

## **PRINCIPLES OF SOCIO-ECOLOGICAL AND ECONOMIC DEVELOPMENT OF SOCIETY**

Society, the economic life of society (the economy) and the natural environment constitute an ecological and economic system with many internal interconnections in which all elements in one way or another, directly or indirectly affect on other components of the system. At the same time, the natural environment has resource and natural potentials, which are elements of the economy. Such relationships, with proper disposal, can serve to mitigate the effects or eliminate the ecological crisis and, on the contrary, can stimulate its deepening and lead to further degradation of the biosphere.

The concept of harmonic development of society and nature is an integral part of the formation of the noosphere as the highest stage of development of the global ecosystem of our planet. The main idea of this concept is the complete default of opposition between man and nature. In this way, the economy becomes part of the environmental processes with the inclusion of a single biosphere system of circulation of matter and energy. That is why this concept is the basis for the formation of an environment-oriented society.

For an environmentally oriented lifestyle to become a norm of everyday life: the environmental legal conscience is studied; the fundamentally interdisciplinary nature of social ecology is noted, etc. Attention is drawn to the environmental behavior, or "environmental activity". Initially, environmental activity was defined as the impact on the environment (impact-oriented approach), namely, "the extent to which it changes the capabilities of materials or energy or changes in the structure and dynamics of ecosystems and the biosphere as a whole". Since the environmental impact is related to the satisfaction of individual needs of security, mobility, power, status and prestige, etc., lifestyle and consumption patterns have a significant influence on the formation of the motivational strategies of this very consumption.

More recently, an environmental activity has become to be defined as an action that is performed with the goal of changing (usually with the goal of improving) the environment. Such definition of the environmental behavior focuses on intent (intent-oriented), and not on impact (impact-oriented), that is, the environmental intent is considered as an independent cause of action. The likelihood that the environmental intent may not be realized in the environmental behavior is also emphasized. Typically, effects-based approaches are used to analyze environmental activities at the macro level: as a social

phenomenon integrated into functioning of various public institutions; while the approaches based on intention are used to study the attitudes and motives of the subjects' proecological activity.

Realization, adoption and the execution of the laws of nature is called the "green" way of thinking. Nature helps man in solving his life tasks. This is the idea of a green lifestyle [1].

Ecotrend - this is the name of the modern desire of citizens to live in harmony with themselves and the environment. The motto "Living in an ecotrend" will help not only in understanding the seriousness of global environmental disasters hanging over the planet, but also, this is the most importantly - finding ways to overcome them. This is possible at all economic levels. Unfortunately, today's society only states the fact of a global environmental threat. In production, they gradually begin to use resource-saving and environmental technologies, but this is not enough and not always effective. This is because there is no full coverage of the problem. Both of production-economic, and ideological.

World outlook implies the emergence of a significant stratum in a society of eco-educated people who will take the main part in shaping the needs for eco-products, the need for eco-processing or eco-utilization of goods. Formation of such a component in society will allow developing an eco-oriented business.

All the more so, it is necessary to should considered, that the full-fledged integration of Ukraine into the European space is not possible without a responsible approach of domestic business to the standards of the European Union. The adoption of these standards is beneficial to both parties. Europe is ready to finance the introduction of eco-standards in Ukrainian enterprises for the opening of Western markets. In particular, assistance is provided in the framework of named "Marshall Plan for Ukraine" - 50 billion euros over 10 years. One of the goals of the Plan is to create an effective system for administering the finance and business industry [2]. In other words, the company's policy preaches the so-called environmental business principles. In particular, environmental factors are clearly defined in the business plan of the enterprise, systems for collecting and processing environmental information work. To do this, enterprises need to develop and continuously improve streamline environmental monitoring, pass environmental certification, assess the numerous environmental impacts, develop and implement full funding of

approved environmental activity. The announcement of these actions is included in the eco-advertising of this production, so that an environmentally heeled citizen can make the right informed choice in favor of this product. Priority The European Union gives projects in the field of energy efficiency and renewable energy sources. Also in the priority struggle with climate imbalance.

New challenges in society always give rise to new concepts. There are companies that have set themselves the goal of "growing responsibly", following environmental and social principles. That why eco-ideas that have received real physical form have much greater potential to popularize eco-awareness in society than just verbal discussions. And they successfully do it - the era of thoughtless consumption is really passing.

Ecological direction in production and conscious consumption are very perspective trends in many industries, which are gaining increasing popularity in Ukraine. Such production is based on the principle of "don't do harm." The main objective of such a principle is to observe the responsible approach of the manufacturer and the consumer to each stage of the goods, from the start of production to the end of the life cycle, followed by safe disposal. Now is the time for thoughtful consumption.

The formation and development of environmental production in Ukraine can be implemented in the so-called concept of environmental marketing. The task of environmental marketing is to unite the interests of all parties to a particular business. These are the interests of the manufacturer, the intended consumer and the society as a whole. The consumption culture of these goods is formed taking into account ecological principles, so that in the future the statement of the enterprise about the environmental friendliness of production or a specific product can be used as additional advertising and create eco-conscious demand. That why, professional informational support is needed for the disclosure of all eco-quality products to the consumer. The prerequisites for eco-activity in Ukraine are taking place and continue to form quite successfully. The concept of an ecological or as it is now called green economy is aimed at ensuring that the interests of the economy, on the one hand saving the biosphere, on the other hand, are balanced and focused on the long term. People living in the "ecotrend" help develop in our country ecological farming and animal husbandry, the main motto of which is: "Tasty, useful and safe for nature!" If you can say so, they introduce eco-food fashion! That encourages the work of not yet numerous Ukrainian eco-farmers and enthusiasts.

It is very important to take into account the presence of eco-education among young enthusiasts in the ecobusiness. After all, it is no secret that not every organic product on the shelves of our stores can be safe for nature, or rather the path of its production. For example, if the field of organic products is abundantly irrigated with water from underground sources, this leads to a decrease in groundwater and excessive secondary salinization of the soil. But such farming is hardly environmental, although the products will be

organic. It requires a balanced scientific expedition. For example: replacing irrigated water from groundwater sources with surface or possibly introducing more economical drip irrigation, etc.

Over the past five years, the area of organic agricultural land has increased by 1.5 times in Ukraine, and the export of ecological products in 2017 exceeded \$ 90 million in monetary terms. According to experts, the pace of development of ecological agriculture in Ukraine is 5.5 times higher than in Europe and 5 times higher than the world [3].

Also, of course, the final consumer is the main component of eco-business that stimulates its development. Therefore, the formation of eco-views in modern youth is the main task. There will be a consumer - there will be an eco-product.

Interest in our country to the issues of healthy lifestyle and ecology is constantly growing and becoming a real fashion trend. In everyday life the modern Ukrainians firmly strengthen the concept of "eco-friendly" and "environmentally friendly". We begin to consciously buy goods, carefully study the label with the composition of products, there is less garbage on city streets, and after a picnic in nature we try not to leave civilized traces. Everyone can support this eco-trend. To do this, just look deeper and understand more.

The complex nature of ecological-economic relations must be considered through the mutual influence of all components of the ecological-economic system. These relations include ecological and economic interests, needs and contradictions.

Only by fulfilling a number of conditions, it is possible to achieve stability in any format of ecological and economic development. These formats primarily include ecological and economic security, which is the basis for the harmonious interaction of all components of the system. Secondly, these are changes in economic policy and economic accounting. Finally, in the third, this is the greening of the people's world view, which is caused by eco-education and environmental education. Here it is necessary to add, and this is important, the fact that environmental issues should be integrated into educational and educational programs and not offered separately, so to speak divorced from real life, science, events.

## Bibliography

1. Основы зеленого мировоззрения / О. Ф. Протасенко, А. А. Ивашура // Отечественная наука на рубеже эпох: проблемы и перспективы развития : матер. XXXV Всеукр-й научно-практ. интернет-конф. Сб. науч. трудов. – Переяслав-Хмельницкий, 2017. – Вып. 36. – С. 19-21.

2. Экология и промышленность: Украинский бизнес по европейским правилам. [Electronic resource]. Available: <https://enovosty.com/publications/full/1711-ekologiya-i-promyshlennost-ukrainskij-biznes-po-evropejskim-pravilam>. The date of the beast: 07.03.2019.

3. Органическая Украина в инфографике. [Electronic resource]. Available: <http://agroportal.ua/publishing/infografika/organicheskaya-ukraina-v-infografike>. The date of the beast: 13.03.2019.

