

ENVIRONMENTAL AND CONSUMER SAFETY OF GOODS AND SERVICES

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The problem of safety is one of global human problems which directly concerns with survival of humanity. It has a system property and that is why it requires the examination from different sides of different sciences such as politics, economics, marketing, jurisdiction e.t.c. The scientific and technologic development on the one side satisfies people's needs, increases social and economic safety of society, but on the other side brings forward danger to the man's health and environment.

These include increased concerns about safety and security, environmental factors such as energy efficiency, resource scarcity and biodiversity, and the constant process of miniaturization. Advances in the science are enabling the industry to respond to these pressures and are helping to shape the future direction of the consumer and business markets it serves.

Environmental safety is a part of national safety which guarantees the protection of the most important interests of the men, the society, the environmental and the state from negative real or potential factors which appear after man-made or natural activity. Environmental safety is provided by the government.

Environmental safety is the union of actions, states and processes which directly or obliquely not lead the serious damage up to environment, individuals or mankind. It means such ecological balance in the Earth which is suitable for all people.

The objects of environmental safety are rights, material and spiritual individual needs, natural resources and environment. These are the material basics of the sustainable development

The subjects of environmental safety are the individual, society, the biosphere and the state.

We can inspect such phenomenon as environmental safety on the global, region and local level. Let's examine the market of goods and services and define the environmental safety of the products.

Environmental safety of goods and services means that production, usage and utilization of the product doesn't lead the negative damage upon environment, individual and mankind.

Consumer safety of goods and services means the ability of products to satisfy people's needs without any damage to the real or future generations.

To provide environmental and consumer safety of goods and services it is necessary to spread the ecological (environmental) products.

Nowadays the conception of ecological marketing is based on the orientation of the production and promotion upon the satisfaction ecologically oriented consumer needs, sales promotion for ecological products. Ecological products are economically effective and ecologically safe during production, using and utilization.

There are a lot of ways to define ecological goods and services, but there are no objective classification, no criteria which can define the level of ecologisation of the products and its ecological and consumer safety.

The notion of an environmental industry seems to be a misnomer against the background of a constant shift in the economic structure towards more sustainable practices. The industry is rapidly growing and changing, and it suffers from a lack of clear identity and poor representation as a sector in its own right.

So, we propose to separate goods and services by the level of ecologisation which means two factors: the damage to the environment and contribution to society development.

On the stage of production we can see mostly industrial products that have a great influence on the environment, because it usually concern natural resources. So, we define:

- ecologically destructive goods and services (cause huge damage to the environment);

- ecologically neutral goods and services (cause no damage to the environment);
- ecologically directed goods and services (directed to improve the environment);

On the stage of usage we examine consumer goods and services and their influence on consumer's health. So, we define:

- ecologically safety goods and services (cause no damage to the people health during the usage);
- ecologically dangerous goods and services (cause damage to the people health during the usage);
- ecologically directed goods and services (directed to improve people health);

On the stage of utilisation we concern both consumer and industrial goods and services and their influence on the environment on this stage. So, we define:

- ecologically perfect goods and services (utilization of such products without any damage to the environment);
- ecologically un-perfect goods and services (utilization of such products with huge damage to the environment).

So, the environmental and consumer safety both concern ecological goods and services. The offered classification of ecological goods and services by the level of ecologisation and the contribution to society development can be used for future investigations as a basis of definition environmental safety of the products. It will help to make the right choice about the priority of goods and services for the national economy which can solve economical, ecological and social problems in the complex.