

## ECOLOOY AND BUSINESS

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Human life and industrial activity entail great amounts of organic wastes which can be found in dumps around big cities taking up huge areas. All these wastes are greatly responsible for contamination of natural environment (land, water and air). Nevertheless technologies that allow turning ordinary garbage into source of energy, make useful secondary materials from it such as glass, metals etc are already developed. So it is possible to apply these technologies and make money from waste utilization.

Due to different governmental programs aimed at gradual reduction of garbage dumps and increased investments in recycling of waste materials have created the situation where business is getting more and more interested in waste utilization.

Nowadays there are two main generally accepted business schemes to dispose and recycle waste materials in the world: American and European. In the USA "waste producers" have to make a separate payment for waste collecting themselves, while in Europe this sum is already included in the product's price. These two schemes have a different impact on companies which produce packages. The American system has a mere influence, because those are consumers who are to pay this tax. The European system especially German "Green Dot" acts differently. It prompts companies reduce their package volumes, because money allocations (licenses), which are included in the product's prime cost are to be paid by companies. Consequently they are interested to reduce volume of packaging materials.

Owing to governmental support, activities with solid wastes in EU is rather profitable. For example, 2/3 of the price for waste disposal in landfills is covered by the local waste disposal tax and 1/3 is paid by goods producers. Waste recycling is a less profitable business. Its costs are covered by producers and consumers.

Garbage incineration in Europe is extremely expensive and not profitable business because of strict limitation rules set by governments. Especially they concern emission of carbon dioxide and heavy metals which are emitted in the course of incineration.

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