



**"Gheorghe Asachi" Technical University of Iasi, Romania**



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

**Florin Alexandru Luca<sup>\*</sup>, Corina Anamaria Ioan<sup>2</sup>**

<sup>1</sup>*"Gheorghe Asachi" Technical University of Iasi, Department of Teaching Training – Economics and Marketing, Iasi, Romania,  
73 Prof. Dr. docent Dimitrie Mangeron Street, Iasi, 700050 Romania*

<sup>2</sup>*"Al.I. Cuza" University, Faculty of Economics and Business Administration, Doctoral School of Economics and Business  
Administration, 11 Carol I Blvd., Iasi, 700505, Romania*

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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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<sup>\*</sup> Author to whom all correspondence should be addressed: e-mail: [afluca@ymail.com](mailto:afluca@ymail.com)