

# THE NECESSITY OF INNOVATIVE ACTIVITY FOR THE ECOLOGY IMPROVEMENT

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Now one of actual problems in Ukraine is prevention of deterioration of the surrounding environment, caused by strengthening of technological pressure upon the nature. The accelerated development of a science and techniques has led to essential change of the habitat, similar on scales of transformation with geophysical processes.

Prevalence of personal corporate interests for the purpose of profit reception over humane ecological principles becomes frequent in industrial sphere the obvious fact. This phenomenon is closely connected with development of technologies. The state as the mechanism of protection of public interests is obliged to develop and introduce numerous tools of influence and restraint in sphere of preservation of the environment.

Contradictions between the nature and a society have become aggravated so that demand urgent decision-making on this points in question. The given contradiction is capable to resolve development of innovative business in nature protection sphere. The basic preconditions of the given development consist that, in Ukraine there is a significant amount of not demanded inventions in the field of protection of a surrounding environment, and also there is a requirement for their application in a national economy as moral and physical deterioration about 80 % of the basic production assets is observed. The intensification of innovative activity in sphere of protection of environment not only will promote environment improvement, but also will allow to overcome technical and technological backlog of branches of the national economy.

The government processes of ecological safety in Ukraine shows the analysis, unfortunately has no desirable level of priority which is caused by available legal base and approaches which have developed in the theory and government practice in activity of the central and local public authorities. It acts as certain stimulus for attempt to consider ecological safety and processes of its maintenance in the country as rather independent direction of researches in a science of the government and in practice of its realisation.

The questions connected with regulation of innovative processes (including in the field of ecology), and also regulation of nature protection activity, in industrially developed countries are deeply worked. In Ukraine the operating mechanism of regulation of process of creation and use of ecological innovations is ineffective and requires improvement. Thereupon working out of recommendations about increase of efficiency of the existing mechanism taking into account conditions of economic development of our country which prominent features consist in deficiency of budgetary funds and investment resources, inflation, crisis of insolvency of the majority industrial the enterprise is expedient.

I consider that it is necessary for state to develop a series of measures on perfection of the mechanism of regulation of innovative processes in the field of protection of a surrounding environment. For achievement of this purpose:

- the analysis of essence of innovations and definition of possibility of their use for overcoming of ecological instability;
- revealing of the factors influencing realisation of process of creation and use of ecological innovations;
- research of directions of innovative activity on preservation and improvement of a surrounding environment;
- the analysis of foreign experience in area of regulation of nature protection activity;
- working out of recommendations about perfection of the mechanism of regulation of process of creation and use of ecological innovations.

Thus, it is possible to draw a conclusion that for improvement of a state of environment in Ukraine the active innovative policy including radical redistribution of expected investments in favour of innovative sector which functioning is aimed, first of all, at improvement of

parameters of structural efficiency (decrease in industrial costs, a waste and harmful emissions on a unit of production, per capita, savings of raw materials and resources) is required.

Practical measures on realisation of innovative projects should be complex, uniting restructuring and a diversification of manufactures, production updating, decrease in expenses, application of new nature protection technologies, an intensification of researches and workings out, and educational activity. Efficient control ecologically-economic system can be carried out only with use of market mechanisms, the methods of ecological management preferring preventive measures and principles of distribution of responsibility in questions of preservation of the environment and information management, allowing to make active information interchange processes at formation of the mechanism of transition to a sustainable development.

Innovative management as uniform system in each of the components (formation and realisation of bases of a state policy, examination, working out procedures, the estimation of efficiency of innovative projects, the organisation of scientific and technical activity, creation of favorable conditions for attraction of investments into industrial sphere, regulation of commercial risk) represents difficult, constantly developing managerial process by innovations in the country taking into account national features and foreign experience.