

описания которой применяются математические модели различной степени сложности. Одно из приоритетных направлений исследования региональных социально-экономических систем связано с циклическим непрерывным построением, анализом и уточнением относительно простых квазистатических линейных и нелинейных имитационных моделей, отражающих взаимодействие различных подсистем – рынка труда, рынка товаров, финансовой системы, природной среды и др.

THE PROSPECTS OF GREEN ECONOMY DEVELOPMENT IN UKRAINE

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Nowadays the global community is trying to solve the issues that are a result of unrestricted use of natural resources by offering a new, green approach to economic growth. For Ukraine, the issue of implementation of green economy principles is important in terms of the European integration and strengthening the competitiveness of its production.

On the one hand, the increasing interest to the concept of "green" economy" is substantiated by to the growing disillusionment with the existing economic models of the society as a result of numerous crises and failures of the market mechanism. On the other hand, there are signs of advancing a new economic model, in which the humanity will not pay for the new wealth with the increasing risk to the environment and lack of natural resources.

The transition to "green" economy has sound economic and social justification. In this connection countries are faced with the challenges of equalizing the playing field for "green" products by refusing from obsolete subsidies applicable to brown economy, policy reform and creating new incentives to strengthen market infrastructure and market mechanisms, redirecting public investment and transition to "green" public procurement. Correspondingly, the private sector faces challenges to understand and use the genuine opportunities offered by the transition to "green" economy in a number of key sectors, as well as respond to policy reforms by increasing the amount of financing and investment.

The term "green economy" was first introduced in the publication "Blueprint for a Green economy" (1989.), which was devoted to the economic feasibility of the concept of sustainable development. After the start of the UN Environment Programme "Green Economy Initiative" that introduced the nine anti-crisis initiatives, the concept of green economy has become generally accepted. Consequently, a number of definitions and interpretations of "green economy" has been developed, such as, "green growth" and "greening" of the economy. These terms are used interchangeably and are applied to the ever-increasing number of sectors (energy sector, water resources, agriculture) and spheres (transport, consumption, tourism).

In "green economy" the increase of income and employment is provided by public and private investments that reduce carbon emissions and pollution, increase efficient use of energy and resources and prevent the loss of biodiversity. These investments are necessary to catalyze and support through targeted public expenditures, policy reforms and regulation changes. Such a development path should be maintained, enhanced to restore the natural capital as a critical economic asset and source of public wealth, especially for the poor population which income sources and security depend on nature.

In 2006, the European Council has approved the renewed Sustainable Development Strategy of the European Union for 2005 – 2010. The objective of the strategy is to protect the environment, promote social equity and cohesion, economic viability and implementation of international commitments in the European Union as a whole and its member states individually.

The Lisbon strategy, adopted in 2000, also contains elements of "greening" of the economy. The strategy has been revised twice in 2005 and 2010 and each time with a focus on "green" economy.

In 2010, the European Commission has begun to implement a new strategy, the foundation of which is the "green" growth – "Europe 2020: a strategy for intelligent, sustainable and inclusive growth". The objective of the strategy is pulling the economy out of the crisis and preparing the EU economy to sustainable development, efficient use of resources and aging population.

The strategy is based on three mutually reinforcing priorities, such as, smart growth: economic development, which is based on knowledge and innovation as the key element of competitiveness; sustained growth: development of resource-saving, low-carbon and competitive economy; inclusive growth: development of a

socially-oriented and territorially integral economy with a high level of employment.

On 24 October, 2006, the European Parliament adopted a program to support entrepreneurship and innovation. One of the areas of the program is to support and promote the best products of environmental innovation on the market. The program provides support for environmental innovation and marketing products and services for environmental companies with high potential in Europe and aims to overcome the existing barriers. Another focus of the Programme of Support for Entrepreneurship and Innovation is to develop smart energy in Europe. This trend provides funding for activities related to the use of more efficient forms of energy production and consumption, and the introduction of new renewable energy sources.

The main objective of the implementation of "green economy" in Ukraine is the preparation of the national economy to move on the path of sustainable development, which achievement requires consequential rejection of the extensive use of natural resources and search of more progressive and innovative business models in modern conditions.

It should be noted, that there is a number of barriers and obstacles that prevent Ukraine from efficient implementation and promotion of the concept of "green economy", such as unattractive investment climate in Ukraine; lack of own financial resources; environmentally "harmful" subsidies; lack of the necessary infrastructure for the widespread introduction of modern technologies; absence of a modern legal framework focused on the "greening" of the economy.

Based on the EU experience of efficient "green economy" implementation the variety of actions is necessary for the efficient "green economy" adoption in Ukraine:

- introduction of "green economy" concept in the long-term national and regional strategies of development;
- creation of the national infrastructure of environmental audit and control;
- introduction of advanced environmentally-friendly technologies in public and private sectors;
- rejection of environmentally harmful subsidies;
- improvement of waste management system including recycling technologies;
- development of state economic incentives for enterprises to energy-efficient technologies and innovative equipment;
- improvement of economic incentives for the use of renewable energy sources;

- creation of special financial instruments for investment in energy saving, energy efficiency and development of renewable energy sources;
- development and implementation of regulatory mechanisms and activities in the field of energy efficiency;
- stimulation of consumers' responsible behavior by consulting the public regarding energy and resource conservation and efficiency.

МОДЕРНІЗАЦІЙНІ АСПЕКТИ ОЦІНКИ ЕФЕКТИВНОСТІ ДЕРЖАВНОГО УПРАВЛІННЯ

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Структурна неоднорідність простору країни в природно-географічному ресурсному, економічному, екологічному аспектах виступає об'єктивною передумовою модернізації регіонального управління. Тому інституційний підхід до розвитку територій, вивчення ефективності діяльності управлінських структур представляє особливу актуальність.

Загальним критерієм ефективності державного управління у демократичних владно-політичних моделях виступає здатність органів державної влади в умовах обмежених ресурсів забезпечити задоволення потреб суспільства в цілому та окремих громадян зокрема. Відповідно, підвищення ефективності системи державного управління може відбуватись у якісному та кількісному вимірах. Саме якість управлінських послуг та здатність вирішувати питання соціальної модернізації, коло яких постійно поширюється, визначають дієвість органів державного управління. У цьому контексті продуктивною для оцінки результативності державного управління є концепція суспільної цінності. Починаючи з 2000-х рр. основні доробки цієї концепції починають використовуватися не тільки у теоретичних дослідженнях результативності суспільного сектору, але й впроваджуються у практику державного управління у розвинутих країнах Заходу. Головними джерелами формування суспільної цінності є наступні.

1. Довіра інститутам влади.