

UDC 33

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**Introduction.** In the introduction we will present the background for ecopreneurship and ecology itself. Nowadays interest in ecological problems is growing very rapidly, so everybody should know the basic facts. Increasing pollution made society change its attitude towards nature. Our health depends on the surroundings we live in, so we must do our best to we breathe fresher air; bathe in cleaner water because our health is the most important value in life. Ecopreneurship is an emerging concept, and it may become one way of doing business in more environmentally friendly ways. We will analyse how ecopreneurship and ecology can be defined in theory and understood in practice.

**1. The meaning of ecological innovations**

Ecological innovations – innovations, that help to reach a steady development in reducing negative production affects on the environment, increasing natura's resistance to negative effects, also using natural resources more effectively and responsibly. New processes, technologies and services, promoting more ecological businesses are also included on the agenda.

What is more ecological innovation is an opportunity for business, to reduce its costs and to approach new opportunities to expand.

For these reasons EU is reinforcing the implementing ideas of businesses and industry by removing economic and regulatory barriers, encouraging investment and increasing demand and public awareness.

**2. Sustainability of ecology in Lithuania**

Pursuant to the legislation in force, every producer in the Republic of Lithuania, who delivers products in primary packages to the market, is required to pay a certain pollution fee. Nevertheless, companies which cooperate with waste recyclers are exempt of such fees. To ensure proper recycling of the manufacturer's waste, such companies issue certificates. In the law "LIETUVOS RESPUBLIKOS MOKESČIO UŽ APLINKOS TERŠIMĄ ĮSTATYMAS / REPUBLIC OF LITHUANIA ENVIRONMENTAL POLLUTION TAX LAW ( Žin., 1999, Nr. 47-1469)" is written: "Įstatymo paskirtis – ekonominėmis priemonėmis skatinti teršėjus mažinti aplinkos teršimą, vykdyti atliekų prevenciją ir tvarkymą, neviršyti nustatytų teršalų išmetimo į aplinką normatyvų, taip pat iš mokesčio kaupti lėšas aplinkosaugos priemonėms įgyvendinti." The purpose of the Law is an economic means to encourage polluters to reduce environmental pollution, the discharge of waste prevention and management, not to exceed the emission standards in the environment, as well as funds, accumulates tax-environmental measures.

**2. Actions taken by Lithuanian Ministry of Environment to prevent ecological issues in the country**

Lithuanian Ministry of Environment carries out the state management functions designated by laws and other legal acts in the field of environmental protection, forestry, use of natural resources, territorial planning, construction, housing and geology and implement the national policy in the said fields. Having assessed the data of environmental observations, taking into consideration the conclusions of scientific institutions and the public opinion and following the existing strategic documents and preparing the legal bases, the goals of the Ministry of Environment and its subordinate institutions are:

- Ensure protection of environment according to sustainable development principles, form principles and guidelines of the regional management policy of the country and ensure application of the said principles.
- Seek to ensure healthy and clean environment, rational use, protection and restoration of natural resources, including forests and the soil in the Republic of Lithuania, its territorial waters, continental shelf and economic zone.
  - Protect landscape, ecosystems, natural wealth resources, biological diversity and gene pool characteristic.
  - Ensure rational development of forestry and forest management.
  - Promote urban development, architecture and construction progress.
  - Develop legal system of environmental protection, territorial planning as well as construction and housing incompliance with the needs of the country and requirements of European Union.
- Tasks of the Ministry of Environment within set competence is responsibility of departments and divisions of the Ministry, departments, services, inspections established under the Ministry and other institutions, state enterprises founded by the Ministry or subordinated to the Ministry.

Lithuanian Ministry of Environment is constantly working on forming the policy of the atmosphere, water, soil protection, regulation of water resources, the management of hazardous chemical materials, radioactive materials and waste.

**Conclusions.** Ecological innovation is an opportunity for business, to reduce its costs and to approach new opportunities to expand. For these reasons EU is reinforcing the implementing ideas of businesses and industry by removing economic and regulatory barriers, encouraging investment and increasing demand public awareness.

Such innovations as „Tausiai išteklius naudojanti Europa“(A resource-efficient Europe) and „Inovacijų sąjunga“(Union of Innovations) will help in achieving important goals. This initiatives plan specifies how to ensure

sustainable use of resources based on growth, also proposes measures and indicators that will help to take the necessary action at European and international level.

„Inovacijų sąjunga“ (Union of Innovations) initiative encourages confirming eco-innovation action plan, which would focus on the specific obstacles problem-solving and provided opportunities of innovation for achieving environmental goals.

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