possibilities to assure their needs". In this context, the business community acknowledges and accepts gradually the need to put into practice a social and environment politic. For example, the protection of the environment is no longer considered as a exclusively reserved field of the government and of the community, but more a common responsibility of more interest groups: enterprises, financial institutions, managers, creditors, contractors, consumers, as well as the width public. The financial consequences, environment responsibilities and the risk of destroying the enterprise's names represent important reasons for adopting some ethic responsibilities and environment protection standards in each enterprise.

Elaborating the performance index numbers to gather systematically the economic, social and environmental tendencies demonstrates the will of the

community to engage in debates regarding the quality of life and what a livable community means. Responsible enterprises invest in the consolidation of their partners' trust, in parallel to improving the economical performances. This allows them to situate themselves among "preferred enterprises" with clients, investors, suppliers, business partners and local community. These organizations subscribe to a new set of social values based on the every increasing role of the corporations in society, defined through the term of Corporate Social Responsibilities (CSR), which represents a concept in continuous evolution that doesn't have a standard definition, no set of specific accepted criteria, perceived in general as the manner in which an enterprise reaches a balance or manages to integrate the economical, environmental and social factors, while responding to the shareholders expectations and the other interested parts.

In a globalized world economy, in which the corporations have become stronger and stronger, by raising the problem of the responsibilities, the enterprises give a much increasing importance to the social corporate responsibility. In the future, it is probable that the CSR will become a integrated part of the enterprise's reports, with a higher accent on the reference parameters, as well as on defining the reference elements and some uniform reporting standards.

The XXI agenda states the necessity of elaborating some synthetic and permanent instruments of informant and analysis, who will monitor a certain field from ambiental and socio- economical point of view, in order to appreciate what the field has to offer as well as how much can it be exploited without prejudicing the survive of the future generations to come.

One of these instruments is the ambiental accountancy considered by some authors as a "significant conquer but yet platonic", which has remained mostly in the conceptual stage and which is hardly becoming operational.

The ambiental accountancy is first of all, an instrument used to register, archive, organize ambiental data of physical type (parameters able to measure the pollutant emission into the ecosystem and the quality of the natural resources) and/or monetary type (expenses and investments for the environment's protection and the patrimonial effects that emerge from the ambiental administration), and secondly, ambiental accountancy is perceived as a source of analysis, monitoring and communication information, that integrate special index numbers defined to measure the consistence of the natural resources, their fluctuation and changes over the years, in order to evaluate the effects of the human actions over the environment and to understand the effect of the economical and ambiental decisions.

The attempt to evaluate the enterprise's contribution to the durable development is the consequence of the demand for transparency in the enterprise's activity. The use of the ambiental accountancy at the enterprise's level responds to:

- the exigencies of internal knowledge of the external effects that every type of activity generates, of the assisted costs, of the financial resources allocated to combat the harmful effects on the environment in order to elaborate and administrate a eco-compatible politic;

- the external exigencies, concerning the enterprise's will to communicate, the social partners (stakeholders) that manifest sensibility towards the ambiental problematic, information regarding the risk impact, and the enterprise's actions in terms of environment protection.

The United Nations Organizations experts have noticed that since the beginning of the '80 the information with an ecological character is missing from the content of the financial statements of the great international enterprises, this fact mobilizing different work groups in the organization to draw up different studies and texts that have as subject the information with a ecological character published by the enterprises. Thus, ONU has elaborated a conceptual frame, as well as methods of evaluation and accounting the enterprise's activities consequences on the environment, and among the index numbers recommended to be presented in the "green" columns of the financial statements are those that concern the water, the energy, the green house effect, the ozone layer and the waste , these index numbers having the task to allow offering information regarding the enterprise's environmental performance, and taking decisions regarding the environment protection and facilitates provisional calculating of the financial performances.

CONCLUSIONS

The attempt to evaluate the enterprise's contribution to the durable development is the consequence of the demand for transparency in the enterprise's activity. The use of the ambiental accountancy at the enterprise's level responds to: the exigencies of internal knowledge of the external effects that every type of activity generates, of the assisted costs, of the financial resources allocated to combat the harmful effects on the environment in order to elaborate and administrate a eco-compatible politic; the external exigencies, concerning the enterprise's will to communicate, the social partners (stakeholders) that manifest sensibility towards the ambiental problematic, information regarding the risk impact, and the enterprise's actions in terms of environment protection.

BIBLIOGRAPHY

1. Gheorghiu, A., 1996 – *Eficiența economică globală și dezvoltarea durabilă*, Revista Tribuna Economică, nr.18.
2. Kaplan, R., S., Norton, D., P., 1992 - *The Balanced Scorecard – Measures that Drive Performance*, Harvard Business Reviv.
3. Mironiuc, M., 2004 - *Contabilitatea ambiantală – instrument al dezvoltării durabile. Abordări privind bilanțul ambiantal și raportul ambiantal anual, simpozion cu teme „Normalizare și armonizare în contabilitatea românească”*, Editura Sedcom Libris, Iași.

4. Robu, V., Vasilescu, C., 2004 - *Îmbunătățirea sistemului de guvernare corporativă – strategie de creștere a performanței globale a întreprinderii*, Revista de Contabilitate și Informatică de Gestiune, nr. 10, p.181.
5. Șendroi, C., Roman, C., Roman, A., G., 2006)- *Raportarea non-financiară: identificarea, evaluarea și administrarea informațiilor care nu țin de performanța financiară*, *Congresul al XVI-lea al profesiei contabile din România*, intitulat „Profesia contabilă și Globalizarea”, Editura CECCAR, București, p.917.
6. xxx. www.geneva-international.org.