

Anna Piziak-Rapacz

*The influence of political environment on pro ecological
management of the companies in Poland*

Summary

The text is about Polish energy environment and its influence on a company. Energy sector is dependent on government strategy. Policy should create protection for society and business. Global energy consumption is still growing. Developing industry especially needs natural resources to produce energy. The climate is changing and global warming is said to cause greenhouse effect resulting in droughts or floods. That's why The European Union with other international organizations are working on new strategies and solutions (new energy policy scenario-The EU is reducing greenhouse gas emissions to 80–95% below 1990 levels by 2050) for Europe. Still the main problem is decreasing amount of natural resources. That's why the energy in XXI-th century has become not only an economical product but also a political issue. Each company should create strategy management which would take into account pro ecological management and calculate risk of energy consumption. However, the implementation of the new solutions brings not only benefits but it also generates huge costs. Customer expect that the product will be not only pro ecological but also cheap. Finally, companies have a problem with the prices and competition; they have to choose to be either cheap and competitive or expensive and pro ecological. That's why the most important thing is a predictable strategy which would be based on political decision. Communication between the company and the political environment is a key to success.