

rates of economic development. Overcoming of such disproportions is a unique way to maintenance of sustainable future of our society.

For introduction of effective ecological management decisive importance plays creating of the system of ecologically focused marketing. The main difference of ecologically focused marketing from traditional is an orientation of supply, manufacture, selling and consumption to ecologically sustainable social and economic development. [1]

Main tasks of ecologically focused marketing are:

1. revealing ecologically focused needs of consumers;
2. orientation of "know-how" and production of goods and services to satisfaction of ecologically focused needs of consumers and societies as a whole;
3. promotion and stimulation of consumption of the harmless (ecological) goods, and formation of ecological needs of consumers.

For realization of these tasks marketing should contain a number of processes:

1. the analysis of existing market opportunities (revealing of missing / unsatisfied ecologically focused values and needs by the analysis of the markets, the basic players, existing technologies, products, etc.);
2. analysis of internal opportunities (the analysis key competencies of the company: potential, resources, skills, knowledge, technologies, etc., allowing to achieve efficiency of actions within the framework of the chosen strategy of ecologization);
3. revealing of new opportunities (comparison of existing market opportunities and internal opportunities of the company);
4. formation of general strategy (a choice of a segment, a target audience, consumer value of the goods, market behaviour);
5. development of concrete strategy (strategy of creation of product / service, an output on the market, promotion, pricing, the organization of manufacture, distribution (selling), service).

Maintenance of functioning of system of ecologically focused marketing will allow the company developing in a direction ekologozation of the activity, to reach competitiveness and leading position in the market and will provide an innovative way of development of the company.

## **SOCIAL ECOLOGY**

*Lidia Kabanova,  
Sumy State University, Ukraine*

Both anthropologists and sociologists have studied the relationships among population, natural environment, technology, and society.



Anthropologists, in their ecological studies, have been concerned primarily with past civilizations and with tribal people, and with the wide variety of technical and economic adaptations to given environments.

The concepts of anthropological ecology derive from 19<sup>th</sup> century German ethnic geographers, such as Friedrich Ratzel, who pointed out that man's relationships to environment are conditioned by technology and that parts of culture can be explained by a knowledge of the relationships between technology and environment. Of course, available natural resources do not necessarily determine particular cultural adaptations: man can make a choice.

On the other hand, if a specific resource is relied upon extensively, this fact may condition the entire course of development. The Egyptian use of the Nile is an example the decision to develop agriculture in a narrow, annually flooded strip in a desert permitted the population to build up in a small space; the compact population, plus the task of controlling the waters, led to bureaucratic structures that influenced every aspect of Egyptian Civilization.

A close relationship has developed between ecology and studies of cultural evolution. The American Anthropologist Julian Stewart has shown that, given similar natural resources and levels of technology, the development of widely separated people, will bear close resemblance.

Sociological Ecology developed in the 1920's at the University of Chicago where sociologists produced a series of studies, illustrating the use of ecological principles in charting population and cultural movements in a modern city.

One approach used in this work was based on concepts borrowed from natural ecology. Thus the concept of "succession", referring to the replacement in the natural environment of one plant species by another, was applied to human social or economic groups. These natural ecology principles were combined with the principles of "social morphology" as defined by the French sociologist Emile Durkheim. Social morphology concerns the relationships of size, density, and spatial distribution of the population to the separation of functions in a society. Common to both approaches was a concern with competition as the moving force in the environment.

Modern sociological ecology bases its study of the development and form of an Urban community on both approaches. There is an emphasis upon spatial distribution insofar as it relates to the overall balance of activities and groups within a city. Economic pressures and competition are still the driving forces for the distribution or movement of people, goods, and services throughout various areas of a city.

Research has shown that the American city has about five concentric zones. The business district is at the center, and outside of this is a zone for light manufacturing and recreation. The latter may also contain an area of cheap lodgings. The next three zones are areas of residence: the first for working people; then middle-income groups; and finally the suburbs. Much research has been devoted to demonstrating statistical relationship between the location and characteristics of these natural areas. And the characteristics of their residence. For example



alcoholism and delinquency are much more common in areas adjacent to the city center and declined toward the suburbs.

Some sociological ecologists have also investigated natural-resource utilization by agrarian people. A characteristic problem concerns the extent to which people display "rationality" in their use of resources, the cost of developing it, and the need for conservation. Such studies contribute to our knowledge of how man can utilize nature without destroying it in the process.

## **ECOLOGIZATION OF THE INVESTMENT PROJECTS AS THE FACTOR OF PRESERVATION OF AN ENVIRONMENT**

*Olexandr Karpishchenko,  
Sumy State University, Ukraine*

The crisis condition of natural environment, resource-ecological safety are represented the largest problems of XXI century all over the world. These problems didn't bypass our country: the deep financial and economic crisis is accompanied by ecological crisis, that essentially complicates reaching stable economic increase, definition of effective model of development. Quality of natural environment and continued aggravation of ecological conditions, degradation of ecosystems and natural landscapes, exhaustion of a nature-resource potential, insufficiency of received measures on reproduction of natural riches of country are call the large concern.

Ecologization of investment projects is one of the directions of activity of the enterprises which are capable to result of improving of ecological conditions, beginning with stage of their development.

Ecologization of investment projects represents installation of the balanced relationships between natural processes and investment activity during of development and realization of the investment project because of regularities and laws of development of ecology-economical systems.

The modern practice of realization of a various kind of the projects has recognized, that is considerably more expedient to supplement planning and development of the projects by the analysis of effect on an environment, than to ignore this moment and to pay for ecological errors hereafter. Large part of the actual projects are potential sources of contamination, as a rule, negatively influencing on an environment. Therefore careful preliminary planning of the projects can help to minimize and even to prevent a contamination and irreversible changes in an environment. Therefore special attention is necessary to give to correlations between selection of technological process or it's development and potential capability of minimization of scraps or their repeated use with the purpose of decreasing of their direct influence on an environment.