Chapter 4
International Businesses and Environmental Issues

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ABSTRACT

This chapter on international businesses and environmental issues addresses the relationship between activities of international businesses and environmental goals. Because of the increasing awareness about environmental issues, the related groups, international policies, and relation force the businesses to be more environmentally friendly and consider the future of resources in their operations. The international regulations, declarations, and other pressures can change the usages of the businesses. The combination of the planet, profit, and people are conceived to protect nature with the aim of growth. From this viewpoint, this chapter provides an overview of the environmental issues, international politics, relations, standards, and successful examples of businesses about being environmentally conscious.

INTRODUCTION

International relations, policies and standards force the businesses to consider the global environmental issues which include eutrophication, global warming, mine-water pollution, air pollution, agricultural pollution, acid precipitation, and deforestation. International committees and other collaborations gather different countries to provide environmental sustainability and reduce the wastes and emission footprint. The acceptance of the environmental approach show differences from one business to another, but the primary goal has the same character for whole institutions as the reducing the impacts of human on the environment. For that purpose, the

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chapter is organized into three parts. In the first section of the chapter a review of the literature on international business and the environmental effects. And the second part of the chapter is about the environmental issues as eight sub-titles. The third and also the last part of the chapter give some successful global activities of the well-known businesses to see the environmental friendly applications.

INTERNATIONAL BUSINESS AND THE ENVIRONMENTAL EFFECTS

In the first main title of this chapter includes the evaluation of international environmental agreements, Environmental Management System, Eco-Management and Audit Scheme, International Politics and the Environment, International Relations and the Environment.

The Evaluation of International Environmental Agreements

Web & Bentlage (2006) summarize the progress of environmental management system chronologically. This progress also shows the increasing environmental awareness and efforts towards the environment. In the 1960s, some serious accidents or disasters draw peoples’ attention to nature, and the environmental awareness starts in these years. First prevention of pollution is about the treatment of wastewater so, this period is called the end of pipe approach in the 1970s. Owing to the complex and compound nature of the environment, it is noticed that end-of-process approaches are inadequate and process-integrated approach is considered in 1975s. Because the issues of the environment are not only about wastewater or sewage, it is about all results of decaying. However, environmental problems have global extent with long-term effects. Therefore, the coordination and cooperation are needed by the countries, firms and other institutes to avoid the unwanted or unexpected results. From this point of view, environmental coordination starts in the 1980s, right after Environmental Management System and Auditing are accepted as environmental standard series in the 1985s. This standard has different concepts to encourage firms being more environmentally sensitive. Additionally, Eco-Management and Audit Scheme (EMAS) developed by the European Commission for companies and other organizations to evaluate, report, and improve their environmental performance in the 2000s. This progress looks promising, but the continuity of all is the most critical issue. Thus, nowadays sustainability approach and integrated management systems are seen as a reliable tool to solve or at least prevent the environmental problems.

The complexity of the environmental challenges, pressure from citizens, national and international policymakers, rapid pollution and urban growth, are the main
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