IMPLEMENTATION OF GREEN MARKETING IN THE ANALYSIS OF MUNICIPAL WASTE PRODUCED IN ROMANIA, CORRELATED WITH ENVIRONMENTAL POLICY MANAGEMENT

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Abstract

This study has an exploratory character, aiming to perform an analysis of the manner to approach the green marketing and the activity of selective collection of waste in Romania. The objectives of this study are indissolubly linked to the fact that currently, Romania does not develop a marketing strategy in terms of waste management. By processing data regarding the municipal waste situation from national and European level, we aim to provide a picture of the actual situation, based on which there can be designed a series of managing policies for this type of waste. The importance of the study that we submit to attention stems from the corroborated analysis of the information relating to waste collection in Romania and Europe but also from the SWOT analysis of the factual situation.

Key words: green marketing, littering, recycling, selective disposal, waste management

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