

UDC 339.138:504.75

ECO-STRATEGIES FOR THE SUSTAINABLE DEVELOPMENT OF ENTERPRISES

Vyshnivska Bohdana*Ph.D. of Economics, Associate prof.*

ORCID ID: 0000-0002-3166-7567

Vyshnivskiy Petro*Doctor of Agriculture, Prof.*

ORCID ID: 0000-0003-3162-4931

*National University of Life and Environment Sciences of Ukraine, Kyiv,**Heroiv Oborony Str.15, 03041*

Abstract. *This article explores the importance of eco-strategies for sustainable business development in today's world. Growing environmental problems and increasing public awareness of environmental issues require business to make responsible decisions from an environmental point of view. The positive aspects of the implementation of eco-strategies, such as reducing costs, increasing competitiveness and creating a favorable image of the enterprise among consumers, are considered. Familiarity with these strategies can help businesses implement environmentally responsible practices that contribute to the sustainable development of not only them, but also society as a whole.*

Key words: *eco-strategies, green marketing, eco-friendly products, consumer engagement, corporate responsibility.*

Introduction.

In today's world, where environmental issues are becoming more and more relevant, companies are faced with the challenge of achieving a balance between their activities and the preservation of natural resources. Consumers are demanding a more environmentally responsible approach from businesses, and legislators around the world are increasing requirements for environmental safety and sustainable production.

In this context, the development and implementation of eco-strategies aimed at reducing the company's footprint on the environment and promoting its sustainable development becomes crucial. These strategies include a wide range of measures, from improving technologies and optimizing the use of resources to stimulating innovation and implementing green practices in all areas of the enterprise.

Main text

Importantly, fundamental ecological or evolutionary trade-offs mean that many functional traits are interrelated and vary in a coordinated fashion, and can thus be thought of as representing dimensions of variation in ecological strategy [1].

Some examples of an organization's top-down pro-environmental initiatives are adopting an environmental management system, developing human resource programs, establishing environmental policies, and promoting employees' initiatives and participation in environmental programs [2,3]

Green marketing uses strategies aimed at promoting environmentally friendly products and services. Green marketing eco-strategies often include an emphasis on conserving resources and reducing emissions. A key element of such strategies is educating consumers about the benefits of environmentally responsible products.

Eco-strategies in green marketing consist in using the principles of environmental responsibility and sustainable development to promote goods and services. Here are some key aspects of such strategies (Figure 1):



Figure 1 – Components Green marketing Eco-strategies

Eco friendly products: Development and promotion of products that have less negative impact on the environment. This may include the use of renewable materials, energy efficiency, emissions reduction, etc.

Green packaging: Design and use of environmentally friendly packaging that can be recycled or decomposed in the environment without harm.

Ecological logistics and supplies: Minimizing the impact of logistics on the environment by reducing emissions and optimizing the supply chain.

Consumer engagement: Promoting products by highlighting their environmental value and giving consumers the opportunity to choose environmentally friendly products.

Consumer' environmental awareness: Increasing consumer awareness of environmental issues and supporting their ability to make environmentally sound purchasing decisions.

Corporate social responsibility (CSR): Integrating environmental initiatives into corporate strategy and reporting on them to demonstrate commitment to sustainability.

Sustainable marketing approach: Developing long-term marketing strategies that not only attract consumers, but also take into account and conserve environmental resources.

Green marketing eco-strategies encourage companies to develop products and services taking into account their impact on the environment, which requires personnel to be knowledgeable about environmental standards and technologies. Professional development of personnel in the field of green marketing allows the company's employees to acquire the necessary skills and knowledge for the implementation of environmentally oriented strategies. Training staff on eco-

strategies increases the efficiency of using environmentally friendly materials and processes in production, which positively affects the perception of the company by consumers. Companies that invest in the professional development of their staff can stand out in the market as leaders in responsible consumption and the ability to innovate.

Summary and conclusions.

Based on the conducted research, the following conclusions can be drawn:

1. Eco-strategies have become an integral part of modern business and an important factor for achieving sustainable development of enterprises in the context of environmental protection.

2. The implementation of eco-strategies helps enterprises to reduce the negative impact on the environment, optimize the use of resources and reduce emissions of harmful substances.

3. An important component of the successful implementation of eco-strategies is active participation at all levels of enterprise management, from top management to ordinary employees.

4. It is recommended that enterprises actively implement eco-strategies, including an environmental audit, development and implementation of plans to reduce environmental impact, as well as implementation of green initiatives in all areas of activity.

References:

1. Westoby, M., Falster, D. S., Moles, A. T., Vesk, P. A., & Wright, I. J. (2002). Plant ecological strategies: Some leading dimensions of variation between species. *Annual Review of Ecology and Systematics*, 33, 125–159.

2. Bansal, Pratima & Roth, Kendall. (2000). Why companies go green: A model of ecological responsiveness. *Academy of Management Journal*, 43(4), 717–736. <https://doi.org/10.2307/1556363>.

3. Boiral, O. (2007) Corporate Greening through ISO 14001: A Rational Myth? *Organization Science*, 18, 127-146. <https://doi.org/10.1287/orsc.1060.0224>