

IMPLEMENTATION OF ENVIRONMENTAL MANAGEMENT ON THE CRIMEAN ENTERPRISES (EXAMPLE OF PJSC "CANNERY BY S.M. KIROV")

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Creating an effective management system for the enterprise ensures attainment of the current level of economic development and stability. The EMS standards are based on ISO 9000 and ISO 14000. Environmental Management System is the part of the organization's management system used to develop and implement the environmental policy. Gap-analysis used to identify major successes and focus on the priority issues of leadership in order to adjust future plans to implement an environmental management system.

For an objective evaluation of the effectiveness of management is necessary to compare the results of measures to introduce an environmental management system. The experience of many companies' shows that the introduction of an environmental management system is a very effective measure and creates a number of competitive advantages for the company.

First, with the objective of production quality and environmental friendly product with minimal harm to the environment, the company not only increases the efficiency, but also it increases the competitiveness of their products, both at the national and international markets.

Secondly, EMS on the company indicates the stability of the enterprise and its economic opportunities, as well as a priority for foreign investors. Unfortunately, it's quite expensive to implement this system and many companies couldn't invest in the implementation of the EMS, but that does not mean that they should not care to improve the quality of their products and improve the image of their company.

The large industrial production is concentrated in the northern Crimea (such plants as JSC "Crimea TITAN" and JSC "Crimean Soda Plant"). These companies do the most damage to the environment and require implementation of EMS. Despite the fact that the waste processing industry objects less technological, air emissions, industrial waste, and the disposal of industrial waste should be under strict control. According to the data of the Ministry of Agrarian Policy of the Crimea, in the autonomy only 35 companies certified according to ISO 9001 and ISO 14001. All listed businesses are leaders in the industry have shown good results of product quality and minimization of environmental risks. In my paper, I have considered on the Simferopol cannery named by S.M. Kirov, whose current economy at a loss. Factory is engaged in the processing of raw meat and raw fish. Factory direct competitor and leader in this market is OOO "Proliv". It has higher quality

products which certified according to ISO 9001.

The only way to deal with the current crisis the company sees by the introduction of an environmental management system and product certification according to ISO 9001. Through these activities to improve the image of the plant, increase the demand for products and attract foreign investors. By the given parameters of ISO 14001 experts concluded that the formal SEM on the plant is introduced by 59.3 %. Experts indicate a need to strengthen control over the EMS from management. Perhaps today environmental issues are not relevant for the enterprise, but systematic management activities and landmark efficient and eco-friendly production will not only get out of the crisis, but also help to establish a stable operation of the plant, creating new job places, as well as give an opportunity to compete on the product foreign markets.

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