

GREEN ECONOMY AS FACTOR OF POSITIVE TRANSFORMATION UKRAINE'S DEVELOPMENT

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Nowadays, one of the important challenges of humanity is saving the environment. Consumer attitude led to depletion of natural resources, which increase the necessity of search a new solution of this actual problem. Global organizations focused on promoting recovery of the financial system, overcoming the economic recession, conversion of the post-crisis development to environmentally safe and sustainable, increase of the number of jobs. A package of government investments, fiscal incentives, political reforms and price formation reforms aimed at transition to ecologically focused green economy.

According to the UNEP report, green economy is - low-carbon economy which efficiently uses resources and meets the interests of the entire society [1]. As well known, green growth - is the main driving tool of green economy in manufacturing, agriculture, construction, energy, transport, tourism, finance, in the waste management sector and ecosystem services.

The problems of resource economics affecting all countries in the world, and especially they are relevant for the energy-dependent countries, such as Ukraine. It should be noted that for our country, the concept of green economy is actual, and today the policy of Ukraine aimed at rational use of resources and protection the environment.

Modern development of Ukraine characterized by a high level of energy intensity, that caused by energy-intensive structure of national production and a high level of physical and moral depreciation of fixed assets. Also, Ukraine is energy depend on imported energy, due to the lack of its own resources [2].

The most significant problems of transformation to the concept of green economy in Ukraine are needs of huge investments and effective capacity development for resource-saving technologies. That why an actual problem is the implantation of the principles of green economy and their financing [3].

Integrated approach to the increase of production efficiency based on cleaner production instruments [4]:

- production efficiency (optimization of productive use of natural resources);
- ecological management (minimization of the environmental impact through reduction of wastes and emissions);
- human development (minimization of risks for people and communities and support of their development).

There are such actions that may be used: 1) green policy for products; 2) green policy for factories and plants; 3) green policy for solutions; 4) green policy for management [5].

Thus, to create a positive transformation of modern development in Ukraine is need to implement the principles of green economy (fig. 1).

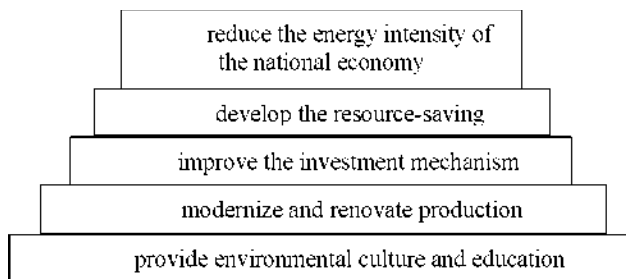


Figure 1. The main principles of green economy for Ukraine

The concept of green economy can be a source of decision the modern problems and stabilize economy in Ukraine. Renewable energy, energy saving technologies, effective environmental policies will help to increase the quality of life. Mutually beneficial cooperation with other countries in the field of green economy can provide more opportunities for increasing energy efficiency.

In our opinion, implantation of the principles of green economy has to be accompanied by revision of each and all current national target programs, branch and regional strategies.

Promoting the transfer of Ukrainian development to the principles of green economy is a key task and has to be focused on:

- 1) boosting the demand for green products and eco-innovations;
- 2) gradual adoption of higher energy and environmental standards;
- 3) introduction of an environmental management system and corporate social responsibility into business;
- 4) introduction of special sections into higher educational institutions.

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