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Environmental and business ethics

Co-ordination of interests between business and environmental enhancement, businessmen's participation in elaboration and realization in sustainable development approach are the most priority guidelines of environmental economics researches. At the same time the solution of socio-economic problems in perspective and good environmental condition preservation suppose to reinforce the ecological constituent in activity of an enterprise.

Today a lot of attempts are made to scientifically prove the problems of enterprises, in particular small-scale business development from point of environmental standards observance. In this case the relationship between business interests, social sphere, environmental ethics and environmental enhancement are emphasized. The matter concerns the necessity of deeper understanding of the ecological factor and enterprises' liability for environmental conditions. There are no differences among big company executive, industrial leader, office manager and farmer. It is important to turn the business to solve environmental problems in order to sustainable development. Keen theoretical and practical interest can be found in developing the principles of environmental ethics in activity of an enterprise.

In our days a new tendency of scientific and practical activity is formed at the turn of economics of nature management, law, ethics and trade. It is environmental ethics. The matter concerns forming the relationships in business and trade sphere. Those relationships would fit the long-term interests of sustainable development and promote the producers environment liability.

One of the principles of ecological management is that the enterprises (including small enterprises) admit corporate responsibility for ecological consequences in business sphere. This aspect proposes to extend usage of environmental rent and damage compensation mechanisms. Certainly the idea of environmental ethics means the increase of mental and ethical aspects of business such as: biological variety preservation, planting of trees and gardens and so on.

Ecological policy is based on ethics' principles and a human being is the focus of attention. Harmonization of ecological and economical interests supposes the enterprises to be based on ecological centrality ethics in the future. They would pay more attention to the environmental state and the condition of single areas in general. Obviously the society has to restrict its needs and freedom in choosing; otherwise we will upset the ecological equilibrium. Thereupon it is appropriate to put moral factors of behavior in the forefront.

New orientations and possibilities have been proclaimed after The World Summit on Sustainable Development (Johannesburg, 2002). Extensively the success in Russia, Ukraine and other countries depends on business interests that are connected to ecological needs of society.

In an effort to work out the policy of reaction upon increasing ecological needs of society we suggest to follow the next regulations:

- Corporate economic responsibility on ecological violations acknowledgment for expanded payment. Creation of ecological management system
- Estimation of ecological life cycle of produced goods for better understanding of ecological audit, ecological insurance and expertise.
- Ecological certification and marking for produced goods. Telling consumers about ecological behavior of the goods on the market.
- Staff motivation taking into account ecological factors and ecological education.
- Costs for preservation of the environment combination principle. Increasing profits due to forming of favorable image and better market positioning.
- Ecological liability of enterprise calculation for shareholders and consumers. It can be done by different ecological standards, rules and regulations compliance.

The most typical ecological liabilities come to: give all information about business' influence on environment; approve and maintain ecological standards; partnership development for

the purpose of environmental condition improvement; provide staff training and consumers training if necessary.

In the circumstances the ecological development of enterprises is suggested as a primary perspective.

Basic positions of Russian ecological policy oriented to ecological ethics development can be found in Ecological doctrine of Russian Federation (2002).