"GREEN ECONOMY" AS A BASIS FOR THE ECOLOGICAL SAFETY OF LAND USE IN UKRAINE

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The idea of the article is to offer an efficient paradigm of ecological safety of land use based on the aggregation of existing national legislation and research to contribute to the development of innovative technologies and the spread of "green" (organic) agriculture. Today, significant anthropogenic land disturbance and technogenic overload of the territory of Ukraine, and increase in the risk of technogenic and natural disasters is one of the most significant threats to the national interests and national security in the ecological sphere. Given the significant degree of manifestation of the processes of lands' degradation and desertification, it is extremely necessary to take prior adoption of a system of measures for land administration and management and script development of an Action Plan with its mandatory content in relation to the requirements of international Conventions on the principles of land risk management. With the aim of improving the existing situation towards an effective fight against erosion, land degradation, and depletion of soil fertility, it is needed to improve regulatory support in the format of the constant permanent assistance of land reform. First of all, we mean winding a legal plane concept of "degraded land" and risk

assessment of the effects of negative factors on the agricultural ecosystem, which will help determine the extent of compensation costs for the ecological rehabilitation of agricultural land status, including valuable intended for organic farming. In addition to legislative and institutional aspects, the solving of the problem of ecological safety of land use requires the creation of a fund of financial resources for economic incentives for landowners and land users, provided its purpose (to prevent and solve the degradation of agricultural landscapes).

In conditions of modern global challenges, it is advisable to develop a comprehensive roadmap for the greening of land policy in the industrially polluted areas, which will be based on the parity of the economic-environmental and social component in the system of ensuring the public interest in the processes of reproduction of land capital and the development of public-private partnership on the principles of "green" economy. In addition, it is necessary to determine the role and place of environmental and social risk in the strategic management of ecological safety of land use that will create a full-fledged institution of compensation and to enhance the development of organic farming and production of ecologically safe products.