

## **PUBLIC INVOLVEMENT IN THE ENVIRONMENTAL POLICY**

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Since 1991, in response to significant environmental problems, especially due to Chernobyl disaster much effort has been concentrated on the process of developing Ukraine's environmental policy.

Today modern environmental policy must be viewed more comprehensively. Not only has deal with protection of natural environment, but also and in particular, with the utilization of the environment and its natural resources in ecologically sensitive areas.

Experience has shown that it is not possible for a nation to develop a sound environmental policy when it is not independent, held in high esteem, and widely supported by the population. From my point of view not only governmental institutions, which are empowered to look after environmental interests, have to be strengthened, but also, non-governmental institutions and organizations must be involved in decision making process concerning environment. Together with economic and social policy, environmental policy is indispensable for a sustainable and promising development of Ukraine.

It is very important to increase an ecological consciousness of people, especially youth, in Ukraine.

As a representative of the Master Course "ENARECO" - Environment and Natural Resource Economics, I should say that this Course is aimed to train professionals competent to solve complex tasks in the field of sustainable development. It covers a broad set of environmental economics issues including environmental policy.

Non-governmental organizations and institutions of Lviv Region, such as "Green Cross", "European Dialogue", "Ecopravo Lviv", "Green party" etc. have a deal with environmental policy as well and their activity helps our society to become aware of existing problems and contributes to solve a part of them.

## **ECOLOGICAL MARKING AS A WAY OF STIMULATING THE ECOLOGICALLY PURE FOOD MARKET GROWTH**

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During the last few years the income of the population of our region has gradually grown and in 2003 real wage index came to 115.4%. At the same time this raised a demand upon high quality food products. The potential quantity of the

ecologically pure goods market has very much increased. One of the facts which testify to this is a sheer growth of the natural juice production in Ukraine. The consuming structure is also changing. People tend to consume more fish and vegetables and less potatoes.

Public opinion poll results prove that people are eager to pay up to 30% extra for the high ecologic quality of their food. But at the same time they are not completely aware of such characteristics of products they consume. We lack for a well-known ecological brand. The international system of standards ISO 9000 and ISO 14000 although used in our country, are not widely known to common user. The majority of developed countries provide state support to ecological brands. Successful examples are The blue angel in Germany, Environmental choice in Canada, White swan (Scandinavian lands).

The development of ecological marking and certification ought to become a serious aspect of state activity. Some governmental support should be provided to a new or an already existing mark. This may include developing and financing some marketing program and healthy life promotion. State must convince the businessmen that putting such a mark on their products would make them competitive and increase the volume of sales. This way they would agree to invest in reorganizing their production process and accept the additional certification expenditures.

All these measures would assist to improve the life quality in Ukraine and make our products worldwide competitive.

## **FOREIGN ECONOMIC RELATIONS OF UKRAINE WITH CIS STATES IN THE CONDITIONS OF THE GLOBAL MARKETING DEVELOPMENT**

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1. Social marketing encompasses the strategic design, implementation, and control of programs that seek to increase the acceptability of a social or environmental idea, cause, or practice among members of a target audience and, ultimately, to change the behavior of key target audiences

2. Environmental marketers recognize that people do not simply enact behavior based on accessible information. Attitudes, feelings, and beliefs about behavioral control all influence consumer and corporate action. Consequently, educational efforts cannot, by themselves, be expected to make behavior sustainable because they only impact awareness. Education will not necessarily change attitudes, feelings, or behavioral control.