

PERFORMANCE MANAGEMENT IN THE ECO-DEVELOPMENT

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Abstract

Environment and, in particular, the problem of global warming and responsible management of energy resources is a sensitive issue, especially important for each of us. It is a problem to be analyzed actively both in terms of absorption grants and project management and the prospect of the country of more efficient heating systems, including those based on the use of green energy. We need to understand first of all that green energy along with other alternative energies, were until recently the only sources of energy man has received over the millennia. But use the current requirements necessitated overcoming technological problems that have been solved only in recent decades.

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Introduction

A current concern of companies operating on the Romanian market, not only should be oriented towards saving resources and finding the most effective solutions for access to a green economy. In this context it can be successfully introduced the study management, environmental management. The market trends are environmental data that is designed to achieve the organization's policy and programs in the context in which economic activity takes into account compatibility with natural ecosystems, pollution prevention and environmental conservation, the need for information about the entity's commitment to environment. Hence the existence of a permanent impact medium to marketing. The marketing system there are situations where the desire to produce for the market, ignoring environmental requirements. As an

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effective management system is necessary to avoid environmental degradation, it should be comprehensive, well structured and scope of review. It can be said that any phenomenon that does not translate into a monetary exchange in a market economic system is ignored. Note that there is no universally valid model of environmental management, but have been developed environmental management. These systems are considered instruments of planned changes and projected to sustain the balance of the environment. Such a system includes a number of independent components work together to achieve efficiency targets for activities, products or services that have or may have an impact on the environment. The best known are ISO 14000 (that complete ISO 9000 quality management standards). These standards of environmental management are presented in a form of organizational structure assessments and product.

Illusion of centuries past , oil and coal that will be safe and sustainable sources , then the false belief that nuclear energy would be exempt from risk proved already in the last century to be a serious error . On the one hand, they are likely to be depleted and, on the other hand, leading to a dramatic deterioration of the environment. However , solar energy, of which only 4 % would be sufficient to cover the entire energy needs of the planet , wind , and one that can be extracted from geothermal or hydro power are inexhaustible , and without any damage to the environment . But higher costs and many mistakes made in the past have delayed the development of this field. Thus, a report of the European Court of Auditors highlight investment depreciation that reached even 150 years , the life of components and buildings but was much smaller . It's just one example that shows the importance of how it is approached management in this area. Today, however, technologies and management approaches have evolved, so the development of green energy is growing faster. Solar energy is already used in over two hundred million households and commercial and public institutions around the world , investment in solar grew by more than 50% already reaching nearly 150 billion dollars in Italy, Germany , United Britain, Spain, the United States and China.

Investments in renewable energy, however, is not a privilege of developed countries. In 2012, there were 118 countries that had well-established targets for renewable energy, of which more than half the emerging countries . It is interesting to observe and analyze 2012 of one of the largest professional services firms worldwide, Ernst & Young. The top of the leaderboard All

Renewables Index (ARI) in 2012, China remained the top and through support objectives solar absorbing surplus production of solar panels. In turn, the United States occupied the third place, Germany accounting for second place. Germany, however, is an interesting example, especially because, unlike other countries, more than half of the alternative energy industry is owned by individuals and small companies, the energy industry giants such as accounting for half of the industry.

Romania has a privileged position, because it has an extremely advantageous placement, both the efficiency of wind farms and those based on solar energy. In addition, Romania has a remarkable potential geothermal chapter, giving him the third place in Europe after Greece and Italy. But geothermal energy is just beginning, today is just one city, Beiuș, which for heating, is based entirely on this type of energy, geothermal energy production amounted to two hundred thousand gigacalories. But geothermal sources are used in Timis or Oradea. Geothermal potential, however, have many more regions, both for heating and for electricity generation. Geothermal energy, a great experience, long lasting, enjoy Iceland, and has signed a memorandum of cooperation in the field of geothermal resources.

But the real boom in green energy was recorded in Romania after we have assumed, in the European Union, the requirement to increase the share of energy supplied from organic sources, so that it reaches 2020, at least 33 % of total. Commitment was possible because we have anyway intake of 20 % represented by hydropower. But in this area the achievement of minimum commitment SHP 150, of which 50 % have already been achieved and another 50 projects are advanced. However, the increase was regarded by many with skepticism maximum. However, after 2007, the development of energy from green sources grew mainly because EU funds used unfortunately only partially, and because of the support of the Romanian state subsidies. Due to these factors, and especially because of natural opportunities, Romania climbed early 2012, the top 10 most attractive countries in the world in wind energy investment and 13th, according to the aggregate index for all forms of renewable energy.

The past three years have invested most in wind energy for about 2,000 MW, the equivalent of three nuclear reactors at Cernavodă. It is about 1,822 MW in wind farms, solar parks, 49 MW and 40 MW biomass investing nearly three

billion. According to the National Plan of Action for Renewable Energy (PNAER) 2020, Romania should have 4,000 MW in the wind, 260 MW and 600 MW in the Solar Biomass, which, according to current costs, would require more than 4.5 billion. The growth is impressive but, in 2012, solar panels produce ten times more energy than in 2011. Meanwhile, as expected, remains by 2014 to double the number of wind generators.

Energy Conservation Management

Energy conservation, due to its complexity, is subject to management principles. Quality management in turn affect the economic efficiency achieved by manufacturing or service providing units that can implement various energy conservation measures.

The activity of a company should be oriented so as to ensure increased profits, output, employment stabilization and decrease economic risk. In the energy industry, prior to a policy generally led to increase production capacity at the expense of energy conservation. However, fuel crisis, environmental constraints and the tendency increasing reduction in capital investment in building new power plants, manifested in Romania led to the conclusion that the industry overall efficiency of use is 15-20% of the primary energy input to the process.

Reducing energy consumption can be done through technical solutions and social. Energy saving technical solutions aimed at reducing losses and efficient use of facilities; their result is reflected in economic terms. The experience of developed countries noted that investing \$ 400 in energy saving measures (increased efficiency) may be waived investment of \$ 1,000 in electricity generation plants.

Social solutions involve changing the life of people, so reducing energy consumption individually or have no harmful effects on the general welfare of the people. For example: the use of more fuel efficient cars.

A comprehensive program of energy conservation would allow future generations to benefit from the energy of the planet. This requires a shift in thinking of entire nations, or maybe there is a risk situation that may lead to radical changes in outlook ever. Therefore, today, is the most promising energy saving energy source available to mankind.

Conclusion

Romania under the conditions that you have, even in the context of climate change, we can say the market of biofuel production, both at regional and European level. Commission's Green Paper "Towards a European strategy for the security of energy supply", sets 2020 goal of replacing conventional fuels in 20% alternative fuels in the road transport sector. From all this it follows that the most effective and economic component of economic policy environment is the set of measures and means for changing the behavior of producers and consumers, civil society as a whole, in a sense favorable environment. Financial and economic resources are allocated to the environment as a component of environmental policy, on which there is a certain opposition political and economic reasons private. Total expenditures for environmental protection shall consist of: investment, current operating expenses, maintenance and supply of environmental services.

These costs include current costs (because their activities) and external current expenditure (for activities purchased from third parties). In this national environmental policy framework structured main indicators characterizing this area by specific indicators in the public and private sector such as total expenditure, investment, current expenditure. These expenditures at the national level in Romania are assigned to the producers for environmental protection which are grouped into three categories: non-specialized producers, manufacturers specialized Local Government.

At the current stage policies concept of environmental information has changed, this is driven by national and international developments in the field of sustainable development and environmental protection.

In this framework, national policy on information and communication sources on the environment had to answer two requirements: data quality and information (where to obtain the data) and cost information. From all this it follows that the Romanian national policy main source of information was actually directed to the following: periodic reports, national and international databases nationally balance environmental impact studies.

Management policy imposed on Romania gathering information through a quality statistical information service. Investment policies for the environment in Romania based preventive environmental policy environmental policy was

conducted according to guidelines focus on priority programs, which aimed to achieve objectives that were related to the following: flood protection, complex spatial watershed management and sustainable forest unit investments ecological restoration and biodiversity conservation environmental factors.

Structural policies for environmental investment expenditures were versatile in that they provided funds for a wide range of projects for the environment. It made financing and financial destination private and public enterprises to achieve ecological projects. In parallel there were specific funds intended for financing the protection of environmental factors or components.

The total investment for the national level, the structure of the added and integrated were major success, being much higher than the integrated (mostly allocated to producers and a very low non-specialist public administration).

Effectively, in the current financial resources for environmental investments were primarily for areas such as waste management, water and sewerage infrastructure development, sustainable land management. Have been developed with special purpose instruments that allow for the private sector investment in environmental protection efforts. Within this framework of action there were inconsistencies investment policy environment in Romania. They were out in relief: the environmental action showing large gaps, serious financial problems which are industrial enterprises, the slow pace of privatization, underdeveloped banking system; early stage of development in which the capital market, political decision-making and budgeting, economic decisions taken are not always optimal from the point of view of environmental protection; NGOs rarely influence effectively decision making.

SF Environment in Romania have been aimed at improving the actual quality of the environment that were dependent on coordinated actions in the following areas: political reform, institutional strengthening and funding. In the framework of the programs of measures of central successively decided to establish main bodies responsible for environmental investments.

Implementation of various energy conservation measures must consider a number of specific sectors for which they are intended. Offers significant potential for conservation industry, transport and buildings. The industry can be considered energy-intensive industries: aluminum, steel, chemicals, cement, paper, etc. Each company has its specificity and therefore some measures. I can apply, some not. Increasing energy prices has influence mainly on businesses

and companies in the energy has a large share in total expenditure. Increasing energy prices lead to lower profits, unemployment and lead to bankruptcy.

Implementation of energy conservation measures can improve the financial situation of company. Businesses large and old technologies and systems offer the potential for higher energy conservation.

Energy conservation measures can be applied to centralized or decentralized. In the first case can be made cogeneration of electricity and heat: the measure but requires public approval.

Decentralized, each individual in different circumstances and react in different ways, can provide favorable overall results. Times of implementing energy conservation measures are usually large due to high product life cycles and energy installations. For example, changing equipment is 20-30 years, the housing (buildings) in 100 years, and a car in about 10 years. However, there are gradual implementation measures, eg buildings by lowering short-term temperature, insulation and replacement heating medium and long term. Energy conservation measures should equally concern all people, all communities, all countries, energy is a global issue of mankind.

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