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MODERN TOOLS FOR THE ENSURING OF THE NATIONAL MODEL OF THE «GREEN» ECONOMY ECO DEVELOPMENT

Topicality. *The dominance in the national economy of resource-intensive multifield technologies and the lack of a sound public policy governing the formation, accumulation, storage, recycling, disposal and disposal of waste has led to a critical situation characterized by the further development of environmental threats. The slow pace of adoption and implementation of legal norms regarding the introduction of innovative technologies by types of economic activity, the inefficient use of the nature of resource potential and the unpreparedness of the business environment to intensify the introduction of the innovative model of the "green" economy lead to deepening the ecological crisis and aggravation of the socio-economic situation in society. After all, the high level of waste generation and low rates of their use as secondary raw materials have led to the fact that in Ukraine, in the industrial and municipal sector, significant volumes of solid waste accumulate each year, of which only a small part is used as secondary material resources, the rest fall into landfills. This fact determines the need for reform and development, taking into account global experience of the entire legal and economic system that regulates the use of natural resources, since the difference in the situation in Ukraine, as compared with other developed countries, lies in large volumes of waste generation and lack of infrastructure for handling them. . The "green" economy is an inalienable and effective tool for activities in all areas of life, namely in the areas of transport, agriculture, waste management and energy. This is not only an opportunity but a compulsory development path for all countries and states, including the EU member states..*

Aim and tasks. *The purpose of the article is to determine the instrumental principles of regulation and to ensure the economic development of the process of environmentalization of the national model of the "green" economy. In order to achieve this goal, the study of the genesis of theoretical concepts concerning the ecologization of the development of the national model of the green economy, the determination of normative and legal instruments for enhancing the establishment of the principles of cleaner production and the substantiation of the scientific provisions regarding the development of the organizational and economic scenario for the development of the national green economy model are presented.*

Research results. The institutional principles of ecologization of the development of the national model of the "green" economy are considered. It is determined that further economic growth depends on the formation of an effective innovation policy of the state, based on the latest scientific and technological achievements and the transfer of environmentally sound technologies; ensuring the transfer of scientific research into resource-saving, knowledge-intensive, small and non-waste technologies, competitive goods and services, and activating processes for the formation of an ecologically oriented business environment in accordance with the global challenges of world development. It is substantiated that at the present stage it is important to ensure maximum full realization of the economic potential of regions in the strategy of formation of high-performance ecological-economic system, which is possible only at the expense of the implementation of the course of the "green" economy. The directions and priorities of development of secondary resource use are determined, taking into account both modern real possibilities and long-term economic, social and environmental interests of society; wide introduction of public-private partnership, cooperation and cooperation in central and local executive authorities, local self-government bodies; scientific, technological and methodical provision of waste management on an innovative basis; a significant increase in the role of regions and civil society in the reform of waste management; provision of financing and implementation of certain measures to further improve the management of waste management on a traditional basis. Three groups of tools have been formulated to promote resource-efficient low carbon economic development, as well as to monitor the transition process: imperative, economic and dispositive tools.

Conclusions. It is substantiated that the institutional mechanisms of institutionalization of the process of environmentalization of the Ukrainian national green economy model can be considered: the dynamics of institutional and legislative and regulatory reforms in Ukraine regarding the implementation of the green economy model in the state policy mechanism, the development of state and regional governance institutions, the transformation of social relations and modification of administrative management with saturation of its ecological dominant and development of measures for priority determination their segments of environmentalization of national development. It is determined that the concept of the development of the "green" economy should determine the economic component that cements the growth of economic potential in the sectoral section of the state, the social component that serves as the basis for improving the life support system of Ukraine and the ecological component that forms the basis for implementing an environmentally sound policy of the state. The said confirms the urgency and importance of the institutional provision to enhance the process of environmentalization of the Ukrainian national green economy model, which should include the main legislative regulations of the state environmental policy and the international tendencies of ecologization of social development on the basis of the "green" economy.

Key words: "green" economy, state policy, transformational shifts, normative-legal regulation, ecologization process, national strategy, institutional building, paradigm of ecologization.

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СУЧАСНИЙ ІНСТРУМЕНТАРІЙ ЗАБЕЗПЕЧЕННЯ ЕКОЛОГІЗАЦІЇ РОЗВИТКУ НАЦІОНАЛЬНОЇ МОДЕЛІ «ЗЕЛЕНОЇ» ЕКОНОМІКИ

Актуальність. Домінування в національній економіці ресурсоемних багатовідхідних технологій та відсутність виваженої державної політики, що регулює утворення, накопичення, зберігання, перероблення, утилізацію та захоронення відходів призвело до критичної ситуації, що характеризується подальшим розвитком екологічних загроз. Низькі темпи прийняття та реалізації правових норм щодо впровадження інноваційних технологій за видами економічної діяльності, недостатньо ефективного використання природо-ресурсного потенціалу та неготовність бізнес-середовища до активізації впровадження інноваційної моделі «зеленої» економіки призводять до поглиблення екологічної кризи і загострення соціально-економічної ситуації в суспільстві. Адже високий рівень утворення відходів та низькі показники їх використання як вторинної сировини призвели до того, що в Україні щороку в промисловості та комунальному секторі нагромаджуються значні обсяги твердих відходів, з яких лише незначна частина застосовується як вторинні матеріальні ресурси, решта потрапляють на звалища. Даний факт обумовлює необхідність реформування і розвитку з урахуванням світового досвіду всієї правової та економічної системи, що регулює використання природних ресурсів, оскільки відмінність ситуації, що склалася в Україні, порівняно з іншими розвинутими країнами полягає у великих обсягах утворення відходів та у відсутності інфраструктури поводження з ними. Саме «зелена» економіка є невід'ємним та ефективним інструментарієм діяльності у всіх сферах життєдіяльності, а саме: у сфері транспорту, агро сфері, у сфері поводження з відходами та енергетиці. Це не просто можливість, а обов'язковий шлях розвитку для всіх країн і держав, у тому числі і країн-членів ЄС.

Мета та завдання. Метою статті є визначення інструментальних засад регулювання та забезпечення економічного розвитку процесу екологізації національної моделі «зеленої» економіки. Для досягнення цієї мети завданнями постають дослідження генезису теоретичних концепцій щодо забезпечення екологізації розвитку національної моделі «зеленої» економіки, визначення нормативно-правових важелів активізації застосування принципів більш чистого виробництва та обґрунтування наукових положень щодо розробки організаційно-економічного сценарію розвитку національної моделі «зеленої» економіки.

Результати. Розглянуто інституціональні засади забезпечення екологізації розвитку національної моделі «зеленої» економіки. Визначено, що подальше економічне зростання залежить від формування ефективної інноваційної політики держави, яка б базувалась на останніх науково-технічних досягненнях та трансферу екологобезпечних технологій; забезпечення трансферу наукових досліджень в ресурсозберігаючі, наукоємні, мало і безвідходні технології, конкурентоспроможні товари та послуги та активізації процесів формування екологоорієнтованого бізнес-середовища відповідно глобальних викликів світового розвитку. Обґрунтовано, що на сучасному етапі важливо забезпечити максимально повну реалізацію економічного потенціалу регіонів у стратегії формування високопродуктивної еколого-економічної системи, що можливо лише за рахунок реалізації курсу «зеленої» економіки. Визначено напрями та пріоритети розвитку вторинного ресурсокористування з урахуванням як сучасних реальних можливостей, так і довгострокових економічних, соціальних і екологічних інтересів суспільства; широке запровадження державно-приватного партнерства, взаємодії та співробітництва в центральних та місцевих органах виконавчої влади, органах місцевого самоврядування; науково-технологічне та методичне забезпечення управління відходами на інноваційних засадах; значне підвищення ролі регіонів та громадянського суспільства у реформуванні сфери поводження з відходами; забезпечення фінансування та здійснення визначених заходів для подальшого вдосконалення системи управління поводження з відходами на традиційних засадах. Сформульовані три групи інструментарію для просування ресурсоефективного низьковуглецевого економічного розвитку, а також для контролю за процесом переходу: імперативні, економічні та диспозитивні інструменти.

Висновки. Обґрунтовано, що важелями інституціонального забезпечення активізації процесу екологізації української національної моделі «зеленої» економіки можна вважати: динаміку інституційних та законодавчо-регуляторних реформ в Україні стосовно імплементації моделі «зеленої» економіки в механізмі державної політики; розбудову державних та регіональних інститутів управління; трансформацію суспільних відносин та модифікацію адміністративного управління з насиченням її екологічної домінантою та розбудову заходів щодо визначення пріоритетних сегментів екологізації національного розвитку. Визначено, що концепція розвитку «зеленої» економіки повинна визначати економічну складову, яка цементує зростання економічного потенціалу у секторальному розрізі держави; соціальну складову, яка слугує підґрунтям покращення системи життєзабезпечення населення України та екологічну складову, яка формує базис для реалізації екологобезпечної політики держави. Зазначене підтверджує актуальність та важливість інституціонального забезпечення активізації процесу екологізації української національної моделі «зеленої» економіки, яка має включати в себе основні законодавчі регламенти державної екологічної політики та міжнародні тенденції екологізації суспільного розвитку на засадах «зеленої» економіки.

Ключові слова: «зелена» економіка, державна політика, трансформаційні зрушення, нормативно-правове регулювання, процес екологізації, національна стратегія, інституційна розбудова, парадигма екологізації.

Problem statement and its connection with important scientific and practical tasks. Low rates of market transformation and unsatisfactory state of solving of socio-economic and environmental problems of the regions testify to the absence of a well-balanced state policy that negatively affects the economic development of the regions and leads to the destruction of disparities in the national economy. Continued economic development without radical change in the current economic model will increase the environmental threats and make sustainable development impossible. In this regard, economists, sociologists, politicians, representatives of natural sciences and business began to seek new ways of development that would enable the natural environment to be restored and at the same time provide a decent standard of living for the population. One of the results of such a search was the concept of a "green" economy, which, thanks to the support of international organizations and national governments, gained considerable popularity.

The spread of "green" ideas led to a "boom" of scientific and applied publications, but in them scientists have not yet formulated a single consistent view of the meaning of the concept of "green" economy, its essential features, criteria and principles of construction. The above determines the need for the development of the scientific foundations for the study of the "green" economy in the context of sustainable development.

Analysis of recent publications on the problem. Approaches to interpreting the "green" economy and defining its basic characteristics have been the subject of research in many UN documents, in particular, the Environmental Program (UNEP) and the UN Department for Economic and Social Affairs (UNDESA). Essence, history of development, peculiarities of the formation of the green economy model in different countries of the world were studied: David Pearce, Anil Markandi, Edward Barbie, Molly Scott Kato, Michelle Common, Sigrid Stogl, Robin Ahnel, Miram Kenneth, Inge Ropke, Baer Gomboev, Yerzheni Zomonova, Borys Burkynskiy, Nina Khumarova, Tetyana Galushkina, Anatoliy Yatskov and others. However, there is a need to clarify the basic terminology, to formulate a clear list of goals and principles for building a green economy, since this will serve as the basis for practical actions in the given direction.

Allocation of previously unsolved parts of the general problem. The issue of ensuring the revitalization of the greening process of the national green economy model is a specific new issue caused by modern institutional transformations and the European integration process in Ukraine. The scientific provisions, including the conceptual and methodological principles for ensuring the greening of the development of the national green economy model, remain undeveloped, despite the careful study of green production in the global dimension.

Formulation of research objectives (problem statement). The purpose of the study is to deepen the scientific provisions on ensuring the ecologization of national development in the conditions of transformational and European integration shifts in Ukraine. To achieve this goal, the following theoretical, methodological and practical tasks were set:

1. examine the genesis of theoretical views on the development of tools for ensuring the revitalization of the greening process of the national green economy model;
2. to define the essence of the paradigm of environmentalization of national development in the context of transformational and European integration shifts;
3. implement the EU legal acts and determine the implementation directions for the process of environmentalization of the national green economy model for Ukraine.

Outline of the main results and their justification. On the basis of the systematization of theoretical and methodological approaches and concepts of state policy in the context of the implementation of EU legislation, the definition of a clear coordination of state institutions with regard to ensuring the revitalization of the process of environmentalization of the Ukrainian national model of the "green" economy on the socio-ecological and economic parameters is an urgent necessity. It should be emphasized that the implementation of ecologization of the Ukrainian national model of the "green" economy is possible through:

- National and regional programs through the inclusion of the "green" component of their development;
- Environmental Action Plans indicating the areas of national and regional funding and the volume of necessary investments not only for environmental improvement, but also long-term support for the transfer of innovative clean plants (technologies) and their effective implementation in the national and regional dimension;

- Budget expenditures for priority measures that ensure the ecologization of national and regional development while strengthening the public-private partnership's levers in the implementation of the strategic objectives of the state policy of Ukraine [10].

The modern management system should be focused on: reorganization and further integration of environmental management functions into a single functional management system; extension of the rights and capacities of the authorities in the system of control over the protection of the environment and the use of natural resources; shifting the emphasis in the implementation of state control over the observance and strengthening of environmental legislation in the direction of gradual reorientation of the economic levers of stimulation of ecologically safe economic activity on the tasks of the green economy; strengthening of social responsibility of the business in compliance with the requirements of environmental legislation, implementation of environmental policy.

It has been proved today that in assessing the dynamics of modern transformational shifts insufficient attention is paid to the ecologization of national and regional development.

In recent years, certain preconditions have emerged for the need to develop a "green economy" in the context of possible socio-economic changes. The factor of the proper state of infrastructure and the readiness of the business sector in cooperation with management structures to eliminate a number of existing socio-economic and environmental problems is of great importance in advancing the green development model [12].

On the basis of considering the possibilities of greening the "green" development, it has been proved that both state and regional policies in this area should be aimed at:

1. Stimulating the growth of the production of environmentally safe products and the volume of eco-innovations by eliminating financial barriers to obtaining investment by enterprises for the introduction of green schemes of production and technologies, the creation of trust funds, and ensuring the further development of modernization of production according to environmental parameters, which include aspects such as quality assurance environment and ecological quality of manufactured products;

2. Growth of employment through the creation of "green" jobs;

3. Gradual acceptance by enterprises of higher energy and environmental standards, their harmonization with the standards of the European Union, promotion of voluntary accession to the standards of ISO 9000,14000;

4. Implementation of the system of social responsibility in the practice of production enterprises and the service sector;

5. Creation of ecotechnologies as a center for cleaner production in order to implement the transfer of resource-saving technologies; implementation of technical and technological expertise and provision of consulting services for optimization of production processes, balances of use of material and natural resources.

According to the analysis, it is proved that today the formation of a model of a "green" economy is hampered by:

1. Imperfection of economic policy and informational and statistical support;

2. Low level of introduction of innovative technologies by types of economic activity;

3. Insufficiently effective use of the nature of the resource potential;

4. Lack of relevant institutions that would ensure the efficiency of the transfer of savings technology resources in all segments of the national economy development;

5. Unwillingness of the business environment to activate the implementation of the innovation model of the "green" economy.

Today, there are certain institutional and economic opportunities for the transition of the state to the green economy model. First of all, these are highly developed industrial regions, whose industry plays an important role in the structure of the state's economy [11].

At the same time, the level of implementation of innovative, including low-cost, resource-saving and non-waste technologies, is rather low. Thus, promoting the transition of regions to the principles of resource-efficient and cleaner production is a key task of supporting the course of the "green" economy.

It should be noted that, to a large extent, further economic growth depends on:

1. Formation of an effective state innovation policy based on the latest scientific and technical achievements and the transfer of environmentally sound technologies;

2. Ensuring transfer of scientific research into resource-saving, science-intensive, small and non-waste technologies, competitive goods and services;

3. Activation of the processes of formation of an ecologically oriented business environment in accordance with the global challenges of world development.

In this context, it should be noted that at the present stage it is important to ensure the fullest possible realization of the economic potential of regions in the strategy of formation of a highly productive ecological-economic system, which is possible only through the implementation of the course of the "green" economy [17].

The "green" economy is an inalienable and effective tool for activities in all areas of life, namely: in transport, agriculture, waste management and energy. This is not just an opportunity but a compulsory development path for all countries and states, including the EU member states. Reliable energy supply in the future includes the following three elements: energy saving, maximum energy efficiency and the fastest transition from fossil fuels to renewable energy sources. The European Union, and especially Germany, are currently in the process of such a transition [13].

There are three types of tools to promote resource-efficient low carbon economic development, as well as to monitor the transition process:

-imperative (administrative-command) instruments such as orders and directives, prohibitions, restrictions on volume of emissions into the atmosphere or licensing procedures;

- economic instruments (market-oriented laws) such as green taxation and the reform of environmental payments, certificates (trade permits) or liability rules, green subsidies and schemes of promotion, and the abandonment of those subsidies that are harmful to the environment (ie, subsidizing prices for fossil fuels);

- dispositive (voluntary) instruments such as information, management systems, periodic exchanges of experience or voluntary agreements between government agencies and private business associations ("green" agreements or unions).

In the EU, three types of tools are used in the process of building the legal basis for the green economy.

The most successful examples of the European Union's use of "hard law":

1. Regulation 2007/715 / EU of 20 June 2007 on permits for the use of exhaust emissions of passenger and goods vehicles (Euro 5 and Euro 6) and on access to vehicle repair and maintenance information;

2. Directive 2010/30 / EU of 19 May 2010 on labeling and general information on the characteristics of energy consumption and other resources by energy-dependent products;

3. Directive 2010/31 / EU of 19 May 2010 on building energy consumption: EU Member States should ensure close to zero energy consumption by buildings put into effect by December 31, 2020 and close to December 31, 2018 zero energy consumption by all new buildings that are owned by government agencies.

Regarding waste management, it should be noted that the overall waste management system in Ukraine is characterized by:

- accumulation of wastes in the industrial and domestic sectors, which negatively affects the state of the environment and human health;

- improper disposal and disposal of hazardous waste;

- placement of household waste without taking into account possible hazardous consequences;

- improper use of waste as a secondary raw material due to the imperfection of the organizational and economic principles of their involvement in production;

- the inefficiency of implemented economic instruments in the field of waste management.

Significant volumes of wastes accumulated in Ukraine and lack of effective measures aimed at preventing their formation, utilization, disposal and disposal, progress the ecological crisis and become a brake on the development of the national economy. This situation necessitates the establishment and proper functioning of a nationwide waste prevention, collection, recycling and disposal, disposal and environmentally sound disposal. This should be an urgent task, even in conditions of relatively limited economic opportunities of both the state and the main waste generators. Thus, the only possible way to resolve the situation is to create a comprehensive waste management system with regulatory and effective legal regulation [14].

First of all, the Constitution of Ukraine, as the Basic Law, which has the highest legal force, defines the obligation of the state to preserve the provision of environmental safety for man and the entire animal world, maintaining the proper quality of the environment and environmental equilibrium [1].

Compliance with the norms and rules of environmental safety is provided by the state through three levers: the creation of a system of modern legislation, effective administrative control, the introduction of an economic mechanism for the use of nature by the formation and development of the legal culture of citizens. The development of a system of economic legislation in Ukraine to a certain extent took place in accordance with the concept, the main ones being the laws on environmental protection, the protection of atmospheric air, the protection and use of wildlife. The next stage in the development of environmental legislation - its codification, taking into account the relevant constitutional provisions, and the Land, Forest, Water Code, Subsoil Code and other acts - is an instrument for regulating natural resources and publicity of the use of natural resources.

To date, the following Laws of Ukraine regulating social relations in the field of waste management exist in Ukraine:

- "On Pesticides and Agrochemicals" No. 86/95-VR of March 2, 1995 [2];
- "On Waste" No. 187/98-VR of March 5, 1998 [3];
- «About the scrap metal» № 619-XIV | May 5, 1999 [4];
- "On the exclusion from circulation, processing, utilization, destruction or further use of low-quality and dangerous products" No. 1393-XIV of January 14, 2000 [5];
- "On the National Program on the Treatment of Toxic Wastes" No. 1947-III of September 14, 2000 [6];
- "On Chemical Current Sources" No. 3503-IV of February 23, 2006 [7];
- "On ratification of the Stockholm Convention on Persistent Organic Pollutants" No. 949-V of April 18, 2007 [8].

The norms of the subordinate legal acts, including decrees of the President of Ukraine, the Decrees of the Verkhovna Rada of Ukraine, the Decrees of the Cabinet of Ministers of Ukraine, etc. specify the regulation of public relations in relation to the treatment of waste.

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However, the regulatory system lags behind the progression and scale of the growth of resource-intensive multi-source technologies in the national economy, as the outdated technological base has determined and continues to determine the high rates of generation and accumulation of waste. Such circumstances lead to the deepening of the ecological crisis and the aggravation of the socio-economic situation in society and causes the need for reform and development, taking into account domestic and world experience of the entire legal and economic system that regulates the use of natural resources in general and waste management in particular [18].

Waste generated during the process of extraction, enrichment, chemical and metallurgical processing, transportation and storage of minerals is a secondary raw material reserve of industry, construction and energy. Considerable resource potential is also waste as a secondary raw material, which is the remnants of final consumption products (waste paper, polymers, glass, worn tires, etc.) [15].

The high level of waste generation and low rates of their use as secondary raw materials have led to the fact that in Ukraine, in the industrial and municipal sectors, significant volumes of solid waste accumulate each year, of which only a small part is used as secondary material resources, the rest fall into landfills.

The difference in the situation with waste in Ukraine, compared to other developed countries, lies in the large volumes of waste generation and lack of infrastructure for handling them. At the same time, the availability of such infrastructure is an indispensable feature of all economies of developed countries [16].

In general, the waste management system in Ukraine is characterized by the following trends:

- accumulation of wastes both in the industrial and domestic sectors, which negatively affects the state of the environment and human health;
- improper disposal and disposal of hazardous waste;
- placement of household waste without taking into account possible hazardous consequences;

- improper use of waste as a secondary raw material due to the imperfection of the organizational and economic principles of their involvement in production;
- inefficiency of implemented economic instruments in the field of waste management.

The solution of this problem is key in solving energy and resource independence of the state, saving natural material and energy resources, and the actual strategic tasks (priority) of state policy.

The Cabinet of Ministers of Ukraine, by its Order No. 820-r of November 8, 2017, approved the National Strategy for Waste Management in Ukraine until 2030 (hereinafter - the Strategy) [9].

The strategy defines the main directions of state regulation in the field of waste management in the coming decades, taking into account European approaches on waste management, based on the provisions:

- Framework Directive 2008/98 / EC of the European Parliament and of the Council of 19 November 2008 on waste and repeal of certain directives;
- Council Directive 1999/31 / EC of 26 April 1999 on waste disposal;
- Directive 2006/21 / EC of the European Parliament and of the Council of 15 March 2006 on waste management in extractive industries, amending Directive 2004/35 / EC;
- Directive 94/62 / EC of the European Parliament and of the Council of 20 December 1994 "On Packaging and Packaging Wastes";
- Directive 2012/19 / EC of the European Parliament and of the Council of 4 July 2012 on waste electrical and electronic equipment (WEEE);
- Directive 2006/66 / EC of the European Parliament and of the Council of 6 September 2006 "On batteries and accumulators and spent batteries and accumulators".

The purpose of this Strategy is to create conditions for raising the standard of living of the population by introducing a systemic approach to waste management at the state and regional level, reducing the volume of waste generation and increasing the volume of their processing and reuse.

The objectives of the Strategy are:

- Identifying and solving key issues of waste management development in Ukraine on an innovative basis;
- determination of priority directions of activity of central and local executive authorities, local self-government bodies, organizations, institutions, enterprises, public organizations and society as a whole in relation to the transition of the waste management system to the innovation model;
- Identification of ways and means of improving existing waste management infrastructure that does not contradict the innovation model;
- ensuring sustainable development of Ukraine through the implementation of tasks aimed at ecological and resource security;
- reduction of administrative burden on business entities, improvement of the quality of administrative services provision;
- ensuring the legality and predictability of administrative actions.

The strategy is based on the following principles:

waste hierarchy, which provides for waste management actions in the following order:

- prevention of the formation of waste in order to optimize the processes of designing resource extraction, production of goods (ecodesign) and waste generation;
- preparation for reuse - creation of the whole industry for testing, purification or determining the suitability of products or their components for re-use without pre-processing;
- waste processing - recycling with returning to the production cycle of various materials contained in the waste;
- other types of utilization of waste, including energy utilization, - use of waste as secondary energy resources;
- disposal of waste - burial of them in specially equipped places / facilities and destruction (disposal) at installations that meet ecological standards, only in case of the impossibility to perform previous stages of the hierarchy;

the transition to a closed-loop economy, which assumes that the volume of products, materials and resources is used in the economy for as long as possible and the generation of waste is minimized;

proximity, which provides for the reduction of potential risks from waste pollution of their processing as close as possible to the sources of education;

warning that, in the presence of evidence of environmental risk, appropriate preventive measures should be taken;

joint responsibility, participation of state authorities, local self-government bodies, business entities, as well as the public in making decisions on the achievement of the objectives of environmental policy;

an extended liability of the manufacturer, which implies the responsibility of producers and importers of products for acceptance of returned products and waste that have remained after its use, as well as further waste management;

Self-sufficiency, which involves the creation of an integrated, adequate network of facilities for the disposal and disposal of waste, which will enable the state or region to ensure the self-disposal and disposal of its own waste.

In addition, an important economic tool for environmental policy is the polluter pays principle, which provides that those responsible for contamination should bear the costs associated with this contamination.

The objectives of the Strategy are to: identify the directions and priorities for the development of secondary resource use, taking into account both current real opportunities and long-term economic, social and environmental interests of society; wide introduction of public-private partnership, cooperation and cooperation in central and local executive authorities, local self-government bodies; scientific, technological and methodical provision of waste management on an innovative basis; a significant increase in the role of regions and civil society in the reform of waste management; provision of financing and implementation of certain measures to further improve the management of waste management on a traditional basis.

Implementation of this Strategy is carried out in three stages: the first – 2017-2018 years, the second - 2019-2023 years, the third – 2024-2030 years.

Auxiliary tools for qualitative regulation on the basis of the National Strategy should be the following groups of legal acts:

1. National Waste Management Plan;
2. Regional Waste management plans;
3. Framework Directive on waste based on legal provisions Directive 2008/98 / EC of the European Parliament and of the Council of 19 November 2008 on waste and repealing certain Directives, Directive 1999/31 / EC of the European Parliament and of the Council of 26 April 1999 on waste waste disposal
4. Sectoral bills: Law of Ukraine "On Batteries, Batteries and Accumulators" on the basis of Directive 2006/66 / EC of the European Parliament and of the Council on batteries and accumulators and waste batteries and accumulators; The Law of Ukraine "On Waste Electrical and Electronic Equipment", Directive 2012/19 / EC of the European Parliament and of the Council of 4 July 2012 on waste electrical and electronic equipment; Law of Ukraine "On packaging and packaging waste" Directive 94/62 / EC of the European Parliament and of the Council of 20 December 1994 on packaging and packaging waste; "On waste disposal", "On waste incineration", "On waste petroleum products", "On decommissioned vehicles", "On waste management of extractive industries", based on Directive 2008/98 / EC, 1999 / 31 / EC, 2010/75 / EC, etc.

The main tasks of the National Waste Management Plan are the definition of specific socio-political, institutional, organizational, technical, regulatory, technological measures provided for by this Strategy, responsible executors and terms of implementation of measures, sources and amounts of financial support, means of monitoring the state of implementation of measures and monitoring the results of the reform in the field of waste management. Approves the National Waste Management Plan of the Cabinet of Ministers of Ukraine.

Regional waste management plans are developed to facilitate the implementation of this Strategy no later than two years after its approval and agree with the Ministry of Environment and the Ministry of Regional Development in accordance with their competence. The approved regional waste management plan is the basis for financing from the state and local budgets.

Regional waste management plans should cover all activities that fall under the authority of local executive bodies in the field of waste management, and include:

- analysis of the current situation in the field of waste management in the region;
- defining goals and activities;
- analysis to select the optimal waste management system (infrastructure for collection, separate collection, processing, processing and disposal) and the practical measures necessary for its implementation;

- definition of the geographical boundaries of the interregional territories for which the plan has been developed and which must together use the services of the landfill or processing enterprise;
- determine the responsibilities of various institutions and organizations that will be involved in the implementation of measures and actions, costs and possible sources of funding.

Another type of tools which activates the eco development of the national model of the “green” economy are projects, which is funded by European Union. Namely “Marine and River Litter Elimination New Approach-MARLENA” (further-MARLENA) which is realized at the Joint Operational Programme Black Sea Basin 2014-2020 (further-BSB) is set towards union of the forces against pollution near the Black sea, rivers, protected areas and nature reserves or in the vicinity of the Black sea basin. All 5 target regions are in BSBasin and have rich biological diversity and tourism potential. Project aims at jointly raising public awareness and education regarding river and marine litter problems, the value of biodiversity and environmental protection for target audiences such as youth, tourists, business, local communities and authorities, educational organizations. Particular attention is paid to development of environmentally and responsible-citizenship and ecological behavior among youth. MARLENA aims to strength community action and to involve local population in promotion and implementation of cross-border Black Sea Basin coastal and river clean-up campaigns and share good experiences in this field in reducing and eliminating pollution.

Group of activities are as follows: Joint Management activities-meetings, reporting, joint implementation activities:

-1st group: better cooperation of organizations in BSB - survey on existing policy and legislation, networks and cooperation initiative to reduce river and marine litter in BSB; development of focus groups: waste management, illegal dumping and landfill sites on riverbanks/protection of the important natural areas from the water pollutions; guide with the good waste management practices of local authorities and environmental organizations, round tables and conferences between the partners, joint platform for signalization for wastes and illegal dumping sites, initiation of cross-border joint actions in 5 languages;

-2d group - straightening capacity of local interested organizations: small –scale investment works will be implemented on the territory of 2 partners for solving common environmental issues: promotion of a good European practice for the use of a separate waste collection system in Bulgaria and Elimination and reduction of illegal dumping and landfill sites on riverbank in Demirkoy, Turkey and turning it into a beautiful park. Capacity building trainings of the local authorities, good practice exchanges.

- 3rd group: activities for increasing of the public awareness and enhance of public include: wide awareness campaign in Black sea basin countries including: informational meetings, Preparation ‘responsible-citizenship’ guidelines for children and students, tourists, and visitors , River and sea-cost clean up informational campaigns, organization of eco actions and eco camps for enhancing the ecological culture of youth.

Conclusions and perspectives of further research. Summarizing the foregoing, one can suppose that the levers of institutional strengthening of the process of environmentalization of the Ukrainian national model of the "green" economy can be considered:

1. Dynamics of institutional and legislative and regulatory reforms in Ukraine regarding the implementation of the green economy model in the state policy mechanism;

2. Development of state and regional institutes of governance;

3. Transformation of public relations and modification of administrative management with saturation of its ecological dominant;

4. Development of measures for identifying priority segments of national development ecologization;

Taking into account the aforementioned, the concept of the development of the "green" economy should determine:

1. An economic component that cements the growth of economic potential in a sectoral view of the state;

2. Social component, which serves as a basis for improving the life support system of the Ukrainian population;

3. The ecological component, which forms the basis for implementation of ecologically safe policy of the state.

The said confirms the urgency and importance of the institutional provision for activation of the greening process of the Ukrainian national green economy model, which should include the main legislative

regulations of the state environmental policy and the international tendencies of ecologization of social development on the principles of the "green" economy.

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