

Thus, we do not have obvious answer to a question, whether technologies of the Information Society promote ecological stability. Their influence will depend on how we shall use them, that, in turn, is closely connected to creation of the frame conditions determining our behaviour.

MODEL OF "CLEAN MANUFACTURE" AS A COMPONENT OF THE GUARANTEE OF SUSTAINABLE DEVELOPMENT THE SEA REGION

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During the previous centuries the quantity of money served as a measure of all values in the industrial world and of the trying to achieve maximum profits companies did not take into consideration the environment. As a result we have an increasing member of ecological disasters and the threat of global ecological disaster.

For reducing negative consequences of industrial human's activity, it is necessary: first of all, to include the quality of life in to a modern scale of values, and then take steps to prevent and to predict the technogenic influences on an environment.

Signing in 1992 in Rio de Janeiro the international «the Agenda for XXI century» has brought into life modern concept of Sustainable Development the main aim of which is the coordination of the economic, ecological and social purposes and interests of the present and future generations.

The Ukraine is the sea state, a crossroads of the international transport ways. Therefore the port sector being an important part in transport and industrial complex is responsible for approximately 80 % of international trade. As Ukraine increases the participation to the European economical process, it should follow and accept international standards (such as ISO14000).

The turnover of cargoes in ports of Ukraine, makes some millions tons a year. Basically there are bulk cargoes, : chemicals (5,87mln.t), building materials (3,75mln.t), coal (3,2mln.t); and oil products (13,17mln.t).

The most of these cargoes are known to be ecologically dangerous. In this connection, introduction of the model of «clean manufacture» in the Ukrainian ports and its conformity to ISO 14000 should become an important component of the guarantee of Sustainable Development the sea region.