Drivers and barriers for implementation of environmental strategies in manufacturing companies

In order for environmental strategies to come into effect in industry practice, they need to be implemented and applied in daily business routines. Based on a dedicated comprehensive international survey in product developing and manufacturing companies, this paper identifies major current drivers for implementing product life cycle oriented environmental strategies but also barriers and obstacles that need to be addressed. On this basis it provides a number of recommendations for manufacturing companies as well as policy makers to consider for a successful implementation of strategic environmental goals in manufacturing industry.

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