

PRIORITY WAYS FOR IMPROVEMENT OF ENVIRONMENTAL REGULATION INSTRUMENTS WITHIN A PRODUCTION PROCESS

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According to the calculations of domestic specialists, which were presented on the World Summit deal with steady development which took place in Johannesburg in the 2002 year, energy content of national GDP exceeds a world average value in 14,31 times, electric power content - in 8,8 times, water content - in 2,83 times. The receipt of GDP unit in Ukraine is accompanied by such amount of CO₂ emission, which in 15,25 times exceeds an analogical index in the world. As the analysis shows, declining of the materials capacity of resource streams (known as the strategy of dematerialization in economic theory) during production acquires significance in order to solve the problem of resources capacity for mine-out products.

Essence research of concept of productive activity dematerialization that is successfully used in the developed countries allowed us to formulate determination of this concept taking into account outlook of its further introduction and use in Ukraine. Thus, we understand the strategy of production dematerialization as the declining of materials capacity of products, on condition of conservation its qualitative descriptions at all stages of productive process. The declining of materials capacity of products must take place at the stage of preparation materials for the production by diminishing the volumes of input material streams in a production. It will facilitate liquidation of possible contamination reasons instead of diminishing actual losses, inflicted to the environment as a result of consuming considerable amounts of resources during productive activity.

Successful realization of dematerialization strategy at the level of national economy depends on its effective implementation at the microlevel that is at the level of enterprises during their production process. Embodiment of dematerialization in production is carried out by means of direct or indirect influence:

- direct influence foresees the decline of material (circulating assets) use during the production and their replacement by easily extractive materials which are highly demanded by consumers;
- indirect – can be realized through replacement of out-of-date equipment (capital assets) by the newest resource-saving technologies and sewage facilities.

Capital assets are subject to dematerialization at the stage of preparation the equipment and materials to the productive process, directly during updating the equipment, technologies. Unlike them circulating assets are object of embodiment production dematerialization at all stages of productive process.

Introduction of production dematerialization foresees using of effective financial instruments aimed at nature protection activity depending on the stage of production process. Circulating assets pass consistently three stages: preparation, or purchasing materials that form inventories; direct production that is transformation inventories into outgoing inventory or output; distribution, that is a receipt of profit after selling output. The conducted research shows that different ecological regulation tools operate effectively according to the level of their influence on consumer's behavior on the production stage they are used in.

At the preparatory stage of the production incentive instruments of environmental management, such as: ecological subsidies, tax deductions, nature protection investments, paying for contamination, - make the desired splash. Using of incentive instruments of the ecological regulation has long-term character that allows taking into account these instruments during development the medium- and long-term strategy of enterprise and in a process of business-planning. It motivates producers to do early and systematic modernization of productive process by investing own or raised funds in nature protection projects. The final goal of using incentive instruments in productive activity is maximization of financial results by means of:

- updating equipment by the newest sewage facilities and resource-saving technologies;
- declining of products materials content.

It will assist diminishing of both productive and non-productive charges, in particular through diminishing of eco-payments and pecuniary penalties for contamination.

Regulative or administrative instruments are used at the stage of direct production depending on the level of materials content of products which are produced and externalities of productive activity for environment. Regulative tools are good at realization a legality control of using natural resources after the norms of ecological law. They are environmental subsidies, tax incentives, environmental investments and environmental guarantee loans. Administrative instruments are used if the productive activity results in the considerable losses of environment. They are pollution permits trading, environmental taxes, quotas on extraction of natural resources, environmental insurance, environmental pollution quotas.

At the stage of production distribution or consumption we suggest to use such instruments of the ecological regulation as obligatory withholdings from producer profits share in order to make a further reinvestment in nature protection projects in the spheres of production, where material streams are extraordinarily large.

It does not mean that the noted groups of financial instruments do not influence on the behavior of commodity producers at the other stages of productive process. The proposed mechanism of their use will allow attaining the best result.

In order to solve the problem of high-level recourses contain in output production we propose such priority line of forming an effective environmental policy as implementation of production dematerialization strategy in economic activity of market participants. Successful implementation of the production dematerialization strategy is possible thanks to the creation of a mechanism for effective use of financial instruments of environmental regulation according to the level of influence on the behavior of producers at all stages of production.