



“Gheorghe Asachi” Technical University of Iasi, Romania



TRENDS OF THE COMMUNITARIAN COHESION POLICIES AND ADVERTISING FOR ECO-INVESTMENTS

Ionel Bostan¹, Aurel Burciu¹, Petru Condrea^{2*}

¹*“Stefan cel Mare” University of Suceava, 13 Universitatii Str., Suceava, Romania,*
²*“Gheorghe Asachi” Technical University of Iasi, 67 Mangeron Blvd., 700050 Iasi, Romania*

Abstract

The recent legislation evolution on both a national and community level has modified considerably the frame of benefits and the opportunities for environmental financing. At the same time, the changes opened new possibilities of investing in reusable resources and in energetic efficient technologies. The objective of this work is to emphasize the role of the community funds and of the politics of financing, by illustrating the possibilities of public and private benefits that companies can take advantage of. Also, it is shown that the green economy is one of the few domains that have not been affected by the current world crisis.

Key words: community balance, economic crisis, financial instruments, green economy, sustainability

Received: April 2010; *Revised final:* May 2010; *Accepted:* June 2010
