

The article deals with ecological innovations as strategic pre-condition of transition to the new model of nature handling. It determines that the primary purpose of application of ecological innovation is a reduction of a negative influence of human activity on the environment. It determines the necessity of introduction of ecological innovations with the purpose of decision of modern ecological-economical problems. The author shows that the «green» economy is an alternative direction of the global economy with a new innovative and technological base, which is characterized by a minimal impact on the environment. The article points out that the implementation of the strategy of forming of the environmentally safe social fair economy should be based on the use of innovations. It draws the directions for the formation of a new model of structural transformation of the nature economy.

Key words: ecological innovations, ecological innovative development, innovative policy, model of nature handling, green economy.



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[3].

» [4, с. 38].

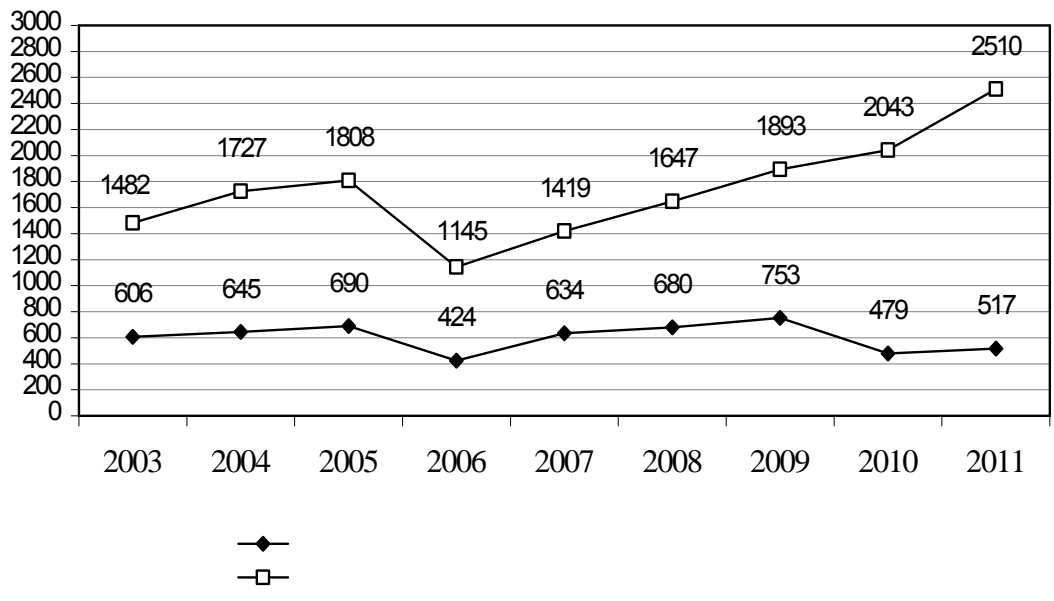
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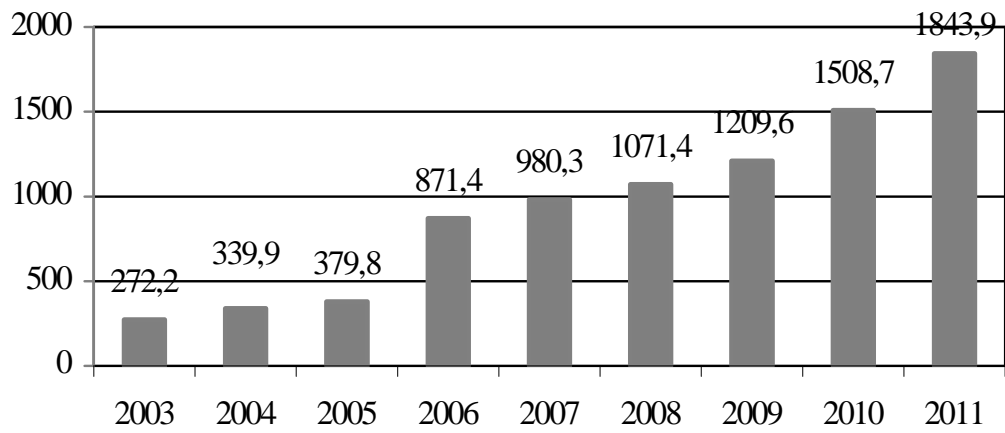
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