Repsol Inc.

Environmental scanning is the process of gathering information about events and their relationships within an organization's internal and external environments. The basic purpose of environmental scanning is to help management determine the future direction of the organization. There is a lot of information that must be collected and utilized to scan efficiently such as competitors, policy, social economic etc. Planning strategically gives an organization an outline for the future and long-term horizon. This is how environmental scanning helps create an advantage over it’s competitors as well as adding value to the organization.

* Helps organizations gain competitive advantages over their competitors by identifying the strengths of the organization after these strengths have been identified it is important for firms to maximize these strengths by improving the organizations policies and resources.
* Identifies weaknesses of the organization failure to identify an organizations weaknesses could ultimately hinder a companies growth as they move forward so it is important to correct every weakness that is identified.
* Opportunities are identified as well and when opportunities are presented an organization must grasp the opportunity.
* Proper environmental assessment helps to make optimum utilization of scare human, natural and capital resources. Systematic analyses of business environment helps the firm to reduce wastage and make optimum use of available resources, without understanding the internal and external environment resources cannot be used in an effective manner.

**Repsol Incorporated: A global, integrated company with over 90 years of history seeking to supply society's energy needs.**

External Environment: The external environment is everything outside an organization that might affect it. An organization's external environment consists of two layers: i. The general environment - refers to those nonspecific dimensions and forces in an organization's surroundings that might affect its activities.

1. Repsol operates internationally in over 37 different countries with a team of over 25,000 employees.
2. The company is globally diverse and this essentially opens up the market and can be concluded as a strength for the company has branched worldwide and haven’t just saturated the market in one place. It also reduces risk from arising in just one market.
3. They market products in 90 countries. This essentially gives the company a presence outside of it’s company’s origin of Spain.

External environment is generally classified in two buckets as detailed below i.e. General environment and industry environment.

**General Environment:** The factors and conditions (such as economic, legal, political, and social circumstances) that generally affect everyone in an industry or market in more or less similar manner.

Political: Repsol has put forth political neutrality and do not finance, directly or indirectly, political parties or their representatives or candidates. They approach relations with the authorities, regulatory bodies, and public administrations following the principles of cooperation and transparency. They take part in discussions about public policy development because we believe that we can contribute information and experience on issues that are of fundamental importance to develop legitimate and necessary legislation. Repsol supports lobbying that is carried out in a transparent way, particularly in the eyes of those who may be concerned about the integrity of such practices or the potential impact on other stakeholders. To this end, we provide information regarding this activity wherever there is an existing lobby register:

Economic: Utilizing it’s Circular Economy strategy, which was approved by Repsol’s CEO, Repsol created a specific work group. This team works on the Circular Economy business and regulations. It analyzes the impact sources (products, processes, and services) and the areas for action (water, energy, and resources: raw materials and waste) of the new model. It also establishes the circular drivers and roles of all of the units involved in our company units to design an action plan.

**Technology:** **At Repsol, innovation is a key element in our strategy to build a more efficient, secure and sustainable energy model. We employ technological innovation in all of our processes throughout the company, to find better solutions to the challenges we face.**

In Houston, we provide innovative global technical support for Repsol’s many challenging exploration and production campaigns around the world. Repsol’s Geophysics Division, headquartered in Houston, provides through its R&D activity, technological solutions in the field of geophysics tailored to specific company needs in exploration and production. This includes design of geophysical data acquisition surveys, time and depth imaging, non-seismic methods and reservoir characterization. The geophysics team primarily supports Repsol’s exploration projects, and also plays a key role on some producing assets in the company’s portfolio. The group works closely with our exploration and upstream asset teams on projects around the world.

**environmental protection** right from the product design phase because it is precisely at this point where their impact is determined. Our integrated management system helps us to identify potential problems, as well as control and improve prevention in all the phases of our operations.

In short, **our objective is for our products to be designed, manufactured, and distributed in an environmentally responsible way**. In order to achieve this, at Repsol we have established the following main lines of action:

* Improvement in **safety and environment management mechanisms,**promoting communication, coordination, awareness, and dissemination among employees and guaranteeing compliance with legal requirements.
* **Control safety and environment risks** by carrying out and reviewing risk studies and audits. The results of these audits will allow us, if necessary, to apply the corresponding corrective measures.
* **Increased safety** in operations and reduced accident rates. To this end, we promote all aspects of the norm on "SE risk management at industrial assets," reinforce safety in transportation, implement an occupational risk prevention plan, and include construction and service providers (contractors) in safety and environment plans.
* **Minimization of environmental impact** through:

• Innovation and development of clean technologies and new products (as in the case with Repsol biodegradable oils).

• A logistics system that uses pallets from ecologically-managed forests to distribute products.

• Waste management, by applying a reverse logistics system that includes the recycling of both used oil and containers.

**Industry Environment :** The overall economic, regulatory, social and political conditions that affect all participants in an [industrial](http://www.businessdictionary.com/definition/industrial.html) [market](http://www.businessdictionary.com/definition/market.html) in a similar way and cannot readily be influenced by marketing. The industry environment experienced by a [business](http://www.businessdictionary.com/definition/business.html) can include such things as [demographics](http://www.businessdictionary.com/definition/demographics.html), [lifestyle](http://www.businessdictionary.com/definition/lifestyle.html) shifts and economic cycles.

* Repsol is a global, integrated company at the forefront of the international energy sector. We operate across 37 countries with a team comprising over 25,000 people who work on building a sustainable future.
* apply the best environmental management technology available based on the legal requirements in force wherever we operate, as well as the established internal regulations and international standards.
* produced our own [Health, Safety, and Environment Policy](https://www.repsol.com/imagenes/global/en/00-00075PO_Health_Safety_and_Environment_Final_EN_tcm14-65860.pdf) PDF (29 KB) and comply with all international standards.
* Moreover, through our environmental management internal regulations and the Environmental, Social, and Health Impact Assessments we perform, we can ensure proper resource management.

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