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ENVIRONMENTAL ACTIVITIES OF THE COMPANY: THE NATURE AND COMPONENTS

The authors proved essential concepts of environmental activities of the enterprise and their place in enterprise management. The interaction of social protection, environment, economic environment and business activity of enterprise was determined. The authors defined objects of environmental activity of the company and elements belonging to each object. The role of each element in the main, investment, financial and other business activities of enterprises was stated. This will help clearly identify each object of environmental activity of the enterprise, and operations carried out by enterprise.

Examining environmental issues of the company and its core components, it was found that environmental management of the company is understood as activities aimed at the sustainable

use of natural resources, restoration of natural resources potential, prevention and elimination of negative consequences of economic activity and measures aimed at preserving the environment as a whole. In the process of identification, it was found that the environmental activity of the company is in close contact with the principal and investment activity; because of this, its allocation as a separate activity is impossible and impractical. Besides, environmental protection is associated with enterprise business processes (acquisition, production and sale). Therefore, in some cases, the company carries out environmental activities even without thinking about them. Examples of such activities may be upgrading the production line to reduce resource-consuming technology.