

## **ECO-LABELING AS AN INSTRUMENT OF EFFECTIVE ENVIRONMENTAL POLICY**

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At the present stage of social and economic development environmental imperative plays a significant role in the procedures of forming patterns of production and consumption, affecting the establishment of economic and environmental pillars of public safety and ensuring compliance with the principles of greening social development. Therefore, it is reasonable to study the methods and tools of environmental policy in terms of their economic and environmental performance and legal powers.

One of these tools is an effective environmental labeling of products (services), which is fairly common in the industrial policy and the consumption of economically developed countries. The purpose eco-labeling is bringing to consumers about the possible negative impact of products on the health of the individual and the environment in general. This approach is implemented through specific information and economic mechanisms that provide the consumer with information about the product, its quality and safety. It uses special "Eco-label", which are increasingly found on product packaging (information on the composition of the product, manufacturing techniques and consumer characteristics, time use, recycling opportunities, etc.). Display the full inform on wide range of parameters and product characteristics are not comfortable and are not appropriate, because Ecolabel shall contain only the key, most important information about the product. The presence of such symbols on the packaging indicates that the product properties meet certain regulatory documents regulating the quality and safety of the product and the process of assigning a current sign ecolabeling. It should be noted that environmental labeling - a voluntary method of certification according to the international standard ISO 14024 [1], but the procedure is still outstanding image effect. International Organization for Standardization (ISO) recognized three types of enhanced voluntary eco-labeling.

Development Programme in Ukraine eco-labeling corresponds to the first type - the voluntary, based on different criteria and implemented by third parties, which authorizes the use of labeling on products, thereby informing about environmental priority products within the relevant group/category, namely eco-labeling is in its infancy [1].

The main incentive of eco-labeling procedures in the country are: the need for consumption of environmentally friendly products/services, the priority of the environmental component of sustainable development concept, the possibility of obtaining additional economic benefit.

It should also be noted that eco-labeling - effective means of preventing environmental conflicts as information plays an important role in the study and environmentally oriented solutions.

Today in Ukraine with the support of the public authorities and civil society initiatives and environmental organizations launched the activities of the Program, which aims to further the implementation, development and distribution procedures eco-labeling, including Ukrainian program "Implementation of environmental measures by enterprises and organizations to meet the requirements of international and European standardization system and Certification"; environmental labeling program, which was initiated by the All Social Organization "Living Planet" and the relevant committees of the Verkhovna Rada of Ukraine.

Among achievements should highlight the fact that the Ukrainian sign environmental labeling "Environmentally friendly and safe" are included in the International Registry of Global Eco-labeling Network (Global Ecolabeling Network) and found to 35 countries, including the EU in a global competition is an important factor in increasing the competitiveness of Ukrainian products on the world market and a key selection criterion for many consumers [2].

Urgent task of the national economy in adopting eco-labeling today are:

- to implement effective practical tools of economic incentives in the manufacturing sector,
- expanding educational opportunities and information to support ecolabeling among consumers (population),
- growing environmental consciousness of consumers, improve quality of life,
- economic support environmentally oriented producers and consumers, improving the legislative and legal support procedures ecolabeling.

Economic and environmental impact of the introduction and use of eco-labeling be expected in the medium to long term, subject to gradual implementation - defined organizational and economic problems by joint efforts of producers, consumers, state and public organizations.

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