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SYNOPSIS OF PAPER FOR THE
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Implications and Approaches of ISO 14000 Integration

Beginning during the 1960's and the 1970's there was an environmental awakening which swept the globe leaving a deep impression. It altered the public's very perception of the products and services they purchased as well as accentuated their concerns over the activities of industry. This awakening was sparked by the growing public awareness of environmental degradation that resulted from rampant development and unrestricted industrial emissions. As a result of these growing concerns government interceded and applied stringent environmental regulations as well as established new bureaucracies. This "command and control" approach caused industry to take a reactive stance whereby environmental concerns were addressed as they occurred.

This type of reactive approach has often times been viewed as very expensive and counter productive. In addition, penalties for cleanup and violations on average run into the billions of dollars each year. Therefore, with impetus of increasingly stringent government regulations, ecological oriented consumers and the success of volunteer quality standards, ISO 14000 was developed.

ISO 14000 is a proactive business management system which can be universally applied to a broad spectrum of companies. This new management system is projected to streamline environmental compliance, cut costs, and enhance corporate public images.



However before companies make the big leap and adopt this new management program, several issues must be addressed first which include:

the balance between benefits and drawbacks;

the degree to which ISO 14000 can be superimposed on existing management systems;

the resource demand which ISO 14000 will incur;

In my paper I will cover these issues and present case examples illustrating what pioneering companies are experiencing with ISO 14000 integration. This is extremely important to companies currently considering ISO 14000 and also to companies which might possibly be interested in the future. My paper will also explore the different array of approaches that companies are currently taking for ISO 14000 integration into existing management structures. I will analyze these approaches in the context of the other elements discussed in this paper and recommend a method by which companies can approach ISO 14000 registration.

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