

## ENVIRONMENTAL SOCIAL RESPONSIBILITY OF ENTERPRISES IN UKRAINE

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Each year, the issue of environmental social responsibility becomes more and more relevant both in Ukraine and abroad, which is connected with globalization, the growing threat of technogenic and environmental disasters, actualization of a healthy lifestyle, socialization of labor relations, etc. The article is devoted to the analysis of the ecological component of social responsibility and its influence in Ukraine. The content of concepts “ecological social responsibility” and “ecological safety of the enterprise” are determined.

The current level of environmental responsibility in Ukraine and in the world is analyzed. The necessity of increasing ecological social responsibility in order to prevent negative influence on the domestic economy is substantiated.

The responsible attitude to the environment, unfortunately, has not become a well-recognized need in the system of social policy of companies. Less than a third of all companies called the implementation of environmental projects as a form of social responsibility. This is indicative of the fact that most companies do not feel socially responsible for solving environmental problems.

The main elements of environmental corporate responsibility are: the introduction of corporate environmental policies that envision compliance with environmental legislation, open ecological policy, the system of environmental principles and standards; environmental audit, which helps to identify the priority directions of the organization's environmental policy, involves assessing the impact of the organization's activities on the environment; involvement of employees in environmental initiatives; environmental friendliness of suppliers, which involves the use of environmentally sound raw materials and materials produced by nature-conservation technologies; the production of environmentally friendly products, the use of environmentally friendly materials for its production, the application of innovative waste recycling technologies, the use of closed loop technologies, etc.

Thus, strengthening individual and corporate environmental responsibility as a component of social responsibility can make a significant contribution to solving environmental problems and prevent possible conflicts in the relations between business, society and government, and the perception of domestic commodity producers at the international level.