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SCALING ECO-INNOVATIONS BASED ON SOCIO-ECONOMIC EFFECTS IN THE "BUSINESS-SECTOR-REGION-STATE" SYSTEM*

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The process of environmental modernization is acquiring a more practical character today than at the time of the beginning of this theory and does not remain at the level of programs and projects of individual organizations and institutions. In our opinion, the process of environmental modernization is gaining scale, rapid spread today and, accordingly, requires scientific substantiation to stimulate in society the desirability of renewing systemic economic relationships.

Today in Ukraine there is no systematic view of solving the problems of environmental modernization of the national economy, since it is considered separately from economic growth and should be based on innovation.

It is necessary to focus on the use of modern knowledge and world achievements, the borrowing of advanced technologies for the implementation of timely environmental modernization of socio-economic development. The dominant trend of the world economy is the process of ecological modernization of social development, and a new scientific problem from the point of view of such an important factor in the development of the national economy as eco-modernization changes, trends have been identified for increasing the role of the state in regulating the economy, as well as clarifying the role of the state in the formation of the state process, respectively. regulation of these changes. Global trends in the formation of a recycling economy, a low-carbon economy and "green" economic growth are very relevant for Ukraine, therefore, the ecological modernization of socio-economic development should be innovatively directed. This requires the development of a comprehensive mechanism for the implementation of sectoral reforms, considering eco-modernization changes, which is called the ecological modernization of the economy.

When assessing the adequacy of "scaling" eco-innovations and its impact on the national economy, it is proposed to use a comprehensive method of assessment based on the theory of desirability of Harrington. The use of such a generalized indicator allows to determine the adequacy indicators for various indicators of "green" economic growth. To assess the complex indicator of the adequacy of "green" economic growth (Re), it was proposed to calculate the generalized desirability as follows:

$$R_e = \sqrt[n]{D} = \sqrt[n]{e^{-e^{-C1}} \cdot e^{-e^{-C2}} \cdot e^{-e^{-C3}} \cdot e^{-e^{-C4}} \cdot e^{-e^{-C5}} \cdot e^{-e^{-C6}} \cdot e^{-e^{-C7}} \cdot e^{-e^{-C8}} \cdot e^{-e^{-C9}} \cdot e^{-e^{-C10}} \cdot e^{-e^{-C11}}}, \quad (1)$$

where: C1 - indicator of carbon dioxide emissions in energy, thousand tons; C2 - indicator of carbon productivity of GDP, UAH / t; C3 - indicator of emissions (CO2) per person, t; C4 - primary energy supply indicator, thousand tons n. is.; C5 - energy consumption indicator, thousand tons of oil equivalent; C6 - indicator of energy consumption per person, kg of oil equivalent; C7 - GDP indicator per unit of energy consumption, UAH / t of oil equivalent; C8 - waste generation indicator, thousand tons; C9 - indicator of household and similar waste generation, thousand tons; C10 - GDP indicator per unit of generated waste, UAH / kg; C11 - GDP indicator per unit of generated household and similar waste, UAH / kg.

Table 1 - Integral indices of the national economy

	2016	2017	2018	2019	2020*
R_f	0,0145	0,0321	0,0143	0,0176	-0,0110
R_r	0,0123	0,0079	0,0255	0,1023	0,3028
R_e	0,342	0,3056	0,2447	0,1432	0,2587

*forecast. Authors research

The obtained results allow to analyze the probability of the effectiveness of changes in the system of the national economy from the adequacy of the conducted EM, which is proposed to be carried out based on the model. The result is the following dependence:

$$\begin{cases} P(R_f = 1) = \Phi(-6.553 - 6.891 \cdot 10^{-10} \cdot R_r + 1.382 \cdot 10^{-9} \cdot R_e); \\ R_f = \begin{cases} 1, R_f > 0; \\ 0, R_f \leq 0. \end{cases} \end{cases} \quad (2)$$

where F is the integral function of the normal distribution.

Wald's test showed that the coefficients of the model are statistically significant. Analysis of model (3) shows that the probability that the implemented set of measures will be effective is very small (values less than 0.0001). The coefficients at R_r and R_e do not significantly affect the situation, because their values are very small. Thus, the probit model indicates that modernization changes in the national economy are not effective. This requires the development of additional regulatory tools.

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