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ENERGY EFFICIENCY OF INDUSTRIAL ENTERPRISES OF UKRAINE AND BARRIERS FOR ITS IMPLEMENTATION

The problems of power efficiency of industrial enterprises are considered in the article. Legislation is considered in the field of energy-savings. Prospects and directions of public policy are systematized in the area of power efficiency and energy-savings. The results of introduction of measures are analyzed on the increase of enterprise power efficiency. Factors influencing on power efficiency of enterprise are systematized. In the article barriers are analyzed on introduction of measures in the field of power efficiency on an enterprise. With the purpose of increase of power efficiency on industrial enterprises corresponding measures were worked out.

Today an industrial enterprises' increase of power efficiency is one of the main tasks for productivity increasing and net cost reducing. Net cost reducing is one of the competitive advantage of any product, especially now, when outlet becoming more and more discerning. Nowadays modern industrial enterprises need to change fundamentally their approach to energy resources use. The primary task is an economic use of energy resources and

increase of efficiency of their use at all production and consumption stages.

Unlike development countries where energy efficiency policy is an element of economically and ecologically rational resources use, it is a question of survival for Ukraine, because it related to the problem of balanced solvent consumption of fuel and energy resources and has sharply negative social consequences.

In spite of that the accepted Energy Strategy of Ukraine implies introduction and conduction of enterprise energy efficiency measures, in tote there is no posed problem to stop dynamic growth of demand for energy and capacity from the direction of state economy as a whole and its separate regions, sectors and enterprises. Thus, it is planned a growth of demand for energy by 37% till 2030.

For now it is a severe need of comprehensive and efficiency introduction and utilization of technologies related to energy efficiency of production. Increase of industry enterprise energy efficiency determines an economic development of the state and its survival in competitive markets.