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ECOLOGICAL STRATEGIES AND COMPANIES' IMAGES

Nowadays the environmental pollution is a vital issue. The man's careless interaction with nature has given birth to the ecological crises. We have to find a solution of this problem. If we talk about people, it will be their own decision to help our nature or not. When dealing with the international companies, they have to solve the ecological problems, it is their responsibility.

A lot of large-scale industry plants pollute the air and the world's ocean, as a result, the destruction of the ozone layer has appeared. We need to avoid the disaster of our planet.

Companies design ecological strategies to minimize the harm caused to the environment.

Perfectly designed ecological strategies also form positive images of the companies. It is very significant for them.

There are a lot of factors influencing a company's ecological strategy (Fig. 1).

There are different types of ecological strategies:

Corporate ecological strategy relates to company's decisions concerning new type of business: the choice of production issues, the choice of technology, plant location, research of environment and development investment.

Functional ecological strategy concerns long-term plans of company as purchasing, production, technology and marketing.

Purchasing ecological strategy means refinement of the long-term supply chain. This strategy intend to stimulate recycling, reuse and resource reduction

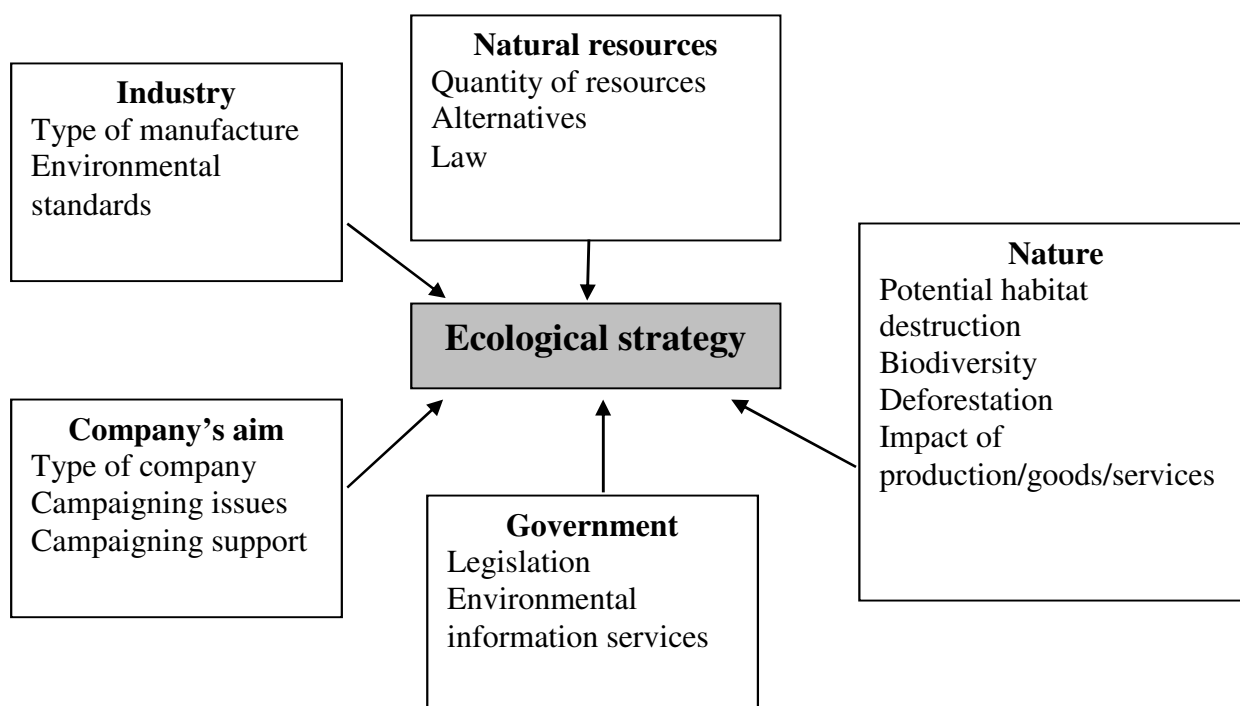


Fig. 1. Factors influencing a company's ecological strategy

Production ecological strategy addresses three fundamental questions: product planning, disclosure policy, and pollution-prevention programs.

Marketing ecological strategy includes actions designed to satisfy customer's needs and wants with the emphasis that all these actions cause the smallest possible negative influence on the environment.

Personnel ecological strategy implies to train employees teach awareness about environment.

So if a company prefers to "become green" it needs to design its own ecological strategy suitable for its particular production.

There is a list of "green" companies which propagandize their ecological position and strategy.

For example IKEA needs a lot of lumber to produce furniture, however IKEA uses sustainable forest technique, invests in solar and wind energy etc.

Nike controls carbon footprint of all Nike's plants. They have reduced it by approximately 80% since the late 90s.

Starbucks encourages suppliers to protect water supplies and uses recycled paper products.

There are a lot of significant examples of perfect ecological strategies and companies' images. And these examples provide the direction to be aimed by other companies which want to be successful.