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International experience in stimulation of green initiatives in agriculture and directions of its implementation in the national practice

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International experience of stimulation of green initiatives in agriculture is summarized in this article, directions of its implementation in national practice are determined. The article proves that insufficient development of green initiatives in agriculture is a result of effect of limiting barriers having economic and economic nature, and low level of development of incentive tools to stimulate agricultural producers. The arguments are given to understand the importance of foreign practice of incentives for agrarian producers to introduce green initiatives in agricultural industry, and to determine directions of its implementation in Ukrainian practice.

The article demonstrates that green initiatives in agriculture at the level of commercial entity are possible only in case of targeted, joint and coordinated activities of the state, society, united territorial communities (UTC) and agricultural enterprises. It is proposed to examine green initiatives in agriculture as a systemic process of organization of nature protection activities of the enterprise basing on coordinated actions of agrarian producers, the structures of state power and administration, UTC, connected with use of the complex of tools and measures to stimulate environmentally safe activities.

It is summarized that legal acts and regulations governing nature protection activities in EU states include the following incentive tools to stimulate green initiatives: regulatory, informative and economic tools. Economic tools to motivate the enterprises to adopt environmentally friendly activities are determined: they include ecologic taxes, ecologic quotas, ecologic funds, subsidies and tax benefits, deposit refund systems, etc.

The components of information support of manufacturers are described: they include information about applicable laws and regulations for nature protection, statistic data, researches, reviews and analytical reports, strategic programs developed, information about the options of financing, environmentally-friendly solutions for enterprises. The reasons are given to support creation of information system to stimulate green initiatives implemented in agrarian activities in national practice.

Keywords: green initiative, incentive tools, agricultural industry, ecologic fees, ecologic taxes.

Problem statement and analysis of recent studies. Achievement of environmental sustainability is an important factor of strategic development in agriculture at the present time, and environmental sustainability is determined by impact of commercial entities of the industry on environment. It is evident that achievement of ecologic sustainability of national agricultural enterprises requires initially to change their attitude to green initiatives, to form the new model of sustainable development, the model of green economy, or the concept of environmentally-friendly development. Therefore, during the last years the state authorities launched several initiatives to implement the principles of sustainable

development in agriculture. Nevertheless, decrease of negative impact is not observed due to the general low level of development of green initiatives in agrarian activities of commercial entities.

Low level of green initiatives implemented at agrarian enterprises evidences the presence of limiting barriers of organizational and economic nature, the low level of development of tools to stimulate agrarian producers to implement the measures required to introduce green initiatives in production activities. Therefore, summarizing of international practice in area of green initiatives in agrarian production, the search of directions to implement it in local conditions, and development of the complex of new incentive tools for environmentally-friendly agrarian commercial activities become the important tasks at the present time.

It should be noted that despite the large number of studies in areas of nature protection, rational resource management and green initiatives [1–4], the complex practical approaches to measures and tools to stimulate foreign agrarian producers for green initiatives in their production activities, and substantiation of directions of their implementation in the national practice are not completely described at the present time.

It should be noted that main part of Ukrainian researches understands green initiatives as the change in procedure of functioning of different economic systems for the purpose to decrease negative impact on environment, provided that they correspond to the interests of entities involved in organizational and economic mechanism of nature management. Nevertheless, we believe that the main direction to implement green initiatives in agrarian production is commercial activity of the producers, because commercial entities generate the most significant negative impact on environment, and, at the same time, may act as the stimulators of green initiatives in consumption. Therefore, examination of practice based on the complex of tools used to stimulate agrarian producers in implementing of environmentally-friendly technologies and measures is important in national context.

Objective of the study is to summarize theoretic bases and practical issues connected with formation of the complex of tools and measures to stimulate agrarian producers in implementation of principles of sustainable development in international practice and substantiation of directions of its use in national practice and motivation of commercial entities to switch to environmentally-friendly manufacture of agrarian products.

Study methods and materials. Fundamental bases and applied scientific developments of foreign and national scientists related to the concept of sustainable development and green initiatives in agriculture, developments of international organizations were adopted as theoretic bases of the study.

Generalization and systematization of theoretic bases and development of stimulating measures for sustainable environmentally-friendly agrarian production were performed with use of methods of empiric and theoretic scientific knowledge; generalization was performed basing on general scientific cognition methods, in particular, dialectic method, analysis and synthesis, induction and deduction, systemic and complex approaches, regulatory and comparative analysis.

Study results and discussion. The importance of research of the issues connected with stimulation of national product manufacturers in implementation of green initiatives in agrarian production is explained by several objective and subjective factors. The first is implementation of measures connected with structural changes stipulated in obligations taken by Ukraine according to EU Association Agreement. According to the art. 404 of this agreement, reasonability of stimulation for implementation of sustainable development principles in agrarian production is established in the direction of popularization of implementation of organic production methods and bio technologies, inter alia, by implementation of the best practice in this area [5]. In addition, the measures are developed to harmonize Ukrainian laws with European practice and certain Regulations on organic production and organic product labelling, cultivation of energy crops and their use for bio fuel production.

Summarizing the scientific approaches of researchers to the understanding of green initiatives in economy as the change in procedure of functioning of different economic systems for the purpose to decrease negative impact on environment, provided that this should correspond to the interests of all stakeholders [6, 7], we believe that implementation of green initiatives in agrarian productions on the level of commercial entity is possible only in case of targeted, joint and coordinated activities of the state, society, uniter territorial communities (UTC) and agrarian enterprises. So, green initiatives in agrarian productions mean the systemic process of organization of nature protection activities of the enterprise based on implementation of strategy of coordinated and joint actions of agrarian producers, authorities of state power and administration, UTCs, connected with use of the complex of tools and measures to stimulate environmentally safe activities aimed at the decrease of negative impact of the enterprise on environment and rational management of natural resources, with respect of economic, social and ecologic interests of this enterprise.

In line with that, at the present moment main objectives of commercial activities of majority of agrarian enterprises are the focus on getting of maximum amounts of profit, performance of social obligations, and the issues of environmentally-friendly performance of production activities are not the priorities of their strategic development. It is evident that in such conditions of implementation of green initiatives in agrarian production on the level of enterprise, the development of efficient tools of state stimulation of this process is required. There are two main types of such tools: administrative tools, i.e., the laws, standards, licensing, certification, expertise, environmental audit, etc.; economic tools, i.e. payment for nature management, the market of rights for pollution, ecologic funds, ecologic insurance, ecologic tax, etc.

We believe that implementation of green initiatives in production activities of agrarian enterprises requires complex and well-balanced use of tools and methods of all types. Particularities of effect of incentive tools for implementation of green initiatives should be based on the parameters of each commercial entity, in particular: its size, production potential, production volume, industrial structure, the nature of impact on environment, the level of innovations, environmentally-friendly technologies, the degree of impact on business environment (suppliers, intermediaries, consumers, partners) which feels environmental consequences of commercial activities, etc.

During the last years the important work was done in area of search, implementation and improvement of the tools to stimulate green initiatives implemented in production activities of agrarian enterprises. During the last time scientific studies of national researches formed the grounds for development of differentiated utilization of tax benefits and ecologic payments, adapted enterprise certification system in accordance with ISO standards, environmentally safe technologies for cultivation of agrarian crops, cattle and poultry growing [8, 9]. Nevertheless, the level of implementation of green initiatives in agriculture and economy in general remains low. Each year Yale University presents its report on the level of implementation of green initiatives in different countries, including Ukraine, basing on calculation of the so-called EPI index, Environmental Performance Index. It should be noted that in 2020 this index was calculated basing on 32 performance parameters which formed the basis to range 180 states of the world according to the level of health of environment and ecosystem viability [10]. In general, these parameters demonstrate commitment of states to the fixed objectives of environmental policy.

Particularities of formation of generalized EPI index are connected with the fact that 60% of all parameters determine ecosystem viability, and 40% of parameters describe condition of environment. The sources of information for calculation of EPI index are reliable, because the data of international organizations, non-governmental and academic scientific centers are used. Assessment of value of the certain parameters is weighted and generally calculated for each country, basing on 11 directions which reflect the components of environment, the level of development of ecologic services, climate changes caused by globalization, exhausts and level of pollution, the important industries, such as agriculture, fishing and water resources. Particularity of EPI index calculation is connected with the fact that in 2020 it was determined on the background of COVID-19 pandemic which obviously proves interconnection between the human activities and changes in condition of environment, and supports the need to invest in ecologic sustainability of different ecologic and economic systems. It is established that foreign researchers demonstrated correlation between concentration of pollutions in air, COVID-19 incidence and lethality [11].

It is established that in 2020 Ukraine was on the 60th place from 180 countries, having got 49,5 points of maximum 100 points (Table 1). It should be noted that it is not correct to compare the values of this index in different years because the methods of its calculation are adjusted each time. Indeed, in 2018 EPI index was calculated basing on 24 parameters grouped according to 10 main criteria, and in 2020 there were 32 parameters grouped according to 11 categories.

Table 1 – **Place of Ukraine in EPI rating (Environmental Performance Index)**

Place	Country	Points
1	Denmark	82,5
2	Luxemburg	82,3
3	Switzerland	81,5
4	Great Britain	81,3
5	France	80,0
6	Austria	79,6
7	Finland	78,9
8	Sweden	78,7
9	Norway	77,7
10	Germany	77,2
60	Ukraine	49,5

Source: prepared and calculated according to the source [10].

The data given in table 1 evidence that developed states of the world form the list of TOP states with high Environmental Performance In-

dex values. These states continue to implement the complex of measures to achieve ecologic sustainability by forming of appropriate laws and regulations, implementing the strict standards and rules, investing large amounts in protective measures. Nevertheless, no state has received the maximum number of points which could evidence the complete use by the state of its possibilities to ensure ecologic sustainability.

We believe that this index is only incidental in describing of level of green initiative implementation in economy of the country, that's why it is reasonable to analyze also the other parameters, in particular, the index of share of ecologic payments in GDP of the country for the purpose to assess the level of implementation of green initiatives in economy. According to EU statistics, the share of ecologic payments in EU states does not exceed 3,0 % of GDP, in Denmark it is 4,0 %, in Serbia – 4,5 %. In 2018 the share of ecologic tax in Ukraine was 0,3 % of GDP – it is a small amount to compare with the states focused on environment in their development.

It is established that EU states have the highest rates of environmental performance index and share of ecologic payments in GDP. It may be explained by adoption of perfect environmental legal regulation enabling to establish efficient monitoring and to stimulate enterprises to implement and comply with the principles of protection of environment basing on the relevant tools stimulating implementation of green initiatives in production activities. The laws of European states include over 300 legal acts and significant number of accompanying regulations: procedures, guidelines and methods which govern environmental protection activities of the enterprises.

Environmental laws of EU states include the following groups of environmental incentive tools: regulatory, information and economic tools [12]. At the same time, economic tools motivating the enterprises to implement green initiatives include ecologic taxes, ecologic quotas, ecologic funds, subsidies and tax benefits, deposit refund systems, etc.

Ecologic taxes are implemented in energy and transport sectors, in areas of natural resource management and pollution of environment [13]. Main function of these taxes is to influence on formation of the demand and offer of different types of products by increase of production costs, and, as a result, of the price of sale of "polluting" products, contributing to re-orientation of product manufacturers and consumers to the alternative, environmentally safe products. Differentiation of applicable ecologic taxes is observed in EU states. It means adaptation of ecologic taxes basing on the level of their impact on environment: they are increased for environmentally harmful products and decreased for environmentally friendly products.

The next tool is the system of ecologic quotas, the sale of rights for pollution – to distinguish from taxes, it is based on assessment of quantity, not of the value. In practice the quantitative limits are fixed on the level of maximum pollution, the right for which may be sold (cap-and-trade), or on the level of minimum rate of efficiency for quota receipt (baseline-and-credit) [14, 15]. Quotas are treated as a tool which requires complex ecologic and economic assessment of the subjects and objects, enabling the enterprises to receive revenue from sale of unused rights for pollution.

Main task of the system of ecologic funds implemented in EU states is to contribute to accumulation of funds received from ecologic payments, charitable payments and state support, and to ensure their target use for implementation of projects based on green initiatives.

In addition to the above-mentioned tools, granting of ecologic subventions and tax benefits are adopted in EU states. Their implementation is based on opinion that production and consumption in areas of ecological priority is distorted by ecologic subventions, and therefore is considered as inefficient use. Such subsidies are classified as "negative taxes", because they stimulate production and consumption of products which cause negative impact on environment, and ecologic taxes are implemented in order to limit such production behavior. As a result, the states lose significant funds and efforts aimed at creation of the new tools in area of ecologic policy, which are brought to zero by subsidies which have the opposite effect [16]. Therefore, ecologic subsidies in EU states are featured by clear target destination, they are used only in case when ecologic targets to be achieved are clearly determined.

Beneficial tax rates are treated in EU states as a certain type of subsidies in form of revenues from tax payments not received by the budget, therefore, they are differentiated in function of real effect of these investments.

In context of the systems of deposit refund tools, they are based on return of product packing, containers for beverages and products withdrawn from use, especially dangerous products. At the moment of product purchase the buyer provides a sort of deposit which is later on refunded to him in case of return, motivating the buyer to bring back the packing or product, and to decrease in such a way the waste generation. It is obvious that such tool is extremely important for national practice, because the absence of such consumer motivation results in significant loss and pollution of environment.

In addition, EU states implemented extended liability for product manufacturers: the enterprise is liable for return and processing of products withdrawn from use. So, the supply chain should mandatory include one more step, the product utilization, which helps to decrease wastes and enables to increase product value due to its processing in other type of product, etc.

Loan benefit is an interesting tool for national practice. Foreign banks, non-commercial financial organizations and state funds provide target financing of the enterprises which implement resource-saving and environmentally safe technologies, conduct scientific developments in area of alternative energy and energy saving, optimize their activities in accordance with principles of sustainable development.

In addition to the effect of economic tools regulating and stimulating the green initiatives, the complex information database which is free of charge and available to general public, is established in the developed states of the world. This information database includes information about applicable environmental laws and regulations, statistic data, the studies, reviews and analytical reports, developed strategic programs, information about possibilities of financing, ecologic solutions for the enterprises. Organization for Economic Co-operation and Development (OECD), European Environment Agency (EEA), United National Economic Commission for Europe (UNECE), United Nations Environment Program (UNEP) and United Nations Industrial Development Organization (UNIDO) are the entities which provide ecologic information basing on their Internet sites.

Information is provided for public access at the official sites of above-mentioned organization; in addition, the following information resources operate due to their support (Table 2).

We believe that experience of Finland may be useful for the national practice. At the present time Finland has high positions in the rating of states by environmental performance index; the efficient complex of tools for economic stimulation of business in implementing of green initiatives in production activities is adopted there. It is well-known that OECD created the open database of incentive tools to support green initiatives in commercial structures; information about acting tools and mechanisms of their implementation is accumulated in this database with distribution by each member state of this organization.

Summarizing experience of Finland in implementation of the system of tools to support green initiatives, we have found out the following types and particularities of implementation of these tools. The tools and mechanisms within the framework of deposit refund system are implemented in this state – they are provided for car bodies and packing of alcoholic and non-alcoholic beverages. It is established that payment for bottle packing amounts to EUR 2,354 per one unit, for glass bot-

Table 2 – **List of Information Internet Resources Operating in the Developed States of the World**

Information Resource	Country	Main Task	Target Audience
www.netregs.gov.uk	United Kingdom	Provision of access to information about the enterprises in area of environmental protection.	Small and medium enterprises
www.netregs.org.uk	United Kingdom		
www.greeneconet.eu	EU	Uniform database of tolls and ready-made managerial decisions to implement green initiatives at the enterprises; forum, database of laws and regulations in area of protection of environment.	Small and medium enterprises
www.envirocentre.ie	Ireland	Free of charge information support for enterprises operating in environmental protection sector.	Organizations
www.smallbiz-enviroweb.org	USA	Environmental news portal	Organizations and private persons
www.epa.gov/smallbusiness	USA	Development of programs to stimulate green initiatives in operation of the enterprises, preparation of ready-made managerial solutions.	Organizations
http://ec.europa.eu/	International platform	The site of European commission for environment policy in EU, publication of EU documents and initiatives in area of protection of environment.	All interested users
http://www.oecd.org	International platform	The site of OECD, publication of information and data about regulatory documents and processes in area of environment, information about the tools used in practice of the certain states.	All interested users

Source: summarized by the author.

tles and metal cans - EUR 0,1680 per unit; and plastic bottles are also accepted.

Ecologic taxes and payments play an important role in the system of tools to support green initiatives. We've examined the following tax types: excises for fertilizers; fuel tax; tax for purchase of non-alcoholic beverages in single-use packing (is used in complex with deposit refund system); tax for purchase of alcoholic beverages in single-use packing (is used in complex with deposit refund system); tyre tax; tax for used containers for alcoholic products; tax for mining of mineral resources; fishing tax; fuel and energy tax, etc.

Concerning ecologic payments, the following types are implemented in this state: payments for stocking of harmful wastes; payments for pesticide registration and control; payments for water resource pollution; payments for licensing of fishing and hunting; payments for forest management, etc.

Ecologic subventions provide for adoption of special rates of taxation, they are used in the following areas: decreased tax rate for bio fuel and renewable energy sources, bio gas; decreased tax rate for wood-based fuel; cancellation of tax for the forest, agrarian lands, water; decreased tax rate (decrease for up to 50 %) for combined heat and energy production; decreased VAT rate (13 % instead of 23 %) for industrial wastes processed as a fodder for agrarian livestock, 9 % instead of 23 % for passenger transport. It is established that the tools of ecologic payments include the tools in form of tax cancelation and decrease of taxable basis, in particular: depreciation rate 25 % for the companies investing in decrease of negative impact on water resources and air; cancelation of tax with indirect compensation in form of lost benefit from preservation of natural resources; cancelation of tax on profit for preservation of forest resources.

Such tools to stimulate green initiatives in commercial structures as grant allocation are widely used in practice of this state, in particular: grant up to 50 % of total amount of costs for financing of nature protection technologies or production of environmentally-safe products; grant up to 50 % of total costs for financing of water protection measures, and grant for compensation of costs for forest planting.

In structure of financial and investment tools it is reasonable to focus on beneficial interest rates for credits and debt instruments; they are implemented in the following forms: subsidy-based interest rate for credits allocated to industrial and municipal organizations operating in area of pollution control; subsidy-based interest rate (2 interest points below the market rate) for credits allocated to the small and medium enterprises; the subsidy for preservation and protection of natural resources, etc.

The tool of trade with pollution rights through European right realization system is also implemented in this country. Eco labelling is one of the tools to motivate for implementing environmentally safe productions and technologies. It is represented in practice of Finland by the following types: Huvaa Suomesta symbol and Nordic Ecolabel; the mark of conformity with EU organic standards; individual group of symbols applicable to the household appliances, aerosol preparations and other materials.

Labelling of product manufacturers complying with principles of sustainable production is performed basing on assignment of the following symbols: Green Point (Der Grune Punkt), EU Ecolabel, Green Seal, the label of independent ecologic organization of EU consumers. So, at the present time Finland has achieved high indexes of competitiveness of economy and formed the ecologic culture. The following main factors contributing to that should be underlined: strong state in form of efficient tools ensuring influence of state regulation; particularities of management and regulation oriented to the achievement of consensus, non-formality, collegiality and openness; supremacy of law; decentralized executive power [17].

We believe that one of the necessary elements of the system required for formation of favourable environment for motivation of national commercial structures, in particular, agrarian producers, is to create information system which should contain the data about international rules and standards, documents of legal regulation which could be national, or the obligations taken by the state in environmental policy, the best practices of sustainable development principle implementation on the level of commercial entities. Due to such approach the enterprises will spend minimum time and efforts for search and generalization of necessary information, and it is of prime importance for small and medium agrarian enterprises.

Manifestation of social factor in stimulation of green initiatives implemented in production activities in EU states was determined: indeed, the applicable system of tools stimulates consumers to consume environmentally safe products. Main measures in this area were taken according to Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan [18], and Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions [19]. Proposed Action Plan was aimed at change of consumer behavior and convincing by information to prefer eco-products. So, the tools to stimulate ecologic products were implemented in foreign states – it is absolutely reasonable on the

background of high income level. As a result of popularization of ecologic consumption, together with economic, regulatory and information tools to stimulate green initiatives, the consumer and society in general motivate business to implement environmentally safe technologies and launch manufacture of ecologic products. Nevertheless, in case of low purchase capacity of the consumers efficiency of such tools is significantly lower.

Among the social factors which contribute to implementation of green initiatives in production activities of commercial entities it is possible to find out in international practice the following factors: the consumers prefer ecologic products or the products manufactured by enterprises committed to the principles of sustainable development; public ecologic organizations participate actively in protection of ecologic rights of the citizens, in discussion of solutions and projects which implement the ecologic objectives; independent ecologic organizations perform independent monitoring and public ecologic control, interact with controlling authorities and provide their eco labelling, the Green Seal, which is the label of independent ecologic organization of EU consumers.

So, the complex system to stimulate commercial structures in implementation of principles of environmentally safe production and motivation of consumers to purchase ecologic products is formed in the developed states of the world. In line with that, the limited number of tools is used in national practice; efficiency of some of them is very low due to the poorly grounded mechanism of their implementation, and this is the obstacle for efficient functioning of the system stimulating implementation of green initiatives in production activities. The certain positive changes are observed in national practice, in area of regulation and certification of organic production of agrarian products and eco-labelling, regional labelling [20]. It should be noted that economic and regulatory tools to stimulate implementation of green initiatives in agrarian activities were developed during the last years, nevertheless, information levers were not developed properly. Therefore, in national practice of agrarian production there is a need to improve the tools and methods stimulating product manufacturers to conduct environmentally safe activities and to create the complex algorithm of their interconnected use – this will become the area for studies in future.

Conclusions. Basing on the study performed, it is possible to determine the main factors which increase efficiency of the tools to implement green initiatives in production activities of commercial entities in the developed states of the world. First, protection of environment is one of the legal principles of state development, and all legal regulations in area of environment are target-oriented, clearly regulated in terms and objects, their implementation is described in the relevant guidelines and methods. Second, information support system is created in the developed states of the world; this system is free of charge, available to general public, it contains the data about ecologic laws, regulations and tools for their implementation, statistic data, reports of international organizations and other information; the enterprises have access to this system free of charge.

Third, systemic monitoring of efficiency of ecologic policy, legal acts and regulations is conducted in the states of the world, it is the basis for modernization of existing tools and implementation of the new and more efficient tools.

Fourth, the system of tools to stimulate product manufacturers in implementation of ecologic production and technologies is adopted in environmentally conscious states; they are differentiated by areas and industries basing on “polluter pays” principle.

Fifth, tax rates for the harm caused to environment are fixed at maximum level and in a way which is economically reasonable for product manufacturer and convinces them to conduct their activities basing on the principles of care of environment.

Sixth, the tools to convince the consumers and to promote ecologic culture of production play an important role in stimulation of the demand for environmentally safe products together with formation of positive image of ecologic product manufacturers and support in promotion of ecologic products on the target markets.

We believe that experience of the developed states of the world in stimulation of implementation of green initiatives in production activities of agrarian producers may not be automatically adopted in national practice as a result of certain economic, national and mental particularities. Nevertheless, the principles and approaches, the certain tools may be taken in consideration in process of improvement of the system of tools for implementation of green initiatives in production activities in agriculture.

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Зарубіжний досвід стимулювання екологізації сільськогосподарського виробництва та напрями його використання у вітчизняній практиці

Бачинський Р.Л.

У статті узагальнено зарубіжний досвід стимулювання екологізації сільськогосподарського виробництва та обгрунтовано напрями його використання у вітчизняній практиці. Доведено, що недостатній рівень екологізації сільськогосподарського виробництва зумовлений проявом стримуючих бар'єрів організаційного та економічного змісту, а також нерозвиненістю інструментів стимулювання сільськогосподарських товаровиробників. Аргументовано, що актуальним є узагальнення зарубіжної практики щодо стимулювання сільгосптоваровиробників до екологізації сільськогосподарського виробни-

цтва та обґрунтування напрямів її адаптації в українській практиці.

Обґрунтовано, що забезпечення екологізації сільськогосподарського виробництва на рівні господарюючого суб'єкта можливо за умови цілеспрямованої спільної, скоординованої діяльності держави, суспільства, об'єднаних територіальних громад (ОТГ) та сільськогосподарських підприємств. Запропоновано, екологізацію сільськогосподарського виробництва розглядати як системний процес організації природоохоронної діяльності підприємства на основі узгоджених дій сільськогосподарських товаровиробників, державних органів влади та управління, ОТГ щодо використання комплексу інструментів і заходів по стимулюванню екологобезпечної діяльності.

Узагальнено, що нормативно-правове регулювання природоохоронної діяльності країн ЄС включає наступні інструменти стимулювання екологізації: нормативні, інформаційні та економічні. Виділено економічні інструменти мотивації підприємств до запровадження екологоощадної діяльності: екологічні податки, екологічні квоти, екологічні фонди, субсидії та податкові пільги, заставно-поворотні системи тощо.

Розкрито складові інформаційної системи підтримки товаровиробників, яка включає інформацію про чинне природоохоронне нормативно-правове законодавство, статистичні дані, дослідження, огляди та аналітичні звіти, розроблені стратегічні програми, інформацію про можливості фінансування, природоохоронні рішення для підприємств. Обґрунтовано доцільність створення інформаційної системи щодо стимулювання екологізації сільськогосподарської діяльності у вітчизняній практиці.

Ключові слова: екологізація, інструменти стимулювання, сільськогосподарське виробництво, екологічні платежі, екологічні податки.

Зарубежный опыт стимулирования экологизации сельскохозяйственного производства и направления его использования в отечественной практике

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В статье обобщен зарубежный опыт стимулирования экологизации сельскохозяйственного производства и обоснованы направления его использования в отечественной практике. Доказано, что недостаточный уровень экологизации сельскохозяйственного производства обусловлен проявлением сдерживающих барьеров организационного и экономического содержания, а также неразвитостью инструментов стимулирования сельскохозяйственных товаропроизводителей. Аргументировано, что актуальным является обобщение зарубежной практики по стимулированию сельхозтоваропроизводителей к экологизации сельскохозяйственного производства и обоснование направлений ее адаптации в украинской практике.

Обосновано, что обеспечение экологизация сельскохозяйственного производства на уровне хозяйствующего субъекта возможно при условии целенаправленной совместной, скоординированной деятельности государства, общества, объединенных территориальных общин (ОТГ) и сельскохозяйственных предприятий. Предложено, экологизацию сельскохозяйственного производства рассматривать как системный процесс организации природоохранной деятельности предприятия на основе согласованных действий сельскохозяйственных товаропроизводителей, государственных органов власти и управления, ОТГ по использованию комплекса инструментов и мероприятий по стимулированию экологобезопасной деятельности.

Обобщено, что нормативно-правовое регулирование природоохранной деятельности стран ЕС включает следующие инструменты стимулирования экологизации: нормативные, информационные и экономические. Выделены экономические инструменты мотивации предприятий к внедрению экологобережливой деятельности: экологические налоги, экологические квоты, экологические фонды, субсидии и налоговые льготы, залогово-поворотные системы и тому подобное.

Раскрыто составляющие информационной системы поддержки товаропроизводителей, которая включает информацию о действующем природоохранном нормативно-правовом законодательстве, статистические данные, исследования, обзоры и аналитические отчеты, разработанные стратегические программы, информацию о возможностях финансирования, природоохранные решения для предприятий. Обоснована целесообразность создания информационной системы по стимулированию экологизации сельскохозяйственной деятельности в отечественной практике.

Ключевые слова: экологизация, инструменты стимулирования, сельскохозяйственное производство, экологические платежи, экологические налоги.

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