

IMPROVING OF INSTITUTIONAL AND ECOLOGICAL COOPERATION WITH EU: FORMS INVESTIGATION AND GRAVITY MODEL IMPLEMENTATION

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While national social and economic systems of countries face global world changes the question of institutional cooperation inside and outside of emerging social and economic systems such as euroregions, countries that are partners in transborder cooperation, transnational corporations etc. becomes more and more actual. European Union becomes wider and wider, it expands its boundaries, but if EU policy still save national identities, national discourse, do not destroy national institutions? How do EU's discourse influences on institutional cooperation inside EU countries, inside EU and outside EU – countries that border with EU? Do consequences of global changes for emerging social and economic systems consist of improving of institutional cooperation or of destroying the national stable systems? *New* changes that are caused by *new* policy of *new* leaders in economics and in society result in advantages and disadvantages for modern system of national and international institutions. So, the aim of the given research is to investigate the form and the expression of the EU's international discourse and to create methodic approaches for improving *institutional cooperation* between EU's and bordering countries.

In globalization era new types of international cooperation became significant. One of such types of cooperation is transborder cooperation. While implementing this cooperation into practice the borders of countries are gradually disappeared. Number of economic and social advantages as well as disadvantages can be named. In the given paper author develop scientific and methodical principles for creation of logic-structural framework for implementation mechanism of transborder cooperation. Author proposes definition of TC mechanism as a complex system of elements (subsystems, participants) which have direct and indirect connections between themselves and are created and make their activity aiming to achieve clear defined purpose. The logic-structural framework of transborder cooperation consists of providing and institutional subsystem; functional subsystem; adaptation and instrumental subsystem; results-and-purpose subsystem; participants of direct and indirect impact; direct and indirect interconnections between all components. One of the main blocks of the scheme for transborder cooperation mechanism is *institutional subsystem*. The detailed description and explanation of institutional subsystem for emerging social and economic systems is given on example of transborder cooperation. It is suggested by author that both existed institutions of countries and new institutions of emerging social and economic systems should take into consideration the strategy for sustainable development achievement. Author proposes that this strategy can be realized due to following next principles and implementing them one by one: decreasing unsustainability of existed institutions, creating sustainable institutions, creating of totally new type of renovated institutions.

The paper presents the principles for constructing the effective framework, which could be implemented in the transborder cooperation for ecological development of regions involved in this cooperation. The research discusses and suggests environmental and economic tools for such an implementation. In particular, suggested approach allows policy makers to account for environmental criteria in their decisions related to transborder cooperation, which is omitted in the existing approaches. Based on estimation the factors of both environmental and economic efficiency we develop the strategy for improving combined efficiency of transborder cooperation aiming to achieve sustainable social, ecological and economic development.

To our mind to have possibility of making the estimation of environmental and economic efficiency of transborder cooperation system of clear and complete indicators is essentially needed. This system should consist of such indicators, which allow making clear and understandable conclusions and suggesting appropriate regional development strategies. Also the important stage for ecological regional development as important task of transborder cooperation is to create effective transborder cooperation mechanism, main element of which is multilevel governance. Thus, in the paper system of environmental and economic indexes and criteria, which is the basic element of adaptation and instrumental subsystem of transborder cooperation mechanism, was created. It allows accounting for environmental factors and economic instruments influence on transborder cooperation efficiency. And also we suggest the complex transborder cooperation mechanism that consists of the following elements and can be presented as a scheme: providing and institutional subsystem; functional subsystem; adaptation and instrumental subsystem; results-and-purpose subsystem; participants of direct and indirect impact; direct and indirect interconnections between all components.

To the author's opinion while making EU's discourse as well as other emerging social and economic systems' discourse it is appropriate to use *gravity method*. Taking into consideration this suggestion it is important to improve scientific methodic and practical approaches as for gravity method implementation while creating and investigation clusters of institutional cooperation on both regional (national) and interregional (transborder, international) levels. Author examines peculiarities and systemizes and structures methodic bases for gravity models implementation in making EU's discourse.

In conclusions author examines and explains the nature of factors of gravity increasing/decreasing between national and international institutions, and justified accordance the institutional cooperation and the EU's international discourse creation to gravity model.