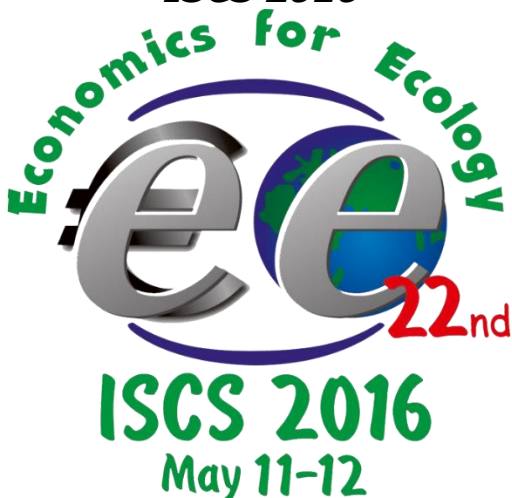


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kinds of benefits, such as saving resources, reducing the negative technological impact on the environment, as well as increasing life expectancy of humanity and enable sustainable development.

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THE INFLUENCE OF ECOLOGICAL FACTOR ON THE FUNCTIONING OF ECONOMY OF UKRAINE

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There are a lot of factors which have influence on the functioning of economy of Ukraine, and we can divide them into internal and external. The influence of external factors is beyond control of government, but internal, which functions inland, can be regulated by a state. However, we

need to remember, that these two groups of factors are connected. Ecological factor is a part of internal factors.

In Ukraine, ecological management in general is realized with help of constitutional regulation of ecological legal relationships, ecological legal regulation based on legal prescriptions and codes of Ukraine, and international legal regulation. In particular, Constitution of Ukraine circumscribes the rights of citizens and state's duties to environment (articles 13, 16, 50). Economical and legal regulation based on norms of The Law of Ukraine "About environmental defence" explains organization of environmental defence in legal, economic and social aspects, in other words, it is a certain regulator of relations in defence, using recreation of natural resources, takes into consideration the aspects about providing ecological safety, foreseeing and prevention of negative influences of business activity on environment, keeping natural resources and so on. According to this law, a lot of other laws, and regulatory and legal acts are developed, that concretize correlation between certain kinds of activity and environment more. International legal regulations consist of international conventions, agreements and protocols [1]. Ukraine has signed 20 international conventions, several agreements, protocols and memorandums that have to do with ecology [2].

Important problems in ecological management appear as an inability of Ukraine in fact to fulfill some signed conventions or agreements and inefficient control of their fulfillment. For example, we can take into attention Kyoto protocol, according to which Ukraine had to eliminate emissions of hotbed gases in comparison to the year of 1990. That protocol became the source of getting revenues from trade of quotas, because countries that signed that agreement became obliged to correlate their emissions to the year of 1990, and if their rate is bigger than latest, a country is obliged to compensate the increase of emissions by buying appropriate amount of quotas of members of Kyoto protocol, which have unused "store" of hotbed gases, and Ukraine, because of sharp economic recession, has never reached the rate of 1990, so it became able to sell quotas. During 2009-2010, the state budget of Ukraine got 470 million euro because of selling surplus of quotas. The problem is that in Kyoto protocol, there were not any rules about reporting and transparency of the money used, which would have to be used to eliminate emitted hotbed gases. Since Japan became the biggest buyer of Ukrainian's quotas, so for not

fulfillment of that protocol, it can demand returning of all sum of the money invested [3].

Besides, the Aarhus Convention created certain problems. Committee on compliance with the Aarhus Convention, on July 25, 2015 addressed the Ministry of Ecology and Natural Resources of Ukraine with a proposal to respond to the facts and allegations contained in the appeal of public organization "Ecology. Right. Human Being" for 5 months on shale agreements, but after the five-month period, no reply has emerged, demonstrating irresponsibility of the Ministry of Environment to agreements that it signs.

Equally important for the economy and Ukraine in general is environmental tax, the mechanism of determination of which is specified in section VIII titled "Ecological tax" of the Tax Code of Ukraine. There are many problems associated with this aspect. The low fiscal efficiency affirms that fact that during 2006-2012 the proportion of payments for the resources of the consolidated budget of Ukraine amounted to less than 5%, while the share of environmental tax was about 1%, while in foreign countries this figure is much bigger. This can be conditional on several factors, which include not enough high tax rate and the number of taxes, inefficient accounting of emissions, and due to the fact that the environmental tax on emissions is calculated by the taxpayer independently, possibility of manipulation of data on emissions, and imperfect system of fines for environmental violations etc.

A well-known indicator of sustainable economic development is the so-called "green" GDP, i.e. GDP that is focused on environmental factors. In general, it is defined as the difference between GDP and economic losses from pollution. The economic losses include environmental taxes and penalties for violations of environmental laws, and the costs of environmental protection (table 1) [4].

Table 1 - Dynamics of "green GDP" in Ukraine for the years 2007-2012 [5]

	2007	2008	2009	2010	2011	2012
GDP, mln UAH	720,731	948,056	913,345	1,082,569	1,302,079	1,408,889
Economic losses from environment pollution, mln UAH	10,266.1	13,247.4	12,283.1	14,636.8	20,597	22,561.9

Table 1 (continuation)

	2007	2008	2009	2010	2011	2012
"Green" GDP, mln UAH	710,464.9	934,808.6	901,061.9	1,067,932.2	1,281,482	1,386,327.1
The share of spending on environmental measures in relation to GDP, %	1.35	1.28	1.21	1.21	1.42	1.46

Having analyzed this table, we can conclude that every year the situation interaction between economics and environmental factor exacerbated because the share of spending on environmental measures tends to increase.

In order to improve the impact of environmental factors on the economy Ukraine should:

- increase the effectiveness of environmental control to comply with environmental legislation;
- improve the accounting control emissions and the amount of environmental tax;
- increase the amount of environmental tax and its types;
- develop indicators of environmental image of the country that would reflect the potential of business in guiding investments in environmentally attractive territory;
- improve the statistical reporting system of nature;
- to participate in international conventions and agreements, only if we have an ability to fulfill and to obtain benefits for Ukraine.

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INFORMATIVE ECONOMY FOR VIABLE DEVELOPMENT: MODERN TENDENCIES

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In the second half of XX of lawsuit information technologies (IT) were absorbed in itself by the avalanche-type achievements of electronics, and also mathematics, philosophy, psychology and economy. An appearing as a result viable hybrid marked a revolutionary jump in history of information technologies, that counts hundreds of thousands of years. Modern society is gap-filling and pierced by the streams of information, that need treatment. Therefore without IT, equal as without power, transport and chemical technologies, it is normal to function does not can. Socio-economic planning and management, production and transport, jars and exchanges, mass and publishing house medias, defensive systems, social and law-enforcement databases, service and health protection, educational processes, offices for processing of scientific and business information, finally, Internet - everywhere IT .

An informative saturation not only changed the world but also created new problems that were not envisaged in the known vault of prognoses on 2 (XX) . Dangers outgoing from power, transport and chemical technologies as air, marine, underground and surface catastrophes are well known, as contamination and infection of habitat with far going global consequences. Humanity forces to bear with this cruel paying for the development, but all the time searches the ways of defence and minimization of damage.

The internet today gives to possibility for the acceleration of rates of development to both withstand and new, entering the market companies and becomes the priority factor of international competitiveness, changes