

ECONOMICS OF NATURE USE AND ENVIRONMENTAL PROTECTION

Theoretical basis of ecological social production

Gelich N.V.

Candidate of Economic Sciences, Associate Professor,
Eastern National University named after Lesia Ukrainka

The growth of social needs necessitates intensification of industrial activity. Use in practice economic activities of traditional intensive technologies, outdated technology leads to a deterioration of the ecological state of natural resources. The introduction of social production will contribute to greening the environment, improving social and economic indicators.

We believe that the greening of social production - a complex of measures to ensure the use of such techniques and management methods aimed at a balanced development of the ecosphere and playback environment.

To develop conceptual provisions for greening public production must first implement the enterprise environmental culture. In its activity the company uses a significant portion of natural resources, carry out harmful substances, so they are very relevant question their compliance processes environmentally friendly standards. Efficiency greening public production may provide through a combination of market and state management.

Therefore, a prerequisite for greening pub-

lic production is environmentally safe activity. You must develop a balanced state environmental policy aimed at reducing the negative impact of social production on the environment and create the enterprise management mechanism greening of social production that includes: goals, objectives, object, subject and tools greening.

For effective implementation of the greening of social production must develop and implement an appropriate mechanism for enterprise management ecologization. It is advisable to introduce an environmental culture, introduce new ecologically and energy efficient technology, innovative design. Strengthening social production greening will promote the enterprise of modern science and technology, along with raising environmental thinking among consumers. This will increase the environmental safety of our country, improve the ecological situation in Ukraine, development of environmentally sustainable natural resources, increasing environmental awareness of citizens and achieving safe for human health of the environment.