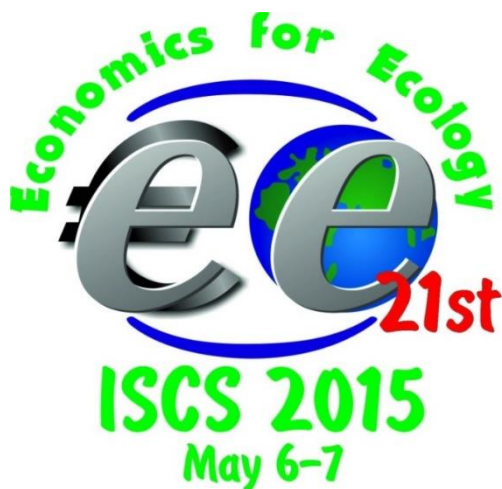


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ECONOMIC ANALYSIS METHODS MOTIVATION TO PRACTICE ENVIRONMENTAL PERFORMANCE OF ECONOMIC ENTITIES

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Today, the dynamic development of the world economy leads to an aggravation of the ecological situation. Climate change, water shortage, soil erosion, genetic and electromagnetic pollution and so lead to the fact that countries and the international community have to find new ways to reduce ekodestruktyvnoho human impact on nature. In this regard, each state independently develops methods for greening business.

The most common methods in the economy of nature is the economic, administrative, social and psychological. Most developed markets prefer economic methods, and psychosocial only reinforce their effect. Forced group of economic methods in Ukraine is quite common. It manifests itself in fines, penalties, environmental standardization, payments for environmental pollution (if the person is engaged ekodestruktyvnoyu activities); tax breaks, loans, government subsidies, price subsidies (for reducing the negative effects of ekodestruktyvnoyi activity).

However, economic methods require significant improvement. Should see the method for determining the size of fees and levying of charges for environmental pollution Ukraine, because as the analysis of the dynamics of the total amount of environmental charges currently not provided with the growing needs of the state in funding environmental and pryrodovidnovlyuvalnyh measures. Each year, state and local environmental funds loses a lot of money on eliminating pollution and restore ecosystems country. And the mechanisms of environmental funds is clearly transparent.

Environmental legislation of Ukraine provides that the production of environmentally hazardous products manufacturer cost too much and, as a result, he will lose competitive advantage. However, experience shows feedback, unfortunately, in most cases the producers more profitable to exercise fiscal environmental payments than to spend money on environmental protection measures. Moreover, the managers,

using the "connections", pay an environmental penalty set not complete or do not pay. Indicative is compulsory group of economic methods to stimulate greening of economic activity in Western Europe.

It aims at introducing environmentally friendly technologies. In the EU there are over 200 distinct mechanisms for the implementation of environmental legislation, used almost 150 kinds of environmental taxes structure and tariff rates are approved by national parliaments. In Germany, for example, developed and implemented a strategy of environmentally oriented management and environmental business, which is an important area of greening the economy. A must for all businesses is to go through environmental audits based on accepted national standards regulating it. If emissions of pollutants exceeding these rules, by such companies state applies penalties increases the rate of the loan, repealing tax breaks. A side effect of such regulation was spreading "environmental kolonizmu" - removal from the country of environmentally harmful bahatovidhidnyh and resource-intensive industries. To stimulate the growth of investments in environmentally oriented production, it is necessary that the economic efficiency of such projects was higher than ekodestruktyvnyh.

So for environmentally oriented manufacturers should introduce tax breaks, subsidies environmental goods prices, subsidies, grants, concessional loans, budget financing. Such measures provided for in Article 48 of the Law of Ukraine "On Environmental Protection", but the mechanism of their implementation in practice remains ineffective. This is due primarily to the lack of funds for environmental protection, which are distributed as a residual.

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