

ENVIRONMENTAL ACCOUNTING: IDENTIFICATION OF PROSPECTS AND BASIC PRINCIPLES OF THE IMPLEMENTATION

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In the article the prerequisites of accounting based on environmental issues are considered. The analysis of existing scientific views is carried out; the basic factors of environmental accounting formation in the current economic conditions are considered. The main problems and prospects of its implementation in Ukraine in the context of drawing up integrated reporting are analyzed.

In the current economic conditions there is a strong need in the preparation and submission of information useful to external users for making decisions in the context of sustainable development. Integrated reporting provides information on the economic, environmental and social components with the distribution of indicators of social performance on indexes associated with labour, human rights, impact on society and the responsibility for products.

One of the important methodological problems is to include adequate environmental indexes of product quality to regula-

tory documents. However, such an inclusion of economic characteristics to the system of product quality indexes is debatable, and environmental indicators include only environmental issues and the gene pool preservation, which are themselves in the most declarative.

The main mechanisms to solve this problem are: conducting a market research of domestic market and advertising; constant work to improve the quality and safety of products; development of indicators measuring environmental activity of enterprises; systemic identification, assessment and quantitative presentation of the negative impact on the environment. For regular monitoring of the environmental aspects of economic activity there should be assistance to the compilation of integrated reporting, which would contain more detailed and comprehensive environmental information in close relationship with the economic performance of the entity.