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STRATEGIC ASSIGNMENTS AND CONDITIONS OF ENVIRONMENTAL ECONOMIC VISIBILITY OF METALLURGICAL ENTERPRISES

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Abstract. *The article reveals the concept of "environmental responsibility" and the criteria that characterize it. The current level of environmental responsibility in Ukraine is analyzed. It is necessary for ukrainian steel companies to increase environmental social responsibility in order to prevent negative impacts on the environment.*

Keywords: *environmental responsibility, environmental policy, corporate environmental responsibility.*

The Paris Agreement of 2015 requires all countries to take comprehensive measures to reduce harmful emissions, which is a challenge for Ukrainian companies, including the metallurgical industry. Therefore, the task of increasing the level of environmental responsibility is to increase the competitiveness of Ukrainian enterprises and therefore is of strategic importance. Under such conditions, Ukrainian metallurgical companies face the related task of reducing emissions by increasing environmental responsibility.

Solving these problems requires a comprehensive understanding of the concept of "environmental responsibility", the formation of a systematic

mechanism of interaction between management and the environment, the development of effective measures to strengthen these processes at the enterprise level through the implementation of positive experience.

The purpose of the article is to study the strategic goals and conditions for the implementation of the concept of corporate environmental responsibility on the example of metallurgical enterprises.

The key issue of corporate responsibility in modern conditions is environmental responsibility. Increasing the level of environmental responsibility is a strategic task of the company and a strategic task of regional authorities and

the country as a whole. Companies and government officials have different interpretations of environmental responsibility. For companies, the issue of environmental responsibility is traditionally not a priority, as it requires high costs and, consequently, reduces available profits. On the other hand, these issues are considered by society. Society is paying more and more attention to the environmental part of the responsibility because the aggravation of environmental problems has negatively affected people's living conditions, is the root cause of man-made disasters and climate change, which will negatively affect people in Ukraine.

Take, for example, one of the Ukrainian metallurgical companies PJSC "ArcelorMittal Kryvyi Rih" and consider the features of environmentally responsible management. ArcelorMittal is the largest foreign investor and leader in the Ukrainian metallurgical industry. ArcelorMittal Kryvyi Rih annually produces about 6 million tons of steel, more than 80% exported. The company is a shining example of the implementation of the principles of environmental responsibility by Ukrainian companies: the implementation of plans for technological modernization and increased investment in environmental protection. On the other hand, ArcelorMittal Kryvyi Rih is the main polluter in the Dnipropetrovsk region. In 2019, the total emissions of enterprises amounted to 230,800 tons, and in 2018 - 208,200 tons.

ArcelorMittal Kryvyi Rih's main environmental goal for the future is to meet its environmental commitments and achieve environmental safety. The main tasks of the company are: reduction of greenhouse gas emissions, modernization of technologies, increasing the share of environmental investments in total investments. Therefore, the level of environmental responsibility is a management decision of the enterprise itself, which is always formed on the basis of the contradiction between economic, social, and environmental interests. If economic and social goals prevail, the most important thing is to set and achieve environmental goals. In general, this is a rather complex management process, as ensuring environmental responsibility requires a lot of effort from the company, especially in the financial aspect, when the results are of social significance.

In modern conditions, according to the concept of sustainable development, there is an increase in the requirements for entrepreneurial activity, which results in economic activity and social development goals, especially in the field of ecology.

Increasing the level of environmental responsibility from the point of view of management is a complex process of transforming inputs - resources into a set of output elements - products, such an approach should be the basis of Ukrainian enterprises.

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