

**GREEK MANUFACTURING FACING PACKAGING AND PACKAGING
WASTE MANAGEMENT LEGISLATION – TRENDS AND ATTITUDES**

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ABSTRACT

In this paper the main findings of an empirical survey on Packaging and Packaging Waste Management, implemented in Greek manufacturing, are presented. Processing of the questionnaires has revealed that the majority of the respondents has already proceeded in important changes towards packaging optimization. Although packaging is mainly considered as promotional tool, companies seem to react positively in environmental policy issues under the pressure of the legislative framework and their customers' increasing environmental concern. They have also recognized the great importance of an Integrated Management System in which they would actively participate.