

firm as possible, so as to realize returns on the investment and innovation and to maintain business control. Sometimes, however, it is important to realize that equity investors can contribute much more to the business than money—including management expertise, contacts, marketing channels, and business partners.

Debt providers can also be valuable resources to a recycling company. For example, even before a young company is "bankable," it can be useful to recruit a commercial banker as a business advisor. The banker may be interested in helping the venture achieve a level of profitability that will allow for bank debt to be placed in the future.

Debt financing through banks, SBA lenders, leasing agents or other sources are relatively standardized transactions. However, equity financings (or equity/debt financing combinations) are often more customized to the priorities of the company and the investor. When financiers invest in a company, they are purchasing company securities, whether shares of common or preferred stock, warrants or notes. Such securities transactions are regulated by federal and state securities laws. All securities transactions are subject to anti-fraud provisions of federal law that hold issuers responsible for false or misleading statements.

A host of alternative financing sources and strategies are available to entrepreneurial companies. Recycling, reuse and composting companies must be innovative in selling their products or services. Similarly, they must be creative in marketing the company and its capital demands to equity and debt partners.

NECESSETY TO CONSIDER INTO ACCOUNT ENVIROMENTAL FACTOR

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Due to Law of Ukraine «On the protection of natural environment» protection of natural environment, rational use of natural resources, providing of ecological safety of vital activity of man is the necessary condition of steady economic and social development in Ukraine. For this purpose Ukraine realize the

ecological policy on the territory, directed to the conservation of environment safe for existence of living and wild nature, and defence of life and health of population from the negative influencing, by pollution of environment, achievement of harmonious co-operation of society and nature, protection, rational use and recreation of natural resources.

Land is a dominant link and above all in the system of interconnected and intercaused natural components which make environment. As an independent object of environment it is a part of Earth surface, that carries out the role of means of production in the agriculture and forestry, and also it is the place of location of different objects of production, culture and welfare and others. Land is characterized by objective natural properties, and its potential possibilities make a basis for vital activity of man.

Land performs not only economic but also other no less important functions such as ecological, aesthetic, cultural and health-improvement and others. This natural resource is the object of the public land relations which need legal regulation. Such regulation is realized in the frame of the land law.

Legal regulation related to property and use of the land, its protection and protection of its natural properties, and also recreation of its self-potential is provided by the state.

The tasks of the landed law are: creation of necessary terms for the rational and effective use and protection of the land, equal in rights and sustainable development of all patterns of ownership of the land; protection and increase of soil fertility; improvement of environment, protection of rights and legal interests of physical and juridical person.

Lands are considered muddy, if the quantitative or high-quality changes are found out in their composition, which the result of economic activity and other anthropological loads.

Under the modern conditions of managing problem of anthropological pollution of environment, worsening of quality and exhaustion of natural resources has a global character. Economic activity of man is related to the discharges into the natural environment of different harmful admixtures, that can lead to the

irreversible changes in the ecosystem. Certainly new enterprises which were created lately use ecologically safe technologies. But what must be done with enterprises, which work on the equipment which dissatisfies ecological norms, and pollute natural environment accordingly. Especially urgent is a problem which occurs at enterprises which went bankrupt. Under conditions of critical financial state of enterprise not much attention is paid to renewal of polluted lands, surface-water and others. Only in Ukraine such enterprises number hundreds, but when the question about the consequences of their activity, more precisely in this case inactivity arises, a situation is not optimistic. In my opinion this question is very important, because if an enterprise is liquidated, it can be called to account for polluted lands. I consider it is necessary to introduce some obligatory payment which enterprise beginning from the first month of activity would contribute to a special fund. The size of payment can be differentiated depending on the type of activity of enterprise, that its environmental impact. And then in the case of crisis at an enterprise, it must use these facilities for renewal of the land.

There is a complicated legislation base in Ukraine, but it appeared to be ineffective in relation to creation of organizationally-economic mechanism of use, protection, concervation and recreation of natural resources. The modern level of payments for the use of natural resources does not provide the adequate compensation of the real losses of society and does not create a sufficient finance base for nature protection activity.

ENVIRONMENT AND GLOBALIZATION

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The processes that we now think of as "globalization" were central to the environmental cause well before the term "globalization" came into its current usage. Global environmental concerns were born out of the recognition that ecological processes do not always respect national boundaries and that environmental problems often have impacts beyond borders; sometimes globally.