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## Економічні проблеми сталого розвитку

## Экономические проблемы устойчивого развития

## Economical Problems of Sustainable Development



### Матеріали

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## **STRATEGIC PLANNING OF DEMATERIALIZATION CHANGES AT THE ENTERPRISE**

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The development of science and technology, information society causing rapid changes in the market and internal environment of and enterprises. Rapid changes in production technologies and product types and modifications entail additional costs to businesses associated with the moral deterioration of equipment, the need to improve product designs and so on. Accumulation of waste in the environment, depletion of natural resources, globalization of environmental problems are the environmental effects of this "race".

One of the perspective directions out of this ambiguous situation is the increase of internal efficiency of enterprises on the basis of dematerialization, which provides simultaneous achievement of environmental and economic goals by optimizing material flows. In this regard, forming strategies of companies' dematerialization is an urgent task for modern ecological and economic research.

The aim this research is to develop theoretical and conceptual bases of of strategic planning of dematerialization of business taking into account environmental factors. According to the principles of dematerialization strategic plan solves the following main tasks of the company:

- 1) reduction of harmful emissions into the atmosphere by reducing the material flow at the "input";
- 2) optimization of material resources, taking into account the economic benefits of the entity and the impact of production on the environment;
- 3) using of new approaches in the use of packaging;
- 4) reduction of waste using non-waste and low-waste technologies;
- 5) the minimum destructive impact of the company on the environment as a whole;
- 6) forming a favorable environmentally oriented image of goods in consumer;
- 7) increasing environmental and economic efficiency of business entity.

The one a universal method of developing a strategic plan for dematerialization

of the company does not currently exist. This document usually includes the following sections:

- 1) general summary, which demonstrates the essence of dematerialization strategy, says its relationship with other areas of economic activity;
- 2) the purpose of dematerialization in the organization, indicators of activity and methods of measurement;
- 3) description of the process how the dematerialization can achieve its goals as a whole, the changes before and the description of management;
- 4) description of certain functions of dematerialization contributing to the plan, a description of the related changes and the process of integration of all operations;
- 5) plans covering the resources, necessary to perform the dematerialization strategy;
- 6) plans for the cost of the dematerialization measures and their financial indicators;
- 7) description of how the dematerialization strategy will affect the business as a whole, especially in terms of its targets, contribution strategy in getting value for customers and satisfaction of their requests.

It should be noted that the considering environmental factors in the development of dematerialization strategic plan of the company has its own characteristics that influence the approaches used to its formation. In this case, in our opinion, it is advisable to use process-system approach that ensures the forming an integrated complex of strategic environmental and economic activities and includes several stages.

The first stage examines the impact of businesses on the environment. At the second stage the level of products dematerialization achieved at the enterprise is being turned. At the third stage, the goals and objectives of the strategic plan of dematerialization are being determined. The fourth stage specifies the areas of dematerialization transformation and the success factors are being evaluated. The fifth stage ecological and economic mechanism of dematerialization at the enterprise is being developed. The sixth stage involves evaluating the effectiveness of the strategy and its adjustment if necessary. The seventh stage is the implementation of the strategic plan. Difficulties of implementation of this document may be due to the complexity and contradictions of relationships between numerous companies included in the goods movement chain.

Thus, the introduction of these seven stages of developing and implementing the dematerialization strategy of the enterprise provides comprehensive document creation. Its applying in the production and company relations with the external environment compliance ecological principles. Also it contributes to the implementation of relevant environmentally oriented management solutions, gradually approaching business entities to achieve sustainable development goals.