

PERSPECTIVES AND CHALLENGES OF A GREEN ECONOMY FORMING IN UKRAINE

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A concept of *green economy* is usually includes those sectors of the economy, which are oriented on production of renewable forms of natural capital. Also *green economy* considers the areas of management, which provide products (goods and services) for environmental purposes. The ecologically oriented products, depending on their functions can be assigned as products and services that reduce ecologically distractive impact of human activities. Among the most popular environmentally friendly products are: *scientific products* (know-how, databases, plant varieties, animal breeding, design and technological documentation, etc.); *industrial products* (pollution control equipment, monitoring systems, installations for waste disposal, technology and resource efficiency, etc.), *information services* (environmental consulting services for the collection of environmental information, environmental auditing, etc.), *educational services* (education programs, training, manuals, etc.); *management services* (technologies of social and ecological-economic systems), etc. All these products are manufactured and sold in Ukraine.

Network of green economy. Since the mid-1990s there were formed in Ukraine the scientific, methodological and organizational principles of green economy. In particular, there were grounded the reasonably possible development strategies. Thus in 2003 in Sumy State University there were developed a conceptual features for ECOPOLIS formation in Sumy region. ECOPOLIS is a scientific, industrial and educational complex for the production and sale of ecologically friendly goods and services. Since the late 2000s, Ukraine began to develop organizational and economic mechanisms to activate the green economy [2].

Certainly it would be an exaggeration to say that Ukraine is destined for success in achieving sustainable development (development that meets the needs of the present without compromising the ability of future generations to meet their own needs). However, there is a good reason to believe that current global and national conditions are exclusively favorable for changing social and economic systems in direction of sustainable development. Let's analyze priority direction of green economy firming in Ukraine.

Recreation. According to the researchers Ukraine currently uses for recreation and tourism only about 7% of territory. Also to a large extent this areas are under the influence of industrial production. Estimates show that the potential of natural resources of land, recreation and tourism (including the lands of historical and cultural significance) can be significantly improved in quality and

increased in quantity. In particular for recreation and tourism could be involved about 15% of the country, which is almost double of the current figures.

According to estimates based on the use of this potential Ukraine can annually recuperate and rest about 50 million people (that is the entire population of the country). This opens up opportunities for the development of the export potential of this sector like many developed countries do. For example the level of incomes from tourism in European countries is about 5 to 8% of GDP. And in some specific countries with tourist specialization (such as Cyprus, Malta, and others), the level incomes from tourism is from 20% to 40% of GDP [1].

Alternative energy can play a crucial role in greening the economies of the country. The most important types of alternative fuels that have real prospects in the near future and can contribute to the energy balance of the country are: *biogas, briquettes and pellets, bioethanol, biodiesel, coal mine methane*.

In all these types of fuel Ukraine do has already an industrial capacities. In particular, currently it operates five plants for the production of biogas from landfills. There are several open facilities for the production of biodiesel. One of the most developed directions today is production of solid biofuels. Currently Ukraine has more than 200 manufacturers for pellets and briquettes production, they are made of different raw materials (wood chips, sawdust, straw, sunflower husks, hulls of grains, etc.). Alternative energy can solve several critical interrelated objectives: *first of all to reduce the environmental impact* on the natural environment (a large part of the production of alternative energy produced from waste), and *secondly, to improve energy security* of the country (in particular, reducing dependence on foreign energy sources); *thirdly, the formation of a closed cycle of reproduction* of natural capital (production of biofuels has the closed natural cycles), and *fourthly, to promote social development rights* (the creation and exploitation of alternative energy systems requires the development of green thinking among designers, and the greening of the population life style).

Additionally there are many reasons to believe that the global and national levels do have extremely favorable conditions for transformations of national Economy. Among most important are:

- transformation of social needs of the population, resulting in the growth of demand ecological goods (education, science, recreation, sports, arts, tourism and the creative economy, etc.);
- increasing scarcity of food (and therefore, rise of prices for agricultural products) in the world markets;
- increasing demand for organic food and ecologically friendly goods, which significantly increases the economic efficiency of organic farming and the "green economy" for a number of positions;
- increasing price of fossil fuels, making cost-effective alternative energy (biogas, biodiesel, bioethanol, methane, wind and solar energy).
- reduced profitability of the "heavy" sectors of the Ukrainian economy.

References:

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