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To cite this article: Huimin Zhang and Na Jiang 2019 *IOP Conf. Ser.: Earth Environ. Sci.* **242** 052004

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Discussion on Environmental Protection and Enterprise Economic Development

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Abstract. 2018 is the 40th anniversary of the reform and opening up. Today, people's lives are getting richer and the country is becoming stronger and stronger. These are the results of the rapid development of social economy, and the development of enterprise economy has made an important contribution to the development of social economy. At the time of rapid economic development, the natural environment has been destroyed and polluted, which is caused by the lack of adequate attention to environmental protection in the process of enterprise development. Environmental protection has become a social problem that needs to be solved urgently nowadays. It is also the responsibility and important motive force that enterprises should have. This paper discusses environmental protection and enterprise economic development from the causes of environmental deterioration, the relationship between environmental protection and enterprise development, and the obstacles to the implementation of enterprise environmental protection management.

1. Introduction

With the development of the times, people's life is getting better and better, but at the same time, the natural environment on which we live is getting worse and worse. Enterprises have to pay the main responsibility for the destruction of the environment. Most enterprises generally adopt the traditional extensive economic model, which will reduce the investment in environmental protection equipment because of the simplification of production management process and the weak awareness of environmental protection. Therefore, it may bring greater benefits to enterprises in a short time. However, in the long run, the social status, reputation and sustained innovation and development of enterprises will be affected by environmental damage and pollution. Therefore, enterprises, which play a major role in economic development, should fulfill their social responsibility for environmental protection.

On October 18, 2017, the Nineteenth National Congress of the Communist Party of China was held in Beijing. The conference emphasized the issue of environmental protection. If the Chinese nation wants to develop continuously, its first task is to build an ecological civilization. This requires enterprises and individuals to establish and practice a concept: if the country wants to be rich and strong, people want to live a good life, we must protect our green mountains and waters, that is, green waters and green mountains are mountains of gold and silver. At the same time, for the country, we should adhere to the basic national policy of protecting the environment and saving resources.

"Development" and "protection" can be said to be a blending relationship. Enterprise development is an important part of supporting the economic development of the whole country. Environmental protection is the premise of long-term development of enterprises, and is also the basis and foundation



for enterprises to survive. "Development" and "protection" can also be said to be the opposite of each other. From this point of view, there is an antagonistic relationship between them. If enterprises promote development on the premise of protecting the environment, while gaining development, they can strengthen the protection of the environment, and "development" and "protection" can achieve mutual benefit and win-win result. "Development" and "protection" are dialectical unity. Enterprises cannot realize economic development at the expense of environmental protection, while achieving economic development, promote environmental protection. Therefore, enterprises should establish a correct concept of protection and development. To be exact, the ideal development should and must be beautiful environment, ecological harmony and positive development.

Environmental protection and enterprise development complement each other. Environmental protection is the responsibility and obligation of enterprises. It is also conducive to promoting the construction of ecological civilization. In this process, the economic development of enterprises has been promoted. In order to realize their common development and control the environmental problems brought about by the excessive growth of GDP, China has formulated a series of policies, laws and regulations to strictly control the enterprises that cause environmental pollution, regulate the actual growth rate of GDP, so as to harmonize the two and achieve a win-win situation. In addition, in order to realize the transformation of enterprise economic development mode, that is, to adopt high-quality and efficient intensive development mode, abandon the traditional extensive (low labor efficiency) development mode, the state promotes the adjustment of enterprise industrial structure by adjusting basic conditions and formulating policies and measures.

2. Reasons for Environmental Deterioration

There are many reasons for environmental deterioration. In the final analysis, the environmental protection is neglected for the sake of economic development. This paper mainly lists the following two reasons:

2.1. The government attaches too much importance to the single model of GNP

Environmental protection and economic development do not advance at the same time. In fact, economic development is leading and environmental protection lags behind. That is to say, environmental protection usually lags behind economic development. This phenomenon is most common in developing countries or economically backward areas. For developing countries or economically backward regions, the most urgent task is to solve the problem of food and clothing, so when they pursue economic development, they often "invisible" environmental pollution. After some achievements have been made in economic development, the harmful effects of environmental damage will be highlighted. At this time, we will understand the importance of coordinated development of environmental protection and economy, and then we will carry out environmental protection work. From the perspective of the course of world industrial revolution, if enterprises put economic construction first in the process of development, of course, the enterprise economy will develop rapidly, but the natural environment on which we live will deteriorate rapidly, and even cause harm to human health if it is serious. Therefore, enterprises should seriously consider the benefits of GDP growth and the losses caused by environmental pollution, so that many unnecessary hazards can be avoided. Referring to the examples of environmental protection and economic construction at home and abroad, we can find that the government plays a very important role in environmental protection and economic development.

2.2. The Status and Interests between Government and Enterprises

After breaking away from poverty and gradually solving the problem of food and clothing, various regions have formulated relevant measures to prohibit deforestation and grassland. In many places, there has also been a trend of returning farmland to forestry. However, in the period of rapid industrial development, many enterprises have not strictly implemented the requirements of the Environmental Protection Law, neglected environmental problems and only pursued profits, resulting in a rise in

emissions of various wastes and exhaust gases. Relevant decision-makers of enterprises do not pay enough attention to environmental protection, while some local governments do not have enough awareness of environmental protection, which forms a vicious circle: the environment that has been destroyed and polluted has not been improved, and the original beautiful environment has been destroyed[1].

3. The relationship between environmental protection and enterprise development

3.1. Enterprise development will lead to environmental problems

I believe that every one of us can feel that life is getting better and richer, thanks to the rapid development of social economy. But it is undeniable that while people's life is getting better and better, our living environment is getting worse and worse. For example, the sky is not as blue as before, and the haze becomes more and more serious in winter. Enterprise is the basic economic unit of society and the main force of the rapid development of social economy. It is mainly engaged in a series of activities such as the production, operation and management of commodities. In this process, through certain tools or methods, it can bring considerable economic profits for enterprises, so as to achieve the goal of maximizing profits. When enterprises develop their own economy and achieve the goal of maximizing profits, they need raw materials or fuels that match their business. These resources need to be sought from the environment. When enterprises produce products, they usually produce some substances which are harmful to the environment, such as waste gas and wastewater. Some enterprises also produce very strong noise pollution. It can be said that the growth mode chosen by enterprises for development is an important cause of environmental pollution. However, the fundamental cause of environmental pollution is that enterprises adopt extensive development mode, but do not consider the speed of renewal of resources[2].

Nowadays, a series of economic actions taken by enterprises for development directly or indirectly cause pollution of water, air, nuclear radiation and so on. Environmental pollution is closely related to enterprise pollution. If an enterprise establishes a sound organizational management process, studies the scientific production process, and introduces advanced environmental protection equipment, it can avoid the environmental pollution brought about by the economic development of the enterprise to a certain extent.

3.2. Environmental problems hinder the development of enterprises

As mentioned above, "development" and "protection" are mutually reinforcing relations. Enterprise economic development will affect the environment, in turn, environmental pollution will also affect the economic development of enterprises. Nowadays, more and more people have realized the environmental problems brought about by economic development. Compared with non-environmentally friendly enterprises, most consumers prefer to choose environmentally friendly enterprises. Therefore, the level of environmental protection has become an important factor affecting the income of enterprises. Both labor-intensive enterprises and resource-intensive enterprises must pay enough attention to environmental protection if they want to gain competitive advantages and achieve long-term development. Compared with labor-intensive enterprises, resource-intensive enterprises rely more on the natural environment. If the natural environment is destroyed to a certain extent, the resources they need will be lost and the survival and development of enterprises will be threatened[3].

This paper describes how the environment affects enterprises from the following two aspects:

Firstly, the natural environment is the necessary material prerequisite for the development of enterprises. Natural environment contains a variety of substances, such as flowers, trees, coal, oil and so on. Many of these substances are necessary for the production and operation of enterprises. Moreover, the natural environment also provides a favorable space for a series of economic activities of enterprises. If the beautiful natural environment is destroyed, enterprises may face the problem of shortage of means of production on the micro level. On the macro level, enterprises may lose the space for economic activities. In the long run, the economic development of enterprises will inevitably be

threatened. Enterprise development is a powerful weapon to realize people's prosperity and national prosperity, but it is not only an improvement of economic level, but also a harmonious and beautiful natural environment. Therefore, people will inevitably abandon the harsh environment lacking resources, which requires that the development of enterprises must be based on a virtuous cycle of supply, production and marketing, otherwise their development will be hindered or even destroyed.

Secondly, the innovation development and technological progress of enterprises are greatly affected by environmental problems. To some extent, the technological innovation and technological development of enterprises benefit from the emergence of environmental problems. In 2015, the Environmental Protection Law was formally promulgated, which made clear provisions on the environmental protection of enterprises, such as the determination of pollutant emission indicators. In order to reduce the emission of pollutants that will pollute the environment and meet the standards stipulated in the Environmental Protection Law, enterprises will certainly accelerate the transformation of business strategies, increase investment in environmental protection, and actively develop environmental protection equipment, so as to optimize relevant technologies and processes.

4. Implementing Obstacles of Environmental Protection Management in Enterprises

4.1. Enterprise production and operation mode lags behind

Nowadays, the production and operation activities of all kinds of enterprises and the social and economic development in our country are showing a prosperous scene, which is closely related to the abundant labor resources and other material resources. At the same time, a series of problems have arisen, such as insufficient international competitiveness, lagging production and operation mode of enterprises, etc. Careful analysis of the product competitiveness of enterprises can be found that most of the enterprises that can stand out among many enterprises rely on price competition to win. Innovative marketing methods and advanced scientific production technology are not the main reasons for winning price competition. The main reason for winning price competition is that the total amount of enterprise resources is sufficient and the price is low. Enterprises in the competition do not focus on environmental protection and green pollution-free products, but on product prices, characteristics and one-sided over-emphasis on production, market share and so on. This competition is a relatively low-level competition. In addition, some enterprises have negative attitudes towards the national environmental protection laws and system standards: either neglect, or superficial learning, or do not take preventive measures beforehand or control in the event, only to deal with the actual production and operation of pollutants, which fully illustrates that the production and operation decision-making of enterprises does not focus on environmental protection[4].

4.2. Lack of Environmental Protection Management System in Enterprises

With the promulgation of "Environmental Protection Law" and the awakening of social environmental protection consciousness, enterprises began to control and manage their internal production and operation behavior based on national legal norms. However, due to the influence of many factors, such as late start and short development time, the environmental protection management system within enterprises is not perfect, and some enterprises do not even have relevant environmental protection system, which is a great limiting factor for enterprises to implement environmental protection work and improve environmental pollution. Generally speaking, there are two reasons why enterprises lack environmental protection system: one is the imperfect organizational structure and its rules and regulations, the other is the imperfect rules and regulations of enterprise environmental protection and management.

4.3. Lack of funds and backward technology in environmental protection management

There are two important factors for enterprises to implement environmental protection management well: one is capital, the other is technical methods. Funds provide the necessary material basis for its effective implementation, while technology is an important tool for its implementation of

environmental protection. However, many environmental protection departments of enterprises have not received sufficient financial support from enterprises, which has brought restrictions to the environmental protection work of enterprises.

Some enterprises have not carefully investigated the actual environmental pollution situation of their own industry or enterprises, but directly applied the environmental protection management technology of other industries or other enterprises to themselves, which will make the environmental protection management technology not targeted, of course, the effect of environmental pollution control will not be significant, that is to say, the environmental protection technology is backward. In order to do a good job in environmental protection and make the waste gas produced by enterprises meet the national or industrial standards, environmental protection managers of enterprises need to take measures in various aspects to avoid environmental pollution incidents, such as carrying out activities of training and educating workers on environmental protection knowledge, purchasing facilities for purifying polluting substances, promoting energy-saving and environmental protection raw materials, etc. These activities require a lot of money. This special fund for environmental protection has also become an obstacle for enterprises to carry out environmental protection work, so capital and technology will hinder enterprises from implementing environmental protection management work.

5. Measures to Strengthen Environmental Protection and Realize Economic Development of Enterprises

5.1. Realizing the Change of Economic Growth Mode from Extensive to Intensive

In order to realize the transformation of enterprises from extensive economic growth mode of low-grade pollution to intensive economic growth mode of high quality and efficiency, the joint efforts of the state and enterprises are needed. Firstly, it is necessary to have the support of relevant national policies. Secondly, enterprises must have the corresponding ability and level of R&D in science and technology. Successful transformation of economic growth mode will bring many benefits to enterprises: (1) Increase labor productivity and promote the upgrading of industrial structure. (2) Save resources and reduce environmental pollution caused by economic development. (3) Promote the technological progress of enterprises and improve their independent innovation ability.

5.2. Implementing Low Carbon Environmental Protection Enterprise Brand Strategy

There are many factors that affect the competitiveness of enterprises in the process of production and operation. At this stage, high-quality brand image is of great help to the formation of competitive advantage of enterprises. In order to do a good job in environmental protection, enterprises should establish a brand strategy with the theme of low carbon environmental protection. Firstly, enterprises should take environmental protection as a foothold, effectively combine the social needs and product nature of green environmental protection, update and optimize the product structure of enterprises, so as to innovate the design concept of products. Secondly, it is forbidden to use the raw materials that will pollute the environment in the production process of products. In the later stage of product management activities, we should advocate the concept of green and environmental protection, and intensify the propaganda of environmental protection concept in various marketing activities, so as to form a comprehensive and green marketing channel of environmental protection management products and build a comprehensive brand image of green environment protection. When everyone agrees with the product positioning and brand image of the enterprise, the enterprise will support the work of environmental protection managers.

5.3. Increase investment in environmental protection funds

Science and technology are important means to realize environmental protection and control environmental pollution[5][6]. In order to effectively control the serious industrial pollution, enterprises must increase investment to promote technological innovation, so as to better deal with

heavy pollution, and enterprises should form a special environmental protection system for environmental pollution. Environmental protection departments should intensify their efforts to crack down on enterprises that do not comply with environmental protection regulations, cope with or resist inspection. At the same time, bonus awards will be given to those enterprises that conscientiously implement the national environmental protection system and policies, so as to raise their awareness of environmental protection. In addition, to thoroughly solve the environmental protection problems of enterprises, it is necessary to thoroughly renovate or abandon the equipment that does not meet the national environmental protection requirements. Enterprises should make rational and full use of high-tech means, continuously reduce production costs, continuously improve labor productivity, timely disposal of garbage produced for the production of products, and eventually discharge materials that do not damage or pollute the environment, so as to achieve the goal of maximizing benefits under the premise of protecting the environment[7].

6. Epilogue

In summary, environmental protection and enterprise economic development are interrelated, and the measures taken by enterprises to protect the environment determine their position in the market, thus determining the direction of their economic development. The economic development of enterprises largely determines the social and economic development, but also affects the environment to a certain extent. Therefore, in order to develop the whole society or the whole country, environmental protection should coordinate with the enterprise economy[8]. This is not only to adapt to the development of the times, but also to respond to market demand, but also to the requirements of sustainable development.

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