

ECOLOGICAL GOODWILL AS A MAIN ELEMENT OF BUSINESS VALUE

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The characteristic feature and fundamental principal of sustainable development is an ecosystem – based approach to solving problems of all levels: global, regional, national and local.

The ecosystem approach is based on one of the fundamental values of the twenty – first century – a respectful, careful, safe and non – consuming approach towards nature. Thus, economic systems and their potential should be evaluated not only through sufficiency resources and effective of their using, but also as saving natural fund. Thus, coming the difficult situation of ecological debt of enterprises and increasing attention of public to this question there must be creation and development of ecological goodwill determining in development of enterprises.

Goodwill is created by individual efforts of people.

Today goodwill is ability of enterprise to create a value on the basis of knowledges which form a value.

Ecological goodwill both aggregate of non-material and material advantages of enterprise, which are able to bring a superprofit, created as on the basis of production of goods with the observance of ecological standards of production, without the genetically modified organisms (GMO), providing disposable production in this way.

Ecological goodwill has two descriptions in its basis:

- 1) production and products does not harm to the health of man;
- 2) production of enterprise is organized so that provides minimum ecodestructive influence on an environment, and includes technologies which support reproduction processes in nature.

It is important also to select two constituents: non-material and material. in a concept of an «ecological goodwill»

The material is formed on the basis of the use by the enterprise of technologies which provide realization of production on ecological bases, and the non-material comes forward as embodiment of material constituent and ecological image of enterprise and products which to them is produced (it can be formed on the basis of ecological safety for a man, instead of for an environment).