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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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Наукове видання

# **СОЦІАЛЬНО-ЕКОНОМІЧНІ ВИКЛИКИ**

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## ACTUAL PROBLEMS OF THE ECONOMY AND SOCIETY GREENING

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Throughout life in the modern world, a person constantly faces many different problems that need to be solved. There are a number of broad problems that are common to all people, regardless of race, nationality, social or state affiliation: the overpopulation of our planet, the quality of drinking water and its shortages in some countries, air pollution and global warming, the spread of dangerous diseases to humans, soil degradation, food shortages, various accidents, especially industrial ones.

Environmental problems are also directly reflected in all this. However, a stricter designation of the given list is required to add another name to the problems – environmental problems. Environmental problems are widely disclosed in the works of such scientists [1-21].

At present, the current environmental and economic situation directly indicates the need to replace the existing image of the economy with a sustainable ecologically balanced type of economic development. There is a need to reconsider the direction of priorities in both macro- and microeconomics. In this case, all macroeconomics should be included in macro-ecology. They directly depend on each other, though sometimes this dependence seems insignificant. This fact should be accepted not only by economists but also by ecologists.

Man, as the main economic entity, always has destabilizing effects on the environment, and the most intense attacks on it began in the era when capitalism began to develop. Such a low level of science development, mastering of a powerful "tool" (thermal, mechanical, electric kinds of energy), improvement of its "energy facilities" combined with hunting for maximum profit, the rapid development of industries based on natural resources (mining of mineral resources) led to a consumer attitude towards the nature around us.

Pollution of the nature around us is defined as a process of undesirable change of its various properties in the course of input of various compounds and substances as a result of anthropogenic activity that can bring environmental systems into crisis.

At the end of the twentieth century, environmental problems have put society before the choice of its further path of development: to have, as before, a benchmark for the expansion of production or this growth must be consistent with

the real possibility of the environment and the human body, commensurate not only with neighboring but also distant goals of human development.

Laws and customary traditions of macroeconomics were developed at a time when the overall impact of human activities on nature did not exceed the limits of the potential for ecosystem self-recovery. At present the situation is different: in most parameters, anthropogenic load exceeds the limits of sustainability of natural systems and environmental sphere in general.

Economic growth, which is determined by the supply and stimulation of demand for secondary means of consumption, leads to the fact that the natural basis of life support and the ability to meet primary human needs are under threat. Human society has reached one of the most important milestones in history, which requires, in addition to demographic changes, a change in the paradigm of the economy - its functioning and structure. It is necessary to move to a new level of material culture, which will be compatible and balanced with the already depleted natural potential of our Earth. Further development of the economy along the usual and traditional ways faces two serious limitations: first, the limited capacity of the environment to accept production wastes, and second, the non-renewable nature of the Earth's natural resources.

Mankind must realize that it is excessively fast; the essence of new strategies has no alternatives: it is necessary to obey the environmental imperative and go to lower quantitative levels, but at the same time climb to higher qualitative levels. One of the most important conditions for the implementation of these strategies is the processes of ecologization of the economic sphere of society [1].

The process of greening the economy is the most important requirement of the modern world. It means the most versatile and systematic approach to the material environment surrounding humanity, the awareness of the main role of nature in human existence. Ecologization of the economy is one of the necessary conditions and the main component of ecological development. In fact, it means the process of ecologization of the entire social and economic structure and development of human society.

It is important to identify the main components of the process of ecologization of the economy, they are a rapid and fundamental change in the investment structure of the economy in the direction of resource-saving industries, the introduction of various objects, factors, and conditions of environmental nature, especially the totality of renewable resources, in a number of economic categories as equal to other categories of wealth, the subordination of natural resources and economic productivity to the ecological restriction and principles of balanced use of natural resources, etc., and to the principles of sustainable development.

This will be based on changes in the structure of industries and technical re-equipment directly under the control of the environmental and economic nature, significant expansion and clarification of payment systems for the use of natural

resources, the process of transition to other principles of the pricing system, which will fully take into account environmental factors, damage and risks, rejection of the principle of residual-cost approach to measures related to environmental protection and inclusion of functions on nature protection and environmental protection in production

Thus, the development of mankind in a social and economic context is necessarily accompanied by an increased impact of the anthropogenic factor on the environment. This leads to the loss of the environment's self-recovery ability. Due to the increasing pace of scientific and technological progress in recent years, there are obvious signs of an environmental crisis. The consequences of the crisis are depletion of the resource potential, impoverishment of the genetic pool, and, eventually, deterioration of the quality of life of the population. Society should realize the importance and necessity of transition to the model of sustainable development. This model implies the integration of solutions to environmental, social, economic, and technical problems in order to ensure the growth of the well-being of present and future generations of people.

To sum up, the main task of introducing greening is to prepare the national economy for the transition to a sustainable development path. To achieve it in modern conditions, it is necessary to immediately abandon the extensive use of natural resources and find more progressive and innovative models of management. The development of new energy production technologies and efficient use of natural resources is an effective engine of economic growth. Ecological innovations, "green" economy - these are the areas where opportunities for further sustainable development are concentrated. This is important in the context of the increasing failures of the global financial and economic system.

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## STATE REGULATION OF SOCIO-ECONOMIC DEVELOPMENT OF REGIONS

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The most important task of the development of Ukrainian society is to improve the management quality of socio-economic development of the state and regions. The need to improve state regulation of socio-economic development of regions is due to inefficient use of financial and material resources aimed at development, the inability of most regions to solve their socio-economic problems, limited powers of regional authorities to regulate the rational use of resources and create conditions for improving quality of life.

The results of the search for effective methods of state regulation of regional development are presented in the papers of such domestic scientists as O. Amosha, V. Bodrova, V. Geets, S. Dzyubyk, E. Libanova, Y. Navruzova, S. Melnyk, L. Shvaika and others. But it must be acknowledged that Ukraine has not yet developed a methodological basis for the formation of the concept of socio-economic development of the region, has not identified technologies for choosing strategies and development priorities, methods for assessing the effectiveness of achieving goals and tools for their implementation.

Today in Ukraine in the process of economic growth there is an increase in the differentiation of regions according to the levels of key economic indicators.

Uneven regional development and high differentiation of living conditions and living standards increase social tensions, restrain the dynamics of socio-economic growth of the country, complicate international cooperation, including the one within European structures. Under these conditions, the implementation of a balanced state regional policy is necessary. Such a policy should be based on the basic principles of European regionalism, basic long-term goals, and ensuring socio-economic growth of regions, overcoming major interregional asymmetries, promoting the introduction of norms and state standards of living standards for all citizens of Ukraine [1].

In a systematic way, the criteria for regionalization of the country are presented mostly in the following version:

- general features (area, population composition, development history);