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## **THE ASSESSMENT OF GREEN POTENTIAL OF THE REGION DEVELOPMENT<sup>1</sup>**

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In the informational society and transformational changes in the economy there is a need in the personalities and ways of making decisions that have the ability to self-development, have an unusual approach and can make a new quality in social and economic life of society. The term "creative" denotes creativity, which "not only put forward the idea, but also brings them to the practical results." In English literature, as a rule, the term «creativity» represent all that is directly related to the creation of something new, the actual process of the creation; product of this process, its subject; the circumstances in which the creative process runs; factors that cause it.

In our opinion, in a revitalization of global processes and the corresponding transformation of economic systems, innovative concept of social development requires an understanding of creativity as the driving force of the post-industrial economy. That is why it is vital to ensure the creative business potential in the regions and cities, which are the main centers of economic life that will enhance their investment attractiveness, efficiency of operation, attracting highly qualified professionals and improve the quality of life in general.

We evaluated the performance of green potential in the period of 2011-2014 in Sumy region. As a whole the trend is positive, especially in terms of green tourist attraction (it increased by almost 2 times), indicating that the strategic opportunities for enhancing the competitiveness of the region and gives reason to believe Sumy region promising region in terms of its ecological oriented creative potential.

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In order to develop innovative directions in ecological oriented transformation of socio-economic system in Sumy region we have made analytical studies. With the help of SWOT-analysis we identified strengths of the region, such as the relative environmental friendliness, the potential for economic development, a high level of education, the creative potential of the staff of enterprises. Among the weaknesses - the outflow of labor resources, significant deterioration of infrastructure, the lack of a coherent program of advertising the city and the region, the corruption of power, lack of a clear program of regional strategic development, etc. In order to improve the capacity of green creativity is determined by the position of the territorial formation of a bright brand in order to attract both domestic and foreign investment to improve the economic well-being of the region.

It should be noted that emissions of air pollutants and wastewater discharges into waters area is less than 1% of total emissions in Ukraine. Sumy is also rich in natural resources. A real gem of a nature reserve Mikhaylovskaya tselina. Overall, 6.6% of the territory is reserve fund, 19% - forest. In addition, Sumy has a great historical socio-economic experience. In the beginning of the last century, there existed a real, by today's standards, eco polis, where the organic farming was predominant - Neplyuy brotherhood on the territory of the Yampol district. Thus, Sumy can become an incubator of goods and services for environmental purposes, the priority areas of production which should be the agrarian sphere, green energy and construction, eco-tourism.

As the result of evaluation and theoretical justification of features of the green potential in the regional strategic development, it was found that the backbone factor of the region is the creative potential, which is based on the creative industries and the creative class - workers of enterprises that create intangible assets, bringing tangible benefits - new ideas and technologies, i. e. maintain the current level of production and services, including environmental ones.

### **SWOT- analysis of green potential of Sumy region**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• The existing potential of innovative development</li> <li>• The high level of education of the population</li> <li>• The creative potential of enterprise personnel</li> <li>• The relative environmental cleanliness</li> <li>• Beautiful nature and landscapes</li> <li>• Availability of vacant of market niches, scope for business development</li> <li>• Development of high enough quality masmedia and ensure freedom of speech</li> </ul>	<ul style="list-style-type: none"> <li>• Instability and unpredictability in politics</li> <li>• The lack of a unified strategy of regional development</li> <li>• Insufficient business information</li> <li>• Lack of development of the third sector (unions, business associations, non-governmental organizations)</li> <li>• Lack of structures that would be engaged in the creation and promotion of green image</li> <li>• Substantial deterioration of infrastructure</li> <li>• Lack of motivation to promote the brand of Sumy region</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Major the agrarian possibilities</li> <li>• Development of industrial parks</li> <li>• Using the oil and gas in the region, which produces more than 40% of the Ukrainian oil</li> <li>• Creation of the green regional structure</li> <li>• Creation the potential of the brand – "green oasis"</li> </ul>	<ul style="list-style-type: none"> <li>• The slow change of mentality of residents of territorial communities</li> <li>• The imperfection of the executive of the sphere of authority</li> <li>• Unsuccessful examples of foreign investments in Sumy region</li> <li>• High mortality rates</li> <li>• Difficult customs procedures</li> <li>• High migration</li> <li>• The aggressive competition</li> <li>• Depreciation of infrastructure and communications</li> </ul>