

# **NON-GOVERNMENTAL ORGANIZATIONS IN THE SYSTEM OF FORMATION OF A HEALTHY REGION**

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You wake up in the morning from the alarm signal and brush your teeth with a paste with green marking (only from natural raw materials). You use shampoo without sulfates (with substitutes of plant origin) and a towel from bamboo (as well as other materials from cellulose, bamboo fibers biodegradable in soil). A fresh cup of green coffee is already waiting on the kitchen table. For breakfast, oatmeal with supplements from stocks of sublimated products. You sort garbage according to the rules of the color of containers (green, blue, yellow, etc.). Then follow your electric car (and possibly a bicycle, electric scooter, etc.). In the afternoon, you have a planned eco-race. To begin with an understanding of the ecological component of our lives, regional stakeholders interact: local authorities, business representatives, NGOs and residents of a particular area. The ideal structuring of stakeholder management bases on understanding how they interact in forming a regional product (Fig. 1). Residents of a specific region use the product. They must be satisfied with its use. Feedback is essential for understanding how a healthy product resonates with each member of a particular population. Providers provide product values as vendors or those who supply the product (sellers of nutritional products, providers of medical services, healthy tourism, etc.). Local authorities directly interest in a regional product and can influence its development through legislation, regulations and rules. Influencers include the so-called third sector, public organizations that have developed in Ukraine and can directly affect the promotion and dissemination of the idea of a healthy region and influence the development of territorial products [1-3]. In the marketing sense, healthy lifestyle behaviours are associated with an orientation toward consumption as they are a set of activities, interests, and opinions that are

related to the consumption of various wellness-related products and services [4]. Individuals who adopt a healthy lifestyle are excellent customers for health-related offerings [5].

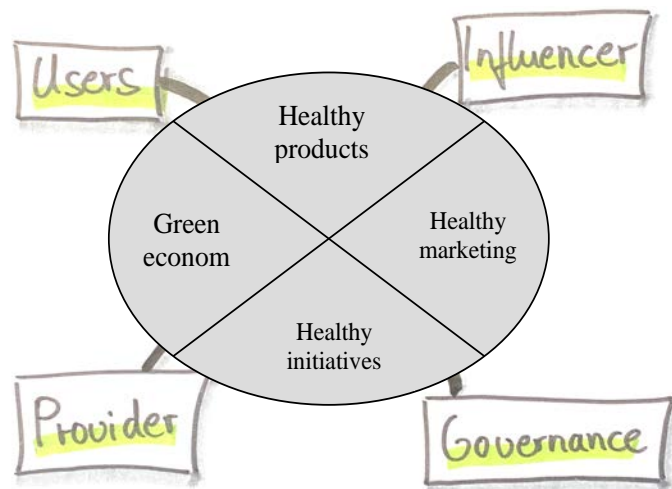


Figure 1 – Regional healthy product stakeholders

For example, private initiatives, non-profit and volunteer organizations (Ukraine without Garbage, Batteries, Surrender!) Are involved in sorting in Ukraine. The latter, together with the licensed company "Environmental Investments" has issued a permit for the export of damaged batteries to the plant GreenWEEE in Romania. In Poltava, the NGO "Ukrainian Academy of Leadership" is the organizer of the festival of healthy living, which involves residents of the region in healthy eating, sports and eco-friendliness. In many cities, public organizations organize eco-races – plugging, when participants simultaneously with the competition collect the surrounding garbage [6-9].

NGOs play an important role in shaping the awareness of the country's citizens about the importance of healthy consumption and environmentally positive living.

## Literature

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