

SUSTAINABLE DEVELOPMENT OF THE REGION BASED ON ENVIRONMENTAL INNOVATION

J. Alibekova – Sumy State University, postgraduate
S. G. Zolotova – E L Adviser

In the process of socio-economic development the contradictions between the economic activity and the state of the environment become essential. These contradictions include the potential environmental hazard, causing the need and importance of identifying, organizing and taking into account environmental and safety principles of social and economic development.

In modern terms the role of regions in the implementation of program tasks of the President of Ukraine and the Government significantly increases. It's becoming also important to achieve sustainable economic development and to deepen the European integration processes. Enhancing the role of regions in economic and social life of the country is one of the fundamental principles of the European Union.

This concept is based on the following principles: the limit of human impact on the biosphere to the level of its possibility of stable reproduction; the support for biodiversity inventories and renewable resources; the use of non-regenerative natural resources at a rate not exceeding the making of their replacement by reproduction; the equal distribution of income and expenses as a result of natural resource consumer and environmental management; the development and introduction of technologies that increase the volume of production per unit of resource consumed; the use of economic mechanisms that will stimulate manufacturers to consider environmental consequences of their decisions; the use of interdisciplinary approaches to decision making.

According to the principles of sustainable development, the basic principles of structural changes in the regional development should be as following: innovation, resource conservation, environmental protection, activation of the intellectual potential, humanization of social processes, focus on new technological way of production, and determinants of structural changes - system innovation.

Sustainable development of the region is provided by creating synergies in the process of regional restructuring. The basis of synergy is a combination of enterprises based on the innovation of material base, systems of relations in manufacturing, distribution, exchange and consumption and the necessary general infrastructure. In our opinion, the basis of effective integration of forms ensuring is the formation of vertical (territorial-production) cluster that would have combined cycle of reproduction of one type of product.

A necessary condition for the formation of clusters is establishing private-public partnership, including development reproductive strategy of the region, working towards all kinds of functioning cluster infrastructure - development of technology parks, free economic zones for achievements of investment attractiveness of regions and new forms of integration in the context of international value.

The main factor of the cluster functioning is its value chain, based on a "new way of technology" (totality of technological processes in material and immaterial spheres).

Thus, a cluster based on innovation changes of technology of the region is a prerequisite for sustainable territorial development.