

# ECOLOGIZATION OF ECONOMICS AND ECOLOGO-ECONOMIC EFFICIENCY

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The major requirement of the modernity is an ecologization of economy. Under the ecologization of economy the purposeful process of the transformation of economy is understood, directed on the decline of negative influence of processes of the production and consumption of commodities which cause ecological consequences. The ecologization of economy foresees the realization of the system of the special organizational measures, innovative processes, the reconstruction of sphere of the production and the consumer demand, the technological conversion, the rationalization of the natural management, and also the transformation of the nature protection activity. The basic components of the ecologization of economy are:

- forming of international and interregional markets of ecological factors and values;
- passing to the new system of pricing, taking into account ecological factors, damage and risk;
- expansion of the system of requiring payment of the natural management;
- submission of the organization of the production to ecological limitations and the principle of the balanced natural management;
- transition of production to the strategy of high-quality growth on the basis of technological rearmament under ecologo-economic control;
- refusal from the wasteful-approach to the environment protection;
- change and ecological orientation of pattern of requirements and standards.

At present indicated components are basic problems of ecologization of economy in Ukraine. The subjects of the economic activity must take into account the influence of the economic adjusting of the natural management, and also to carry out the estimation of economic efficiency of the organization of the process of production. The purpose of this research is the ground of economic efficiency of the production taking into account the conception of eco-efficiency, and also the consideration of basic elements of ecologo-economic analysis.

At present eco-efficiency, that is more effective use of natural resources, considered as one of the most perspective strategies of steady development of industrial enterprises. Eco-efficiency is understood to be such organization of management activity which allows a management subject to carry out the production processes and produce products with the least affecting on the environment and receipt of the additional economic effect. Ecologo-economic efficiency is not only basic direction for the optimization of the production, and foresees an application of ecological innovations also. With the purpose of acceptance of effective administrative decisions in the field of the natural management the subjects of the economic activity must carry out the ecologo-economic estimation of the production. The ecologo-economic analysis of economic activity includes the followings structural components:

- ecological examination;
- ecological diagnostics;
- ecological situational analysis;
- ecological audit.

The complex application of elements of ecologo-economic analysis is needed with the purpose of the increase of the efficiency of the natural management, that provides more complete ecologization of the production. The level of the ecologization is estimated on the followings directions: economic indexes; power indexes; landed indexes; indexes of comparison; presence or absence of «hot» places. The complex estimation of the ecologo-economic efficiency is determined by the system of indexes of the ecologo-economic level of the production, it allows the subjects of economic activity to form the effective mechanisms of adjusting of the level of the ecologization of management.

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