

THEORETICAL AND METHODOLOGICAL ASPECTS OF THE REGIONAL ENVIRONMENTAL POLICY IMPLEMENTATION

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The purpose of the research is to provide scientific and theoretical rationale of the priority directions of the modern environmental policy implementation at the meso level, as well as to improve the methodological approach to ensuring the ecological safety of the region as the basis for its sustainable development.

In this research, the scientific and theoretical rationale of the priority directions of the environmental policy implementation at the meso level is carried out and the main tasks for regional authorities in the field of ecologization of regional development are determined. It is proved that effective implementation of modern regional environmental policy is possible on a condition of the cluster approach appliance in order to ensure the ecological safety of the region. For the state, the main benefits of the use of clusters are the following: an increase in the number of taxpayers and the tax basis; creating an effective tool for interacting with business; creation of the basis for diversification of economic development of the region. For business structures the benefits of using clusters include: improving staffing infrastructure and infrastructure for research; minimizing costs, creating opportunities for successful entry into foreign markets.

The methodical approach to ecological safety of the region, which, unlike existing approaches, is based on the use of a cluster model of regional development, is improved

in the work. The use of this approach may be the basis for developing measures for the management of sustainable regional development, the preparation of strategic plans and programs for the development of territories to achieve the stability of the functioning of regional economic systems in the country.

It is determined that the process of ecologization of the region's development is impossible without effective state support. Therefore, it is advisable to form it on the basis of legal, economic, informational and institutional directions.

Consequently, the process of implementation of regional environmental policy should be focused on: reorganization of environmental protection authorities and further integration of the functions of environmental management into a single functional system; creation of ecological infrastructure, which will facilitate the attraction of business structures, including cluster, to solving environmental problems; extension of rights and opportunities of regional bodies in the field of environmental protection management and rational use of natural resources; shifting the emphasis on the implementation of state control over the compliance with environmental legislation in the direction of gradual reorientation of the economic levers of stimulating environmental activity at the meso level; strengthening compliance control with the requirements of environmental legislation.