

ECOLOGICAL IMAGE OF THE COUNTRY AS THE BASIS FOR NATIONAL GOODWILL CREATION

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Each country works out certain strategy and positions itself in the external environment both purposefully and mediately. Mediated position appears as far as in any case there is certain generalised perception of the country in the world. There is a country brand, which is connected with certain high-quality production or general characteristic of goods made in the country. It means that the country has certain intangible asset, or to be more exact national goodwill.

The image of any country can be formed under the influence of three basic factors. *The first* one is the vital activity of its citizens and the inheritance that was left by the generations of citizens' ancestors. *The second* factor is the purposeful image policy of the state and of all interested institutes. *The third* factor is external information influence. The realization of effective external informational policy plays an important role in the creation of country positive image. Internationally in addition to diplomatic and political functions the external informational policy can be considered as the "informational marketing" for an export, as the advertisement for cultural extra charge to consumer cost of the goods.

The countries, which have proper image (national brand), not only draws tourists' attention, but become similar to corporations more and more. The countries, as well as corporations, compete for foreign investments, for attention of world media, of tourists, and for the markets of goods and services.

Of course, the country brand can not be formed within one minute. It is the result of long-term historical, cultural, political and economic development of the country. For example, in Finland even dishes in a restaurant menu are marked with signs which specify in the Finnish origin of the goods in the case when the menu includes dishes prepared not with local products.

To create country goodwill it is necessary both to development the brands of the certain enterprises, and to allocate special component at the legislative level. This component should be taken into consideration during the enterprise foundation and within the process of its further development. Ecological component can become such special component for Ukraine. It is possible to allocate ecological component at two levels. The first one is the level of economy in a whole. Such characteristic as "Ukrainian product is an ecologically pure product" should be associated with the country as a whole. The ecologically pure product means that the product was produced with the observance of manufacture ecological standards, with the least environmental pollution. The second level is the level of agriculture, where cultivation of crops without genetically modified organisms, but only with the use of mineral fertilizers is a priority direction. The creation of ecological brand can contribute not only to the development of stable economy, but also to the formation of Ukrainian national identity, a common feeling of the purpose and national pride. All it will help to unite Ukraine through common national idea of economic development.