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PROMOTION OF MASTER'S PROGRAM «ENVIRONMENTAL PROTECTION» FOR SUSTAINABLE DEVELOPMENT

The modern conditions of society are determined the searching and implementation of the new mechanisms to solve the problems to improve environmental protection. However, effective implementations of the mechanisms to the work are not possible without an existing base of skilled professionals in this area. In this regard, it is necessary to disseminate and promote the global market of international training programs master's degree in «Environmental Protection». This will provide a qualitative and fundamental training in solving urgent problems protection and restoration of the environment, which in turn will help economies to implement the sustainable development.

Undoubtedly, we should involve the best experts from different countries to have been done in this area to the process of teaching. Also, we have to inculcate not only the theoretical aspects of a particular of environmental protection, but also study the practical aspects of implementation of the acquired knowledge. That is why we should to attract the practitioners to this process. Typically teachers-practicing more familiar with the features (from a practical point of view) the implementation of relevant projects of environmental protection in the modern condition of functioning.

Addressing environmental protection requires complex knowledge from various disciplines (economic, engineering, medical, etc.). Therefore, the proposed master's program must include the following courses:

- Environmental economics
- Economic evaluation of natural resources
- Alternative energy
- Sustainable development and etc.

This program aims to not only create professional skills resolving the issues in the field of environmental protection, but also to change the thinking of students and show that projects in the field of environmental protection - are not just a costs.

The experience of European countries shows that environmental projects have not only social and environmental (pollution reduction,

disease, etc.) benefits, but also economic (reduction payment of environmental taxes, reducing fees for the use of resources, additional profits from increasing environmental image, etc.).

Of course, an important prerequisite for the transition to sustainable economic development is the selection of students master program. So we should find the money to finance this master's program, and it is necessary to promote this program for potential listeners at the same time. This will ensure the selection of listeners for training, which actually implement in practice its activity knowledge, solving complex issues: energy efficiency; recycling; reduce emissions / discharges of harmful and hazardous substances into the environment; project development of alternative energy sources; implementation of environmental management systems and auditing; improve environmental image.

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