

## **Role of climate and ecological management in sustainable strategy development of a modern enterprise**

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Modern companies become responsible for climatic and natural changes, and norms and laws at the state level stimulate companies to introduce the basic principles and elements of ecological and climate management and marketing into the activities of companies. At the same time, today the trend of modern development of society is the strengthening of the ecological responsibility of business; building partnerships between the state, the corporate sector and civil society in ensuring ecological safety. And it is ecological and climate management and marketing that is the most demanded tool for this process. Since ecological management provides control of processes, the results of which directly affect the environment in order to prevent harm to it and / or eliminate the damage caused [1,2].

Thus, ecological management is carried out to varying degrees by both business entities and the entire state by the relevant authorities, including the government. In addition, ecological management includes various governmental and non-governmental organizations that operate in the international arena. Ecological management becomes the basis of management and marketing of any organization, reducing the negative impact of the enterprise on the environment [1].

It should be noted that the introduction of climate and ecological management at an enterprise is determined both by the opinion of stakeholders (external and internal) and by the norms and laws on ecological protection, which become more stringent every year. Thus, the tightening of requirements for ecological and climate management and marketing, as well as trends in the development of ecological legislation, are forcing enterprises to deal with various ecological enterprises and allocate a separate budget category for them. The effectiveness of climate and ecological management also depends on the following factors: the level of qualifications of personnel; motivation of management and staff; resource endowment; the level of responsibility at the enterprise (both individual and collective) [1,2].

Experience of enterprises operating in various sectors of the economy and have introduced ecological and climate management and marketing into their activities allows us to say that the application of ecological and climate management and marketing approaches contributes to the achievement of the main production goals of the enterprise without harming the environment [3,4].

Thus, the motivation for the implementation and use of the basic principles and rules of ecological and climate management and marketing at the enterprise can be the receipt of certain advantages by them, namely: improving the reputation of the enterprise and forming a favorable public opinion about the activities of the enterprise; reduction of costs associated with the negative impact of the enterprise

on the environment; the possibility of obtaining tax benefits; reduction of production and operating costs; saving raw materials and energy; reducing the risk of accidents; increasing the competitiveness of products; the opportunity to promote products and services on international markets [4].

Of course, not all of the above benefits can be obtained by every company that implements the fundamentals of ecological and climate management and marketing, because it depends on the specific circumstances. However, it should be borne in mind that the strategy of sustainable development of the enterprise, built on the principles of ecological and climate management and marketing, allows achieving long-term goals: reducing the natural intensity of production and ecological pollution, improving working conditions, increasing the competitiveness of the enterprise. This, in turn, contributes to the sustainable development of society, allowing to harmoniously combine economic growth with the preservation of a favorable environment [4].

**Ключові слова:** climatic management, ecological management, sustainable strategic development.

#### **Список використаних джерел**

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