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**INTERNATIONAL ECONOMIC RELATIONS
AND SUSTAINABLE DEVELOPMENT**

**МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ
ТА СТАЛИЙ РОЗВИТОК**

**MIEDZYNARODOWE STOSUNKI GOSPODARCZE
I ZRÓWNOWAŻONY ROZWÓJ**

**МЕЖДУНАРОДНЫЕ ЭКОНОМИЧЕСКИЕ ОТНОШЕНИЯ
И УСТОЙЧИВОЕ РАЗВИТИЕ**

Матеріали

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MARKETING OF GREEN BUSINESS

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How to attract investors and entrepreneurship abroad to nation green business? At first, describe what is green business, is organization or enterprise that have a minimum negative influence on nature, environment and society, support different ecological programs, help to solve environmental pollution and avoid to damages a nature. The main goal of such organizations is to decrease a negative impact of people's factor on environment. Good example for this can eco-automobiles, among large corporations, Ford Motor Company occupies an odd role in the story of sustainability. Ironically, founder Henry Ford was a pioneer in the sustainable business realm, experimenting with plant-based fuels during the days of the Model T. Ford Motor Company also shipped the Model A truck in crates that then became the vehicle floorboards at the factory destination. This was a form of upcycling, retaining high quality in a closed-loop industrial cycle.

For our time green business has a huge matter, because polluted air and world ocean influenced on people's health and in the result is a big amount of new diseases, which do not now doctors and humanity at all.

And the main part is attract people, that interested too in sustainable business, also known of marketing. In order to built true scheme of attractive, we need to a monitor of level of pollution local environment of own city, for this work can help us ecologist, that why, the first step is to find person that understand in sphere of ecology. When we monitor present situation and make conclusion for level of pollution, we should make a little quiz between citizens about their relation to green business and eco-organizations at all. Thanks for quiz we have an opportunity to find people than can support us or have similar thoughts about it, their can be future employee in our organization. Also will not be redundant some flyers and signboards for distribution information. All of these marketing way is to people that live in this country, in order to attract people's abroad we should use more large methods. One of this method is foreign investment that help our green business to spread on abroad and receive monetary support to developing. The next step is to find true investor that will agree for start such business. For this we can make bright or light advertising for attracting people and investors, for it we should use green city, for example and clean air with blue clouds. People's like to see on beautiful and pure nature. And the last is to write a plan of activities. These all that you need for a make successful marketing of green business.

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