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The necessity of the application of ground of the sustainable development based on increasing investment in ecosystems reproduction is proved. The anthropogenic changes of ecosystems in «brown» economy contributed to economic growth, but it has been caused the ecosystem degradation. The basic components and functions of natural capital are examined; the classification of ecosystem services by their functionality is considered in the article. Conducting the comprehensive economic valuation and economic differentiation of ecosystem services as a prerequisite for investing in natural capital is grounded.

The necessary condition for reducing the negative consequences of ecosystem services degradation was concluded and to prevent them is embedding considerable investments in natural capital and environmental infrastructure, that can be highly profitable, bring additional benefits, create new jobs, achieve social development goals and not harm the environment.

Key words: natural capital, ecosystem, ecosystem services, investment in natural capital and environmental infrastructure.



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The article analyzes the concept of corporation, broadly viewed corporate industry of subsoil use in Ukraine and destructive factors that negative influence on this industry. These are necessary measures to improve the functioning of the corporate sector subsoil: improve the business climate, improvement of financial and credit system, minimizing the informal sector of the national economy, promoting fair competition, support innovation and investment.

Key words: subsoil, corporatization, sustainable development, corporate structures, Institute of Multinational Corporations.