

MAIN ECONOMIC BENEFITS OF ECOLOGICAL MANAGEMENT

Varvara Kushnyrova

Odessa State Environmental University, Odessa, Ukraine

The ecologist - economic aspect of conservation of nature began to be formed rather recently. If the purpose of economy is an improvement in conditions and standard of living, than each step of its development forms these living conditions. The person needs to learn how to forecast the future and develop the strategy of designing and creating the nature-technical environment, which is necessary for him.

Protection of the environment is a system of measures to support the rational interaction between activity of people and nature, provide preservation and restoration natural riches, rational use natural resources, warn direct and indirect negative effect of the results caused by society's activity on the nature and health. Condition of the environment is the second for ponderability (after lifestyle) defining factor of our health. It is necessary to take into account also the damage to the nature and economy, caused by polluted environment. Citizens, housing-and-municipal, industrial and transport facilities, agricultural grounds, the woods and reservoirs become victims of pollution (recipients).

The analysis of dynamics of state of environment deterioration doesn't leave a place for doubt in need of urgent and radical measures for stabilization of indicators and then to their subsequent changing to the best. Such measures aren't simple. They contain organizational, economic, legal, ethical, information, financial aspects. Ranks of organizational measures include improvement of management by nature protection activity, implementation of modern, highly effective ecological management. Natural resources represent not only a basis for development of processing productions, but also a guarantee of normal activity of future generations. Relevance of introduction of ecological management increases in process of industrialization of economy and exhaustion of not renewable natural resources.

Activity in the field of ecological management at the first stages of the development (prevention of impact on environment) is already capable to lead to essential economic effects due to minimize and save raw materials, energy resources; decrease losses; improve the quality of production; lessen defective goods; decrease ecological payments and penalties; increase labor productivity; reduce accidents and costs of elimination of their consequences, etc.

The main economic benefits prevention of impact on environment and ecological management are defined by various advantages and additional opportunities connected with similar activity, including :

- drawing attention of investors; appearance of the additional bases for getting advantages and privileges at investments;
- additional opportunities for impact on consumers and increasing the competitiveness of made production and services;
- opportunities for increasing the efficiency of marketing and advertizing;
- drawing attention of the international organizations and the international public to the enterprise: membership in the international ecological unions of businessmen;
- additional opportunities for development of the relations with business partners abroad; advantages of territorial and national ecological leadership;
- additional opportunities for strengthening and expansion of positions of the enterprise in the international commodity and financial markets;
- bases for increase cost of the enterprise.

The principles of a sustainable development have to join the ecological strategy of development of the enterprises and the state ecological policy on long-term prospect. In the concept of transition of Ukraine to a sustainable development, the following main criteria are defined:

1. Benefit from ecologically significant economic activity shouldn't be less than damage, which was caused by this activity.
2. Ecological expenses and benefits have to have the cost.
3. Damage to environment has to be minimum, as it is possible to be reasonably reached taking into account economic and social factors.
- 4 . Prevention of irreversible processes.
- 5 . Use of the real prices.

At the heart of ecological management have to lie also the principles of ecojustice. They have to be shown in understanding by the management of the enterprise the moral responsibility for negative impact on environment and irrational use of natural resources.

Економіка для екології: матеріали ХІХ Міжнародної наукової конференції, м. Суми, 30 квітня – 3 травня 2013 р. / редкол.: Д. О. Смоленніков, М. С. Шкурат. – Суми : Сумський державний університет, 2013. – С. 82-84.