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THE DEVELOPMENT OF THE EUROPEAN PRACTICE OF SORTING GARBAGE IN UKRAINE

As of 2000 in Ukraine the total mass of accumulated refuse exceeds 25 billion tons, that's an average of 40 thousand. tonnes per 1 sq. land area. The value of accumulated waste has reached a line beyond which there is a threat of environmental catastrophe.

Our country needs to reform the system for the collection and recycling of garbage. Practice sorting food, glass and plastic garbage takes place in Ukraine, but doesn't give the desired effect. In order to find out the reasons, I conducted a survey and surveillance of residents of Dnipropetrovsk.

Were obtained the following results:

- Population attracts the experience of European countries, but they don't believe that this practice is applicable in Ukraine. They don't see in practice how the system of waste processing and its effect;
- The state doesn't provide enough dumpsters of different types. The undeveloped state regulation;
- Unavailability of the population follow the rules of sorting waste. Absence of environmental culture and social responsibility (insufficient environmental education leads to misunderstanding of requirements in the field of preservation of ecological well-being of the population);
- ignorance about the functioning of the garbage processing enterprises and the development of the processing recycling and others.

Accordingly, these items are the main reasons in terms of population, why did not take the practice of waste sorting. However, the majority of respondents support the idea of sorting and recycling.

Not only the state is obliged to protect the environment, it is not always possible to carry out, because of limited budget. Therefore, it should motivate businesses to work in this scope. At the moment, there are many limitations for such company: complicated process formalization, obtaining a license for each type of garbage, comprehensive regulation of activity. In the future state should promote the development of such associations as UEA"UkrEko."

Specific objectives to be achieved with the correct sorting of garbage is efficient extraction of "useful" products (selection "recycled" for sale businesses that use them in their production), allocation of garbage in prescribed places for further transportation and disposal, or burning to produce electricity.

Given this data, the government and enterprises, it is necessary first of all, to develop environmental responsibility among the population and encourage them to sorting garbage, through the use of marketing tools: social and informational advertising, understanding the formation of the need to respect environmental standards, promotion of environmental values, events in the format of "Clean City", "City without garbage", attract young people to promote the idea of reducing the anthropogenic impact on the environment. It is recommended to use the experience of countries such as Germany and Switzerland, which have achieved the greatest success in the field of recycling (over 80% of waste, of which 50% is used as a secondary raw material; for comparison, Ukraine as secondary resources are used for only about 5% of municipal solid waste).

Importantly to bring to enterprises and households that sort of rubbish - this is an important need, both from the environment, first of all, and by the development of the economy. For example, it is estimated that the first phase of work in recycling of garbage in the industrial turnover in Ukraine can attract hundreds of thousands of tons of recycled resources and increase production on millions of UAH, herewith significantly reducing energy costs, create thousands of jobs.

Maintaining the quality of the environment requires the development of appropriate legal measures, specifically the improvement of the legislative structure in the field of ecology and control over its execution. State stands to weaken the control of the activity of enterprises for garbage disposal and increase the impact on population: a system of fines and punishment, administrative responsibility for environmental offenses.

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DISCOVERING THE POTENTIAL OF CAFE BRIGANTINA FOR AN EXTENDING THE MARKET SHARE

Brigantina has been the successful café on the market in Volnogorsk for 17 years. The full service is provided. The main services: providing the food in accordance with an assortment for permanent customers, the organization of banquets. Café's contingent is the middle-class people aged 30. There are two players provided similar services at similar prices and have an approximately similar share on the market. These are such cafes as Olimp and U Petrovicha.

Now the enterprise has a problem such as the lowest attendance among customers, and because of it there is no large income amounted 6.2% from the main company's income. Therefore it is necessity in discovering the inside potential of enterprise and searching the ways of its realization.