

# Different meanings of Strategic Environmental Management

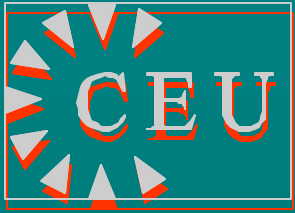
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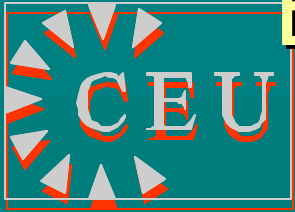
# Research context

- ◆ The MiSt research program in Sweden (2004-2008)
  - Empirical study of the effectiveness of SEA tools;
  - The largest IA research project in Nordic countries;
  - Funded by the Swedish Environmental Protection Agency;
  - Includes 8 full-scale and 2 pilot research projects, a doctoral school, research seminars, etc.;
  - More information at [www.sea-mist.se](http://www.sea-mist.se) ([www.bth.se/mist/](http://www.bth.se/mist/)) ;

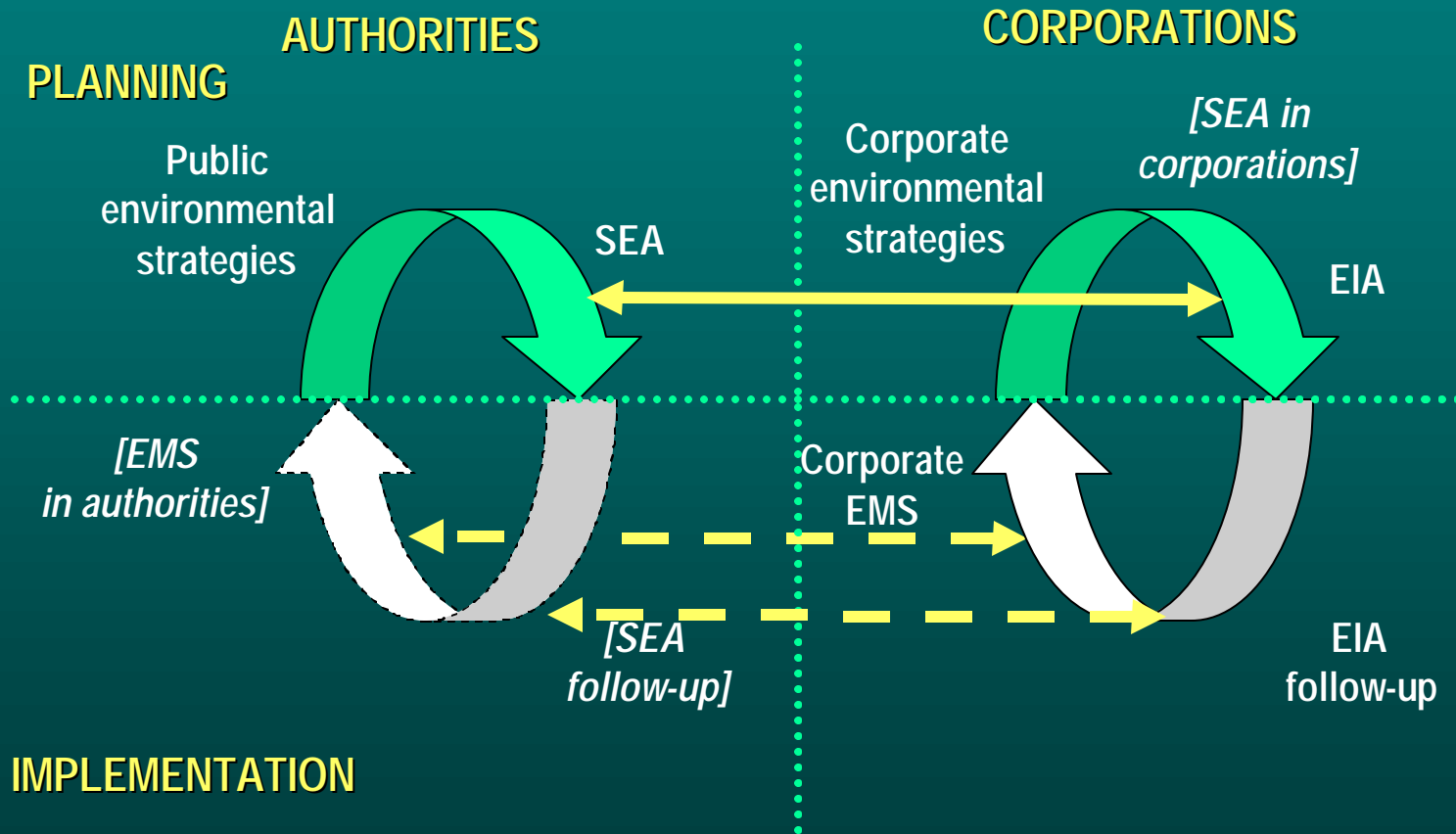
- ◆ MiSt Pilot Project 11

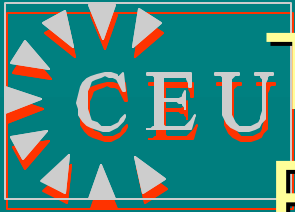
- Linking sustainability planning and corporate environmental management tools

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# Environmental planning and management in authorities and corporations

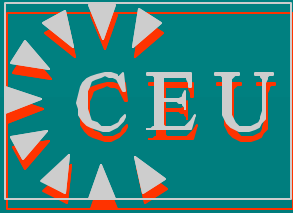




# Three meanings of Strategic Environmental Management

## Overarching themes

1. *“Beyond assessment”*: SEA follow-up
2. *“Beyond corporations”*: Environmental management in public authorities
3. *“Beyond management systems”*:  
Corporate Environmental Strategies



# “Beyond assessment” SEA follow-up

- ❖ *“Exploring theoretically what is it that we have to start thinking about”*
- ❖ Monitoring and evaluation more in focus than management
- ❖ At the same time “management” is probably even more important than at the project level
- ❖ Increasing attention to “continuous” and “learning” processes expands



# “Beyond corporations”

## Environmental management in public authorities

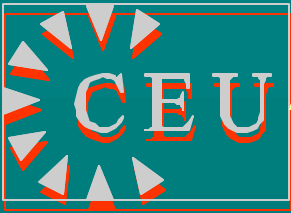
- ◆ Introduced in the spirit of “ecological modernization” and with a view to promote mainstreaming of environmental considerations
- ◆ The introduction of EMS in local/municipal authorities has been especially widespread (e.g. in the UK, Sweden, the US)
  - Frequent criticism has been that such EMS do not affect non-environmental policies, or
  - Focus primarily on operations of specific utilities (transport etc.)
- ◆ Increasingly introduced in central authorities
  - Sweden’s probably among the leaders where 9 out of 10 public authorities use EMS
  - Also introduced in the UK, Germany and the Netherlands
- ◆ Differences between “corporate” and “public” EMS are rarely if at all conceptualized
- ◆ New “management systems” thinking emerges in relation to strategies for sustainable development (see my other presentation at IAIA’04)



# “Beyond management systems”

## Corporate environmental strategies

- ❖ If EMS proceeds from “impacts” (aspects), corporate environmental strategy proceeds from “objectives”
- ❖ Aims to identify strategies that “*pay to be green*” through, e.g.
  - Resource productivity
  - Beyond compliance practices
  - Product differentiation
  - Environmental cost leadership
- ❖ The literature on corporate environmental strategies rarely refers to SEA



# Are there linkages between the three concepts?

## SEA Follow-up

Environmental  
objectives analysis & indicators

Need to find a  
management component

**Strategy,  
Integration  
Implementation**

Need to become strategic

Need to be adopted to  
public sector

## Public authority EMS

Systematic management  
approach

## Corporate environmental strategies

“Ecological modernization”

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