

# 기업의 환경경영에 영향을 미치는 환경경제 유인정책

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## Environmental Economic Inducement Policies Affecting the Impacts of Environmental Management for Enterprises.

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<요약>

20세기 말까지만 해도 경제발전은 자원고갈과 자연환경파괴를 통한 대량생산 및 대량소비를 전제로 하여 이루어 졌다고 평가할 수 있다. 그 결과 세계의 자연환경은 급속히 훼손되었으며, 환경오염은 이제 인류의 생존을 위협하는 단계에 이르렀다. 이 같은 위기상황에 대처하기 위하여 지난 1980년대부터 선진국을 중심으로 환경경영에 대한 인식이 확산되기 시작하였다. 무엇보다도 자연환경의 보존을 요구하는 사회적 압력은 기업으로 하여금 환경경영의 필요성을 깨닫게 하였다. 환경경영이란 기업들이 새로운 비교 우위를 창출하기 위하여 경영방식의 혁신에 있어서 자연환경을 초점으로 삼는 것이다.

환경경영이란 환경보전을 요구하는 이해 관계자들로부터의 요구에 기업이 이에 적극적으로 대응함으로써 환경보호와 경영성과를 동시에 달성하는 종합적인 경영을 의미한다. 환경경영은 기업의 전 활동에 걸친 전사적인 전략적 차원의 활동으로 기업경영이 어느 한 기능분야에 국한된 개념이 아니다. 궁극적

으로 환경보호와 성장의 조화라는 기업의 목표달성을 위해 기업의 생산, 재무, 인사조직, 마케팅, 회계정보시스템등의 활동이 모두 통합되어야 할 것이다. (김종대,이의훈:2003)

최근 들어 환경경영이 기업의 가치에 미치는 영향에 대한 연구가 활발히 전개되고 있는 가운데 선진국의 경우 기업의 가치가 대체적으로 정확하게 주가에 반영되고 있는 가운데 선진국의 경우 기업의 가치가 대체적으로 정확하게 주가에 반영되고 있어 우리기업들에게 시사하는 바가 크다 하겠다. 환경경영과 기업가치와의 상관관계를 조사한 연구결과에 따르면 우수한 환경경영을 실천하고 있는 기업의 주식을 중심으로 포트폴리오를 구성한 펀드의 수익률이 상대적으로 높게 나타나고 있어 환경경영의 중요성을 뒷받침하고 있다. 이를 위하여 본 논문은 우선적으로 기업의 환경경영에 기본이 되는 중요한 환경경제 유인정책과 규제들을 중심으로 살펴보고자 하였다.

### I. Introduction

Polluters Pays Principle was initiated by the OECD countries in the early 70's in order to introduce rigorous environmental regulations. This principle is a non-compliance charge system in which polluters have to pay for the environmental damage they created. In its " Guiding Principles on the International Economic aspects of Environmental Policies; the principle is defined to promote practical use of scarce environmental investment, and to share the cost for the

protection of the environment and its management. Environmental deteriorations and their serious problems have arisen from the process of growth-oriented development that so often exceeds the self-purification and reproduction capabilities of natural environment. Additionally, the phenomenon of market failure accounts for the aggravation of environmental problems. This failure is largely grounded in the insufficient reflection of environmental resources like water and air as currency value in the decision-making process of

an economic entity.

Korea has had one of the fastest growing economies in the world since the 1960s, but the focus on economic development has been at the expense of the environment. Every part of the environment has suffered with increased air, water, and noise pollution, increased waste management problems, and reduced quality of life. The other major trend in Korea has been the rapid urbanization of the population. Total population reached 47 million in 2000. The six largest cities account for over half the population. The automobile population has also increased to 13 million.

Advances in technology have resulted in increased environmental impacts. The use of heavy equipment and engineering techniques has enabled cities to expand into flood-plains, coastal areas, and wetlands, sometimes with dire consequences.

Korea began to step back from the course of rapid economic development with minimal regard

#### 4. Conclusion

During the 1980s and 1990s, the Korean government gradually began to place a greater emphasis on environmental quality. This change in emphasis came about as a result of pressure from an expanding number of citizens groups and through a series of international environmental agreements the government signed.

The government realizes that there needs to be a greater balance between economic development and environmental preservation. This move toward a more balanced view is reflected in the use of integrated environmental and economic accounting systems to determine future national development strategies.

There is a greater social consensus in Korea. This is shown by the increase in environmental activism by the general public. Environmental groups are growing in numbers and influence. Programs to reduce pollution receive support from the general

for the environment in the 1980s. Legislation regulating emissions and water quality was introduced. The Ministry of Environment was established in November 1994. In the 1990s, there was an increase in citizen group environmental activities and the establishment of environmental groups such as the Korean Federation for Environmental Movement, Green Korea, Korea Sustainable Development Network, and the Citizen's Coalition for Economic Justice.

As we moved into the 21st century, the pressure for environmental preservation and quality is becoming more and more important in Korea. This importance is being reflected in government policy, the activates of environmental groups, and a new attitude toward the environment by business.

In this study we review the background environmental economic inducement policies and analyzes the impacts of environmental management for business enterprises.

population. People clearly want a cleaner and more livable environment.

Changes in the economy will also have an impact on the environment. In the past, Korea has focused on heavy industry as a basis for its development. The emphasis in the economy is now shifting toward high value industries and the information economy. This shift should result in less industrial pollution over the long run.

In order to ensure the environmental performance of production, consumption, and other various economic activities, environmental cost should come to play a critical role in the decision-making of both individuals and enterprises in their economic activities. For such internalization of environment cost, the following priority tasks should be carried out immediately.(MOE,2003)

First, the government should develop a scientific basis and too; for calculating the environment cost. It should also establish a mechanism that can efficiently reflect

the calculated environmental cost.

Second, we should promote environmental awareness of consumers and enterprises, while devising a sound system for the granting of diverse economic incentives. It is also important to catalyze the development of new environment-friendly technology.

Third as recommended by the UN, each country should devise the System of Integrated Environmental and Economic Accounting(SEEA) to analyze the impact of the environmental sector on the national gross domestic product. There should also be a viable

linkage between the environment and finance, accounting, and tax systems. Ultimately, a green market economic system in which the stock value of environment-friendly enterprises is higher than that of others should become firmly established, especially focusing on the maximizing of the value of the firm.

Fourth, countries should foster extensive information sharing on the knowhow of market approaches, for environmental improvement. At the same time we should seek to create synergy-effect by cultivating bilateral and regional network market approach systems.

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