

## Processes Innovation- A Step to Environment Protection

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### *Abstract:*

The article focuses on the issue of production processes innovation as a precondition for environment protection. The increasingly limited environment resources demand managers of organisational systems to perform alternative measures in managing organisational systems. Processes innovation is becoming an important goal of entrepreneurial activity. Consequently, following a holistic approach to competitiveness, environment protection is becoming an important tool in improving organization efficiency and increasing competitive power on the global economy market. Enterprises are therefore an integral part of the complex social, economic, environmental and other dynamic systems, which demand a varied perspective and inter-discipline debate. These factors could be subdivided into systems thinking, production processes management, and environment protection and should be applied on the basis of the synergy developed between them. It is about from more points of view and interprofessional treating of administration mastery that results from co dependence of different systems of administration and therefore the entire hold of management. entrepreneur objective of environment management will be the key component of competitive ability.

*Key words:* business , dialectic system, innovation, environment, management, production processes, protection

## 1 Introduction

Innovation has received serious attention from social scientists, managers and public policy makers, however, this attention is still insufficient. This indicates that innovation is still a novelty (a science); it can be regarded as an engine for novel changes in social, economic and political arrangements in companies and other organizations as well as for society as a whole. To innovate is to create new ideas and to implement them in a useful way. New ideas can pertain to a technological innovation (new technical inventions, new machinery or products), a process innovation (new services, programmes, or production procedures), or an administrative innovation (new institutional policies, structures or systems) [16].

The role and significance of environment protection is becoming ever more important in the competitive

market. The task held by management is orientated towards changing the organisational culture, structure, business processes, and products. It is about a new approach in managing the organisation and environment resource planning in society. Considering long-term natural resources conservation and protection of the environment, innovation shall be essential. The activities are orientated to the whole proceeding. In a world where markets, products, technologies, competitors, regulations and even societies change rapidly, continuous innovation and have become important sources of sustainable competitive advantage [4].

Because of co dependence is the management quality and treating with the environment directed to the quality of administration and leading, because the quality is the essence of organisational culture of creating collaboration. It is about more points of view

and inter structural treating of mastery of administration, that results from co dependence of different systems of quality (not only technological treating) and that's why the whole measurement of management. Because of this is process innovation first step to environment protection. The successful development and implementation of processes innovation in an organizational system can produce a significant saving in the amount of business and environment resources and therefore a smaller environmental impact. It is not just about environment resource consumption, production units, but also about the improvement of economical efficiency and thereby the increased competitive capacity of organizational systems. At the same time, the aim is to reduce harmful substances into the environment, the enhancement of relations between organizational systems and social responsibility and thereby the associated standing in the wider social environment [9]. For this reason the care for processes innovation, the change of relation to the environment also the consequence of knowledge about the meaning of co dependence and creative collaboration to achieve the safe, environment friendly operation. The environment management is so the consequence of innovation's administration and processes in sense of consideration of dialectic system of viewpoint[12].

## 2 Organizational approach

Survey of literature shows that there has been no research about innovation in production processes in manufacturing enterprises in transitional economise. Everybody speaks of technological development only, although it is causing increasing unemployment around the world and other problems such as motivation and environmental degradation, including a dangerous climate change. There is also an unchallenged supposition that in transitional economies owners and managers are equally fond of continuous innovation as are the ones in the most advanced corporations of the world [16].

The term "innovation" is usually associated only with technology, in the strictest meaning of the word (new)products and new methods for making them. Nevertheless, innovation refers to the process of bringing any new, problem solving idea into use. Idea (as a step on their way to innovation) for reorganizing, cutting costs, putting in new budgeting systems, improving communication, or assembling products in teams are all innovations, provided the new idea is useful in its users's judgement. Therefore, innovations in management methods and organizational practices

constitute a wide range of opportunities for "corporate entrepreneurs" (Moss Kanter 1983: 20-21) as well as for other types of activating employees" ability and motivation (eg. 20 keys method, environmental standards ISO 14001, social accountability standards-SA 8000, safety and health standards OHSAS 18001, TQM-total quality (as well as self-regulation and business excellence) management and other innovation management methods) [16].

In efforts for the improvement of position on the purchaser's market the companies must also consider accordance of operation with valid environment protected prescriptions in field of process consumer. The inclusion of enterprises in the international market, the care for reputation, that the enterprise profit with the environment protection and permanent development, places the politics of environment protection to the base of the professional politics [7]. The environment protection and permanent development is so a basic component of the basic politics and it is confirmed by the highest administration agency. It is about the important decisions about the basic goals of operating and development. It is about the acceptance of basic principles values and rules. More than constraint of the state, the system is important, that is founded on the volunteer offer and creative cooperation. In the contemporary circumstances the creating of teams is getting most important for the creative cooperation, because they search the opportunities, solve the problems and in the end they take decisions.

The current position of an organization with regard to the environment can be established by means of an initial processes, innovative operations and management review. The innovative operation is operation that, according to the production and all other its components is found on innovations. The initial review can cover the following:

- identification of legislative and regulatory requirements;
- identification of processes, innovative operations;
- identification of environmental aspects of its activities, products or services so as to determine those that have or can have significant environmental impacts and liabilities;
- evaluation of performance compared with relevant internal criteria, external standards, regulations, codes of practice and sets of principles and guidelines;

- existing business, processes, innovations, environmental management practices and procedures;
- identification of the existing policies and procedures dealing with procurement and contracting activities;
- feedback from investigation of previous incidents of non-compliance;
- opportunities for competitive advantage;
- the views of interested parties;
- functions or activities of other organizational systems that can enable or impede environmental performance [15].

The process and results of the initial environmental review should be documented and opportunities for EMS development should be identified. Such a partial approach can lead to technically and economically inappropriate solutions. The new model which promotes production processes innovation was derived from the model of managing company policy following the interest theory and business excellence. It was conceived in the frame and interdependence of both objective and subjective starting points of initial change agents as well as from process knowledge of process managers. New dimensions like business excellence, production processes innovation, companies' capacities and opportunities for continuous innovation, as well as values, knowledge, skills and feelings of change agents, will be added to the basic model [16].

Organizational systems or models need lean organization. Lean organization is first step of processes innovation and environmental protection. Possible measures, which the lean organization can encompass, include the fields of organizational measures, reconstruction of existing processes and products, the use of modern equipment and techniques as well as the introduction of new technologies. The dimensions of business excellence, especially production excellence, of production processes renovation, a company's or other organization's capacity to innovated as well as the values, knowledge, skills and feelings of production processes innovation agents, are added to the basic model [6]. The renovation of production processes results from lean organization, which is based on up-to-date technological and organizational starting points. Market need new consumers. Consumers need new products and services. Only innovative lean flexible organization could be the answer. Lean organization is market-driven; a buyer's market and innovation society prevail and acts as change generators in a

company or other organization[16]. Figure 1 presents an approach to environmental management system integrated with other management requirements.

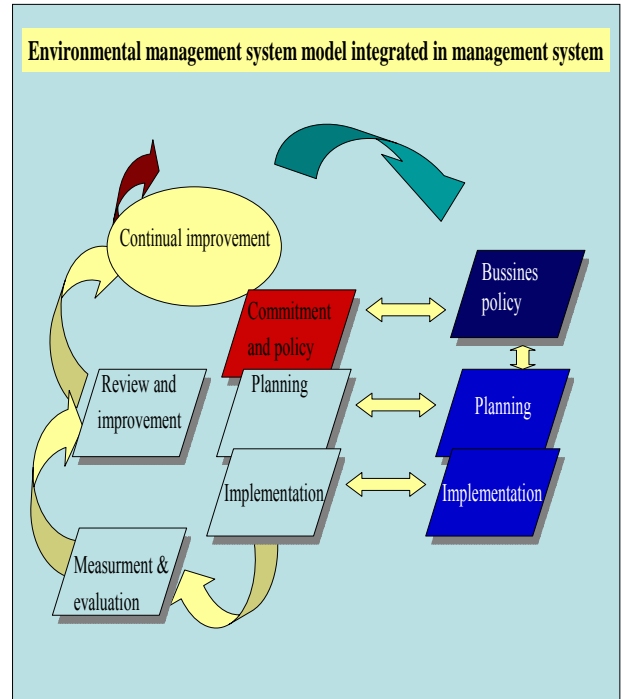


Figure 1: Environmental management system integrated with other management requirements [11].

### 3 Processes innovation is a step to environment protection

New economic issues dictate the redefining of economic interests in the wake of the recognition, that the natural environment is a limited production factor and not, as had previously been considered, only the supplier of raw materials. These have previously been free goods without an assigned market value, while the environment has been an agent for the neutralisation of wastes and emissions of production and consumption [3]. The integral-orientated mentality represents a deviation from the previously established linear way of thought and activity, which is no longer sufficient in the light of the contemporary complexity of events. However, these one-dimensional elements are soon faced with insurmountable obstacles. This is why the integration of environmental goals into the system of entrepreneurial policy is so vital. In theory, we can distinguish the ones, which pertain to the inflow (rational use of raw materials, materials, energy, etc.),

and those, that relate to the outflow (absolute limitation of waste and emissions), with the simultaneous maximisation of waste re-use [10].

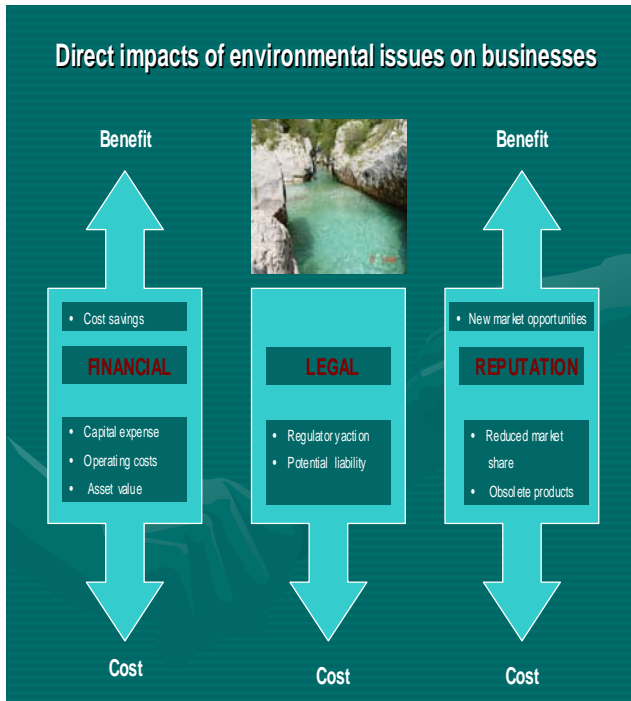


Figure 2: Direct impacts of environmental issues on businesses [1]

The continual adaptation for enforcement of competitive ability of professional system dictates the stimulation of creativeness, intensity and novelty [8]. That's why the state measures and people's habits enable in the innovative society, that it exists and has the supremacy:

- Contemporary e.g. creative democratization in the whole society, all associations and mutual relations,
- Contemporary, e.g. to the tenderness very demanding market and so the authority of innovative instead of skilled workers,
- Contemporary comprehension of ownership, which sense is not the interest for incomes as in the Middle Ages (not "the right to the use and misuse" as in Roman law), but the interest for the competitiveness, inclusively with social profit, on the basis of innovation creativeness,
- Contemporary comprehension of innovations,
- Contemporary e.g. innovative operation,
- Contemporary e.g. innovative enterprise, that is not defined as ownership (of smaller) companies,

but as innovative administration of innovation and innovations,

- Innovative society tries today to achieve purposely also with measurements for "the society of perfect quality" [2].

#### 4 Innovation of processes - the stimulation of environment protection innovations

The environment protection and permanent development with processes innovation is a complex process, where the earlier events have more influence than the later one. From here it originates the sense of activity planning of these, who administrate, who define the aims, who organize and so on. The inadvertence of independence between the parts of totality, that's why also synergic characteristics of the totality, which parts do not have as an individual part, it leads to simplification, that has in case of environment protection the catastrophic experience. Experience show that the environment protection and permanent development as a part of entrepreneur's philosophy is not carried into effect enough. The business system is not isolated from the environment, but it is co indedly interweaved with other business systems, that's why the environment protection and permanent development with processes innovation are also results of social environment. The systemic reflexion with the administration is necessary [2].

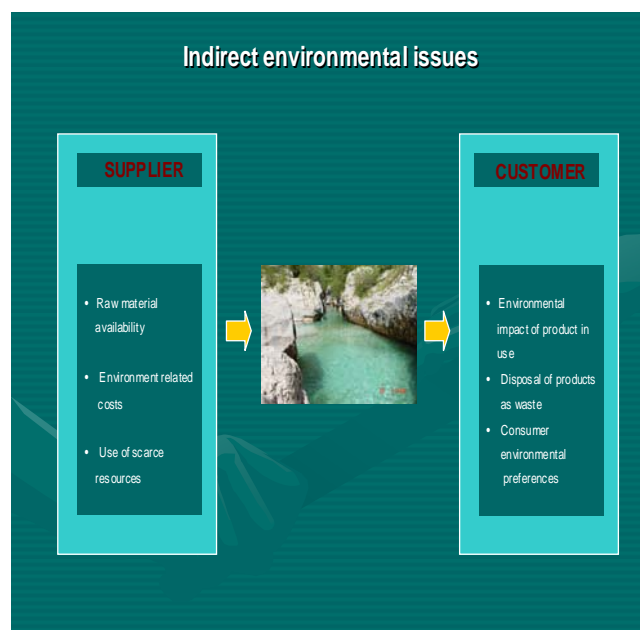


Figure 3: Indirect environmental issues [1]

Innovation is necessary on all domains and everybody is included in innovation. The role of management is shown in creativeness for the support of collaborators' creativeness. The administrative innovation is so a segment in the innovative business system. In the example of environment protection it is necessary that we are as much collaborative, creative and target directed as possible [5]. To the purpose of environment preserving development, the aims of environment protection are also:

- Changes in production and samples of use, that contribute to the minimisation of natural sources use and creativeness of waste,
- Development and use of such technologies, that decrease and suppress environment charges,
- Use of harmless and decomposed chemicals and substances that have not been accumulated in alive organisms [13].

The dynamic creativeness of administration is important with the realization:

- Dynamic creativity management has its field of application as an approach for handling complex problems, i.e. as a supporting tool in the process of attain sustainability.
- The whole process of creative problem solving - logical-analytical procedures based on convergent thinking as well as creative intuitive procedures based on divergent thinking.
- The whole process of creative problem solving is a complex system in itself, dynamically changing over time, with permanently interacting system elements, it requires a systems thinking perspective in order to be understood and applied [2].

## 5 Conclusion

The whole treat of environment in the administration and leading of professional processes is inevitable condition for the preservation of natural balance in the environment. And finally, in the business processes innovation model, there is the knowledge of business processes managers to be used to implement business process innovation policy in the following steps: vision, mission, strategy, tactics, and management processes.

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