

## **ECO-LABELLING AS ONE OF THE MOST IMPORTANT INSTRUMENTS OF ECOLOGICAL MANAGEMENT AND SUSTAINABLE DEVELOPMENT**

*Irina Telepenko, Anna Luhchenko  
Sumy State University, Sumy, Ukraine*

The theme of ecological labelling is now one of the most actual and resonance in the world. First its usage was recommended on the World summit in Rio de Janeiro in 1992, and since than it has been taken on arming by the leading countries and its implementation was supported by all advanced international organizations, such as UNO, World Trade Organization, and European Union.

The program of actions of UNO on sustainable development directly addresses the states, business and public with an appeal to change priorities of consummation and «in collaboration with industry, public and other groups to provide development of the ecological labelling and other information about the ecological aspects of products in order to help consumer to make a realized choice». The ecological labelling is mentioned as an important instrument in many documents of Commission on sustainable development (CSD) and Organization of economic collaboration and development (OECD) for the development of sustainable consumption.

The ecological labelling is the developing practice of the products labelling, indicating the affecting on the environment, which can be resulted by the usage of these products or their packing. The ecological labelling gradually gains obligatory character. Its purpose is to convince a user to buy environmentally less harmful products. In a number of countries the ecological labelling of the imported products becomes an obligatory condition of its import permission.

Unlike the «green» symbols and statements of firms-producers about the ecological character of its goods, ecological labelling is developed by the third indifferent side, and is given to those goods which meet the public ecological requirements.

Since May, 1, 2004 Ukraine became the direct neighbour of EU. And already on October, 8, 2004 Ukraine was accepted in Global Network of Ecological Labelling (GEN), created in 1994 by the association of independent organizations, carrying out measures on the ecological labelling. The program of the ecological labelling in Ukraine which was presented by All-Ukrainian public organization “Living planet”, that was acknowledged by a world association, and Ukrainian national sign of the ecological labelling «Zeleniy Zhuravel'» had been enlisted to the international register of GEN. For today GEN unites the ecological labelling of European countries, and also more than 35 not-EU-member countries.

Certainly, a policy and strategy of EU will directly influence on further development of Ukraine. One of the fundamental elements of the European policy now is sustainable development of ecological technologies and environmentalism. To achieve these aims Commission of EU developed the Integrated trade policy a basic task of which is diminishing, as far as it is possible, harmful impact of goods production on nature on all stages of its life cycle. A primary objective is thus achieved – to combine the improving living conditions of population with the environmentalism. In other words, by the ecological labelling a world community tries to form an advanced situation, when producers, improving a quality of the products, simultaneously would guarantee their ecologically clean production, and these conditions would create a long-term industrial competitiveness of goods.

By an amount and rates of the certificated ecological management systems Ukraine falls behind the developed countries and occupies the 54th place in the world and 27th in Europe.

Presently there are 1630 enterprises which got the certificates of the quality management system, including only 55 with the ecological management systems. Only 108 types of products of 22 producers got an ecological certificate on international ecological criteria, in accordance with the requirements of international standards of ISO 14000 series.

In 2006 as compared with 2004 implementation of such certificates in Ukraine was multiplied on 10 %. For the same period in Latvia an increase was multiplied in 32 times, in Lithuania – in 12 times, to Czech and Russia – in 6,5 times, Romania – in 4,6 times.

In Ukraine an ecological certification in general is not inculcated in an agricultural production and forestry.

Taking into account, that in accordance with the European and international standards requirements, the ecological certification is carried out on principle of voluntary, state support should make not only for forming of positive image but also for the creation of more favourable economic terms for distribution of this type of activity.

The basic directions and mechanisms of state supported implementation of the ecological management and ecological products certification systems in Ukraine are determined by the government program, developed in 2007.

The Program purpose consists in creation during 2008-2011 of the adapted to the international and European requirements system of the state supported implementation of the ecological management and ecological products certification systems which will correspond to sustainable development of Ukraine, the defence of human health and natural environment.

Wider implementation of the ecological management and ecological products certification systems will make for the system diminishing of the ecological influence on the health, for the rational use of resources at all stages of life cycle of products.

In 2008 Ukraine will be accepted in World trade organization. Program of the ecological labelling development must become the important constituent of this integration. Harmonization of standards will provide the access of the Ukrainian goods to the world markets, their equal participating in international co-operation.