

THE ESSENCE AND CONSTITUENT ELEMENTS OF THE ENERGY SAVING STRATEGY OF THE ENTERPRISE

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In today's economic conditions one of the urgent tasks of today is energy saving at enterprises and organizations. Price for energy, together with prices for supplied products are constantly growing. In production cost of industrial enterprises, a high proportion of heat and electricity cost, has negative impact on the competitiveness of domestic goods.

Among the strategic priorities of the reforms, which are to be implemented in the domestic industry, there are also areas which are directly related to energy saving and energy efficiency problems. But today there are a number of obstacles to the development of energy efficiency and energy saving, which make it necessary to take into account the whole complex, both external and internal factors, which affect the loss of fuel and energy resources and risks associated with the energy efficiency of the organization.

All that necessitates the development of energy strategy that includes a plan for implementing measures, as well as optimal

arrangement for financing projects that will help companies respond to energy challenges and minimize the risks connected with power supply and energy efficiency.

The concept of "energy saving strategy of the enterprise" was investigated by O. Kirilenko, V. Petrinka, T. Sak and others. The research of the approaches of the scientists above to the determination of the essence of the energy strategy showed the lack of a single interpretation of this concept and the allocation of its components.

Thus, according to the results of the research, the essence of the concept "energy saving strategy" is determined and the main elements of the energy saving strategy, distinguished by different scientists, are generalized. Developing on energy saving strategy by identified elements at the enterprise will allow to take into account the factors of the external and internal environment, as well as possible risks, which will increase the effectiveness of its implementation and the efficiency of the enterprise on the whole.