

Part II

The Context of Environmental Management

The objective of this second part is to describe the social and political context of environmental management in more detail. There are two distinct and especially significant 'drive belts' which transform the growth of environmental awareness into important factors for the corporation: the framework of rules and regulations put in place by politicians, and the changes that have taken place in the opinions and behaviour of consumers.

Environmental protection policies as they are presently practised are subjected below to a critical appraisal, in particular because environmental protection is expected to become an increasingly important factor in the future in international economic competition between nations.

Having taken stock of the present situation and the recognizable trends, the basic aspects and track-records of several more market-oriented environmental regulatory instruments will be discussed. Finally, three examples which link business and ecological strategy in a future-oriented manner are presented in detail.