

ENERGY CONSERVATION AS A DIRECTION OF INCREASING PRODUCTION EFFICIENCY

Zapashchuk L.V.

Senior Instructor at Department of Economics
of Enterprise and Management,
Simon Kuznets Kharkiv National University of Economics

The article is devoted to topical issues of energy efficiency measures in the production of domestic enterprises, for which an issue of energy conservation is one of the main ways to reduce costs and improve product competitiveness. The article explored the essence of a concept of “energy saving”; relationship with energy efficiency are established; differences in the interpretation of these concepts are defined, specifically: energy saving is a set of measures or actions taken to ensure the most efficient use of energy resources. Moreover, energy efficiency is a ratio of actual values of the use of energy to the theoretically achieved one. That is, it is a measurement value that allows you to evaluate the result of the energy efficiency process. Energy-efficiency measures that will improve the efficiency of production activities are proposed.

It is noted that increase in energy efficiency leads to lower energy costs, increase profitability, improves product quality, increases competitiveness and value of the company, and in general creates a positive image of an industrial enterprise. The process of rational energy consumption should be considered within the limits of the energy management system.

The components of energy management are considered, namely technical, organizational, and economic. The main tasks and functions of management for energy saving are identified.

The content of the principles of energy saving policy at enterprises (the principle of priority of objective of electric power system, the principle of consistency, the principle of comprehensiveness, the principle of completeness of the needs for energy’s satisfaction, the principle of efficient allocation of energy resources, the principle of maximization of energy efficiency, the principle of interest of producers in savings, the principle of standard energy consumption, the principle of focus on energy, the principle of adequacy of factors of production and energy efficiency, the principle of systematicity of energy efficiency indicators) are considered, which is the foundation for improving their energy efficiency.

Determined that energy efficiency enlargement in the company brings the following results:

- savings that ensure the growth of competitiveness, especially with increasing energy prices;
- increasing productivity by improving production processes related to the way the energy is used;
- fixing up quotas for emissions that allows reducing dependence on energy costs, reducing risks of the company, which in turn increases the value of the enterprise;
- reduction of environmental emission that improves the ecological state, and along with it the company’s image.