

INTERNATIONAL BENCHMARKING OF RESOURCE-SAVING STRATEGIES AT INDUSTRIAL ENTERPRISES

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The concept of strategic benchmarking and efficiency of its use at industrial enterprises of Ukraine are provided in the article. There is analysed the world experience of introduction of resource-saving technologies at such international brewing corporations as "Anheuser-Busch InBev" and "Heineken". It is defined that the main resource-saving strategies of these companies are reducing water consumption, decreasing carbon dioxide emissions, recycling and reuse of recoverable resources and introduction of alternative energy sources. Also there are given key reasons because of which the development of resource-saving technologies in Ukraine is inhibited.

Taking into consideration that the production of malt and beer requires a significant investment of resources, primarily energy, advanced foreign breweries are paying a considerable attention to recycling, improving the design of manufacturing equipment and active introduction of alternative energy sources that not only help to cut company's expenses, but are

also environmentally friendly and reduce negative impacts on the environment in the process of company activity.

For Ukraine the use of solar panels is attractive, as the climate of the country allows using the equipment during the greater part of the calendar year, but at the same time, the main obstacle is the high cost of equipment, which hampers the process of its implementation at industrial enterprises.

A lot of attention in Ukraine also requires the issue of recycling and reuse of recoverable resources. It is not only the way to increase the efficiency of use of the resource potential, but it can also help in stabilization and improvement of the ecological situation.

However, in current circumstances, the technologies in our country are outdated, while enterprises tend to make only such use of waste that brings immediate profit. Numerous foreign concepts regarding the introduction of new equipment are not used. For this reason, studies of the world experience of use of recoverable resources are becoming more and more significant.