

13. *Novaya promyshlennaya politika Kitaya* [The new industrial policy of China], 29.07.2013, Available at: <http://mir-politika.ru/5764-novaya-promyshlennaya-politika-itaya.html>

14. *A Strategy for American Innovation: Securing Our economic Growth and prosperity*. National Economic Council, Council of Economic Advisers and Office of Science and Technology Policy. Washington D.C.: The White House, 2011, Available at: <http://www.whitehouse.gov/sites/default/files/uploads/InnovationStrategy.pdf>

15. Kondratyev V.B. *Svezheye dykhaniye promyshlennoy politiki* [Fresh breath of Industrial Policy], Available at: http://www.perspektivy.info/rus/ekob/svezheye_dyhaniye_promyshlennoj_politiki_2014-05-22.htm

© . . . , 2014

Reviewer

. R. Buzko
Doctor of Economic Sciences, Professor
Volodymyr Dahl East Ukrainian National University, Severodonetsk, Ukraine

658.51:502.335

Melnyk L. . – Candidate of Economic Sciences, Senior Lecturer, Department of Management Innovation and Entrepreneurship, Ternopi Ilvan Puluj National Technical University, Ternopil, Ukraine.

L. . Melnyk

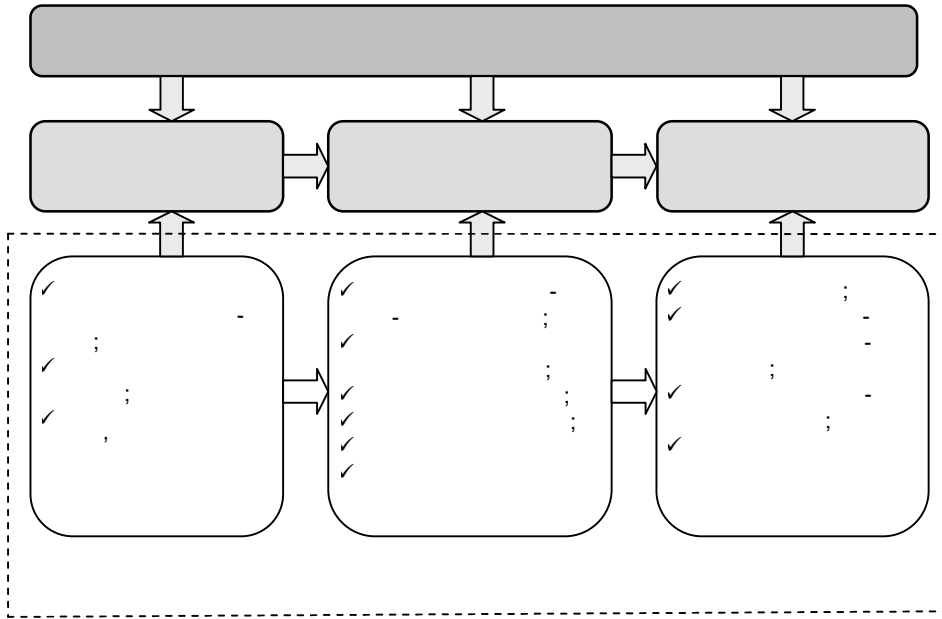
PROSPECTS AND DIRECTIONS OF INDUSTRIAL ENTERPRISES GREENING IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

Background: Nowadays economic conditions of industrial enterprises are radically changing towards the implementation of sustainable development as the main condition of its survival. In this regard, an important question is to examine the features and benefits of greening the enterprise. **Aims and Objectives:** Identify prospects and allocation areas greening of industrial enterprise to ensure its sustainable development. **Methods:** logical and comparative analysis, synthesis and deduction method, system approach. **Results:** The basis of the interpretation of sustainable enterprise development is the concept of change process in which the use of economic benefits in the form of material goods and financial assets, human intellectual abilities and labor, the exploitation of natural resources, direction of investments, consistent with each other and strengthen current and future potential of the company to ensure the efficiency of its business. In the paper were presented stages and areas of enterprises greening in the context of sustainable development. Advantages of the production greening implementation in the economic activity of industrial enterprises were emphasized. **Conclusions:** Industrial enterprises can reduce or prevent environmental damage from industrial and economic activities through the process of greening. In practice companies proposed to allocate four key priorities for greening.

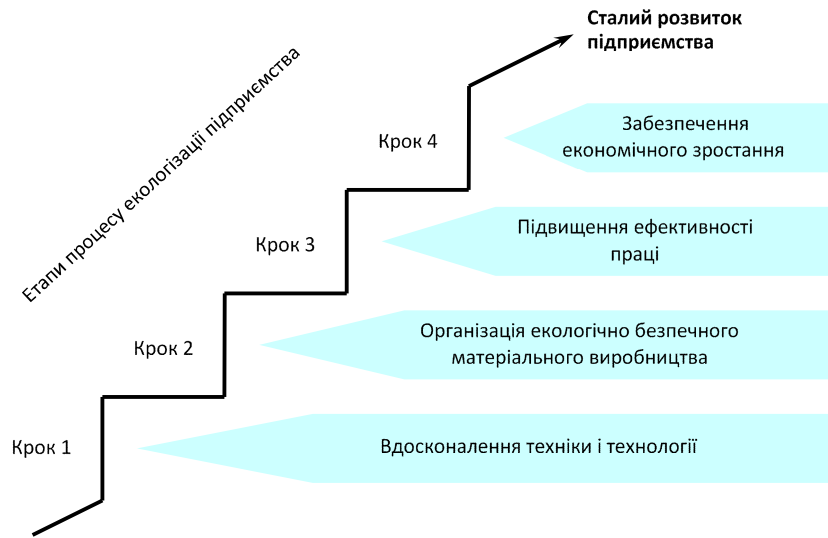
Keywords: sustainable development, European space, greening and ecological efficiency, enterprise, responsibility.

()
2014 . 3,0 68%

- 1)
- 2)
- 3)
- 4)



. 1.



. 2.

[8, . 18], -

1. : (.) / — , 2005. — 492
2. / — , 2006. — 240
3. — 2- , 2011. — 487
4. : [.] / — , 2011. — 516
5. // — 2011. — 2. — . 5-15.
6. : [.] / — , 2003. — 203
7. (.) : [.] / « » , 2013. — 336
8. [.] / — " " , 2008. — 392
9. / , — , 2014. — 776
10. / [.] ; " " , 2011. — 589
11. / // — 2009. — 1. — . 63-72.
12. Using the economy for a sustainable future [.] . — : http://ec.europa.eu/environment/basics/green-economy/economy/index_en.htm.
13. Coporate social responsibility (CSR) [.] . — : <http://www.iisd.org/business/issues/sr.aspx>.
14. [.] . — : <http://www.ukrstat.gov.ua>.

References

1. Bilorus O.H., Matseiko Yu.M. *Hlobalna perspektyva i stalyy rozvytok* [Global perspective and sustainable development]. Kyiv: MAUP, 2005. 492 p.
2. Belov G.V. *Ekologicheskyy menedzhment predpriyatiya* [Environmental management of the enterprise]. Moscow: Logos, 2006. 240 p.
3. Vaysman Ya.I. *Ekologicheskaya politika i ekologicheskyy menedzhment v stranax Yevropeyskogo ekonomicheskogo soobshchestva i v Rossii* [Environmental policy and environmental management in the countries of the European Economic Community and in Russia]. Perm, 2011. 487 p.
4. Herasymchuk Z.V. *Stymuliuvannia staloho rozvytku rehionu: teoriia, metodolohiia, praktyka* [Stimulating sustainable development in the region: the theory, methodology, practice]. Lutsk: LNTU, 2011. 516 p.
5. Tunytsia Yu.Yu., Semeniuk E.P., Tunytsia T.Yu. *Ekonomichna teoriia*, 2011, no. 2, pp. 5-15.
6. Kyrych N.B. *Vid stabilizatsii suspilnoho vyrobnytstva – do staloho rozvytku suspilstva* [From the stabilization of social production - to sustainable development]. Ternopil: TDTU, 2003. 203 p.
7. Kutsenko V.I., Udovychenko V.P., Ostafiichuk Ya.V. *Suspilnyi vektor staloho rozvytku (pytannia teorii ta praktyky)* [Vector Social Sustainable Development (theory and practice)]. Chernihiv: Lozovyi, 2013. 336 p.
8. Prokopenko O.V. *Ekolohizatsiia innovatsiinoi diialnosti: motyvatsiinyi pidkhid* [Ecologization innovation: a motivational approach] Sumy: Universytetska knyha, 2008. 392 p.
9. Libanova E.M., Khvesyk M.A. *Sotsialno-ekonomichnyi potentsial staloho rozvytku Ukrainy ta ii rehioniv: natsionalna dopovid* [Socio-economic potential of the sustainable development of Ukraine and its regions: the national report]. Kyiv: DU IEPSR NAN Ukrainy, 2014. 776 p.
10. Anderson V.M., Andrieieva N.M., Alimov O.M. *Stalyy rozvytok ta ekolohichna bezpeka suspilstva: teoriia, metodolohiia, praktyka* [Sustainable development and environmental safety of society: theory, methodology, practice. Ed. By Khlobystov Ye.V.]. Simferopol: IT «ARIAL», 2011. 589 p.
11. Shashula L.O. *Produktyvni syly Ukrainy*, 2009, no. 1, pp. 63-72.
12. Using the economy for a sustainable future. Available at: http://ec.europa.eu/environment/basics/green-economy/economy/index_en.htm.
13. Coporate social responsibility (CSR). Available at: <http://www.iisd.org/business/issues/sr.aspx>.
14. *Ofitsiinyi sait Derzhavnoyi sluzhby statystyky Ukrainy* [The official website of the State Statistics Service of Ukraine]. Available at: <http://www.ukrstat.gov.ua>.

© . . . , 2014

Reviewer

Yu.S. Pogorelov
Doctor of Economic Sciences, Professor
Volodymyr Dahl East Ukrainian National University, Severodonetsk, Ukraine