

THE ENVIRONMENTAL SERVICES MARKET OF UKRAINE: THE STATE AND FEATURES OF OPERATION

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Well-being and health of society depends on the quality of the environment. Enhancing self-regulation prevents contamination of nature and its interaction with society. In recent years, Ukraine joined the globalization processes related to the conservation of life on Earth, where the environmental services market is of special importance.

Studies of environmental services, their diversity and efficiency were conducted by such scholars as O. Veklich, V. Kostyuk, V. Shevchuk, S. Litvak, A. Orel, B. Danilo more.

The purpose of the research is to study and disclose the essence of the issue of environmental services, the feasibility of their use and linking with the emergence of the market mechanism in Ukraine.

The relevance of this theme is that modern production, the market of goods and services - is not only able to meet social needs, but also to coordinate all of the processes. Therefore, the introduction of environmental thinking in the form of environmental services, greening is one of the factors to further secure life and prosperity of human activity and society.

Activation of economic activity, the active use of natural resources is a consequence of the growth of human needs and at the same time is a factor that motivates the emergence of environmental needs. Environmental requirements are rapidly becoming an important part of the life of society [3].

Gaps in the legislation governing the activities of companies that pollute the environment, can be explained by their weak activity against sustainable development. Recently, however the rate of development of material production, including areas of high and very high resource-toxicity was reduced, which had positive impact on the environment [2].

Environmental services are type of specialized services in the field of environmental protection, environmental management and environmental safety. These technologies, products and services are used for measuring, preventing, limiting, minimizing or neutralizing the harmful environmental effects on the environment, as well as for reducing the risk of inappropriate use of natural resources [6, C. 25].

Table 1 - Classification of environmental services by their functionality

Service Areas	Service Differentiation
1) Technological field	program development and information supporting for nature conservation;
	environmental planning, regulation;
	instruments of environmental control on enterprises;
	"green" building
2) Social security	'green' tourism;
	preparation of environmental training, professional development;
Service Areas	Service Differentiation
3) The economic sphere	environmental management;
	environmental insurance;
	environmental monitoring;
	environmental policy;
	environmental consulting;
	assessment of emissions of pollutants;
	environmental certification;
	environmental audit;
	environmental education, etc.

The economic sphere providing environmental services is the most important at the present stage of development of Ukraine. The environmental market, in our view, is represented by mutually competitive global exchange of everything that has ecological value. The main forms of developed environmental market today include:

- The market of consumer goods;
- The market of capital goods;
- The investment market;
- Monetary and foreign exchange market;
- The labor market;
- The market of research and technical information;
- The market of environmental services.

The market of environmental services is the most significant and represents one of

the priorities of the Ukrainian economy. It is now represented such areas as:

- 0) exchange of resource-saving technologies;
- 1) trade of pollution licenses;
- 2) the services of environmental management, auditing, marketing, environmental education;
- 3) environmental banking and insurance services and more.

To ensure the efficient use of limited resources innovative technology resource should be implement. The costs and risks of implementing innovative energy saving systems are related to three groups of factors: economic, social and environmental. The priorities are: investment for the purchase of energy-efficient systems and the costs associated with commissioning works the cost of disposal of old systems operating losses, etc.

The impetus for the development of the market and further the international exchange of environmental goods and services was in the 90's after adoption of the Marrakesh Protocol to the General Agreement on Tariffs and Trade, dated January 1, 1995, which not only included the lowering of tariffs and trade barriers, but also concerned introduction of environmental standards in production and sale of goods and services [6, p. 24].

An example of trade licenses and quotas on pollution is the introduction in Ukraine of the Kyoto Protocol - an international agreement on limiting emissions of greenhouse gases - which was carried out by the National Environmental Investment Agency of Ukraine. Activities of government concentrated around the priority as trade quotas unused allowable pollution [5]. It can be implemented in any country that exceeds the maximum allowable contamination.

Environmental security and diversity of services related to banking services are a form of liability insurance or users of high environmental hazards due to accidental contamination of probable environmental damage and damage to third parties, providing partial compensation for damages sustained. The whole set of insurance relations can be divided into the following subtypes:

- 1) liability insurance in case of accidental pollution of the environment;
- 2) property insurance of financial losses caused by industrial pollution of the environment;
- 3) personal life insurance, health, disability, and retirement security of citizens in the event of occurrence of accidental pollution of the environment.

Environmental marketing is characterized by positioning products and services as environmentally friendly health marking of products and services with special means of distinguishing from each other.

Another feature of the functioning of the market for environmental goods and services in Ukraine may be limiting the types of economic activities that lead to various environmental problems. Production of organic food has a lot of social, environmental

and commercial benefits: food security, improving the flavor of products, reducing of production costs, increasing profits of the enterprise due to the high cost of organic produce - they lead to environmental protection.

Conclusion. The market of environmental goods and services in Ukraine is based on the practical implementation of environmental activities. Therefore, for the effective functioning it must:

- Focus on the production of environmentally friendly products or provide environmental services, support and introduction of environmental technologies;
- Take the principles of rationality and avoidance of waste;
- Be based on environmental management;
- Take into account the requirements of environmental safety;
- Have an advanced system of environmental information;
- Provide interest of society in maintaining the balance of the environment, where it is able to restore;
- Adopt and implement legislation of legislation regulating the activities of companies that are pollutants.

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