

IMPLEMENTATION OF THE PRINCIPLES OF ECOLOGICAL ENTREPRENEURSHIP

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The article is devoted to the analysis of the development and implementation of the principles of ecological entrepreneurship. It is considered the definition of the term “ecological entrepreneurship” as well as its features. The article emphasizes the main reasons of ecological problems in Ukraine and trends of development of ecological entrepreneurship in the country.

Keywords: ecological entrepreneurship, ecological problems, environment, ecological policy, economic development.

Стаття присвячена аналізу питання раціонального вибору напрямків розвитку екологічного підприємництва. Розглянуто визначення терміну “екологічне підприємництво” та його особливості. У статті наведені основні причини екологічних проблем в Україні та тенденції розвитку вітчизняного екологічного підприємництва.

Ключові слова: екологічне підприємництво, екологічні проблеми, навколишнє середовище, екологічна політика, економічний розвиток.

Статья посвящена анализу вопроса рационального выбора направлений развития экологического предпринимательства. Приведено определение термина “экологическое предпринимательство” и проанализированы его особенности. В статье рассмотрены основные причины экологических проблем в Украине и тенденции развития отечественного экологического предпринимательства.

Ключевые слова: экологическое предпринимательство, экологические проблемы, окружающая среда, экологическая политика, экономическое развитие.

Ecological entrepreneurship is a new sphere of scientific interests of researchers. Tendencies in business development show active transformation towards information society, but this kind of changes are often accompanied by violations of ecological balance. That is why creation of the efficient ecological entrepreneurship, which can contribute to the environmental reproduction, remains the challenging issue. In this article we will analyze the development and implementation of the principles of ecological entrepreneurship, which can significantly change the ecological situation in the country, improve the environment and foster sustainable use of natural resources.

To begin with, it is necessary to point out that anthropogenic and technogenic burden on environment in Ukraine exceeds in several times the respective indicators in the developed countries. The main reasons of ecological problems in Ukraine are:

- Inherited structure of economy with prevailing share of resources- and energy intensive industries, the negative impact of which was strengthened by transfer to market conditions;
- Wear of fixed assets of industrial and transport infrastructure;
- Existing system of state governance in the area of protection of environment, regulation of usage of natural resources, absence of proper separation of environment protection and economic functions;
- Insufficient maturity of public society institutes;
- Insufficient understanding in society of priorities for preservation of environment and advantages of sustainable development;
- Non-meeting the environment protection legislation [1].

The purpose of the national ecological policy is to stabilize and improve the condition of environment of Ukraine through integration of ecological policy into social and economic development of Ukraine.

Let us consider the main principles of the national ecological policy. They are as follows:

- Strengthening the role of ecological governance within the system of state governance of Ukraine to achieve equality of three components of development (economic, ecological, social) that causes focus on priorities of sustainable development;
- Considering the ecological consequences when making the managerial decisions, when developing the documents, which contain political and/or programme principles of state, sectoral, regional and local development;
- Inter-sectoral partnership and involvement of stakeholders;
- Preventing the natural and technogenic accidents that provides for analysis and forecasting of ecological risks based on the results of strategic ecological assessment, state ecological expertise as well as state monitoring of environment;
- Ensuring ecological safety and maintaining the ecological balance on the territory of Ukraine, removing the consequences of Chernobyl accident;
- Responsibility of present generation for preservation of environment in favour of forthcoming generations;
- Participation of public and business entities in formulation and implementation of ecological policy as well as considering their proposals when improving environment protection legislation;
- Inevitability of responsibility for violation of environment protection legislation;
- Priority of requirements “polluter of environment and user of natural resources pay the full price”;
- Responsibility of executive authorities for accessibility, timeliness and reliability of ecological information;
- Accessibility, reliability and timeliness of receipt of ecological information;

- State support and stimulation of domestic business entities, which modernize production aimed at decrease of negative impact on environment [1].

These peculiarities of the national ecological policy should be considered when implementing the principles of ecological entrepreneurship. Ecological entrepreneurship is the activity of the enterprise where no negative impact is made on the local or global environment, the community, or the economy. Ecological entrepreneurship has the following features:

- the target setting is to harmonize relations between human and nature, to protect the environment;
- basic direction of development is an ecological quality of products, works, services;
- developed scientific component of ecological activity (use of the results of modern scientific research, methods, instruments, technologies, etc.);
- introduction of ecological management with consideration for the specific nature and need for ecological production;
- ecological education and culture of personnel;
- functioning of ecological products, works, services market [2].

Ecological business is a multifaceted field of business activity that can provide not only ecological, but significant economic benefits on a nationwide scale. Developing ecological entrepreneurship depends on creating a public demand for ecological jobs, services, goods, equipment, technologies, and a healthy, high-quality environment. This is a task for state, civic, and entrepreneurial environmental management systems working in combination.

Ecological entrepreneurship is, in general, the province of small and medium businesses which need special support. Such businesses should have the same rights as big businesses when it comes to obtaining loans and financing. A high interest rate does not help develop ecological entrepreneurship. Therefore, most environmental entrepreneurship is local. Businesses have to comply with the legal controls, but can

also benefit from opportunities present in several pieces of legislation and initiatives to promote green business operations [3].

One of the most famous examples of successful implementation of the principles of ecological entrepreneurship is McDonald's. In 2006, Greenpeace accused McDonald's (and other fast food restaurants) of destroying the rainforest by feeding their chickens soy-based animal feed derived by soybeans grown in the Amazon Basin of Brazil. But today McDonald's is making some solid efforts to go green. That is why the company and its franchisees are seeking new ways to further improve restaurant efficiency, manage energy usage and costs, recycle waste and conserve and reuse water. In partnership with Conservation International (CI), McDonald's Europe developed a Happy Meal focusing on environmental protection. The programme features eight selected animals designed to build awareness of endangered species and encourage kids to contribute to the protection of the environment. In 2008, when a new uniform design was rolled out, McDonald's UK's started a project involving the nationwide collection of old staff uniforms. At no cost to the restaurants, bags were provided for the old uniforms and were then collected. After shredding, the uniforms were recycled into mattress stuffing and carpet underlay, or they were pelletized for the waste derived fuel market. Moreover, McDonald's is opening 10 prototype restaurants whose goals will be to reduce energy and waste and eventually these practices will be in McDonald's restaurants across America. They got rid of the Styrofoam sandwich containers, switched to unbleached bags, began using recycled materials for items like booster seats in their restaurants, and more. Altogether five tones of uniforms were collected and recycled [4].

Having conducted the research study, we conclude that environmental economists should promote efficient use of resources, encourage the search for new sources of energy, support of low-waste production and recycling, and work out a strategy of minimization of ecological expenses at the national level. Therefore, the government should encourage producers to change the model of resource-intensive production, introduce the standards of control system of natural management, and

enhance the role of ecological and economical instruments for environmental protection and the use of natural resources.

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