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Концептуальні засади формування мотиваційної складової міжнародної екологічної політики

Обґрунтовано доцільність врахування мотиваційної складової у системі формування та реалізації екологічної політики на різних рівнях. Для обґрунтованого визначення перспектив створення мотивації екологізації інноваційної діяльності в країні запропоновано методичний підхід до оцінки нерівномірності розподілу екодеструктивного впливу підприємств галузі, регіону, країни. Розроблено методичний підхід до оцінювання потенціалу мотивування екологізації інноваційної діяльності та відносної соціо-еколого-економічної ефективності методів мотивування екологізації інноваційної діяльності.

Ключові слова: екологічна політика, мотивування, екологізація, мотивація, соціо-екологоекономічна ефективність, потенціал мотивування.

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Conceptual grounds to form motivational constituent of the international ecological policy

The aim of the article is to develop scientific and methodic grounds to form motivational constituent of the international ecological policy.

Directions to improve activity and efficiency of the international ecological policy consist in improvement or change of the existing elements in natural management mechanism, forms and tools of ecopolicy. Therefore motivating mechanism of environmental protection and rational natural management has prior value. One of the main points to form motivating tools system has to be increasing of the economic activity total efficiency in the country. Its achievement depends on ratio between change in efficiency of the ecodestructive and ecologically oriented innovative activity. Authors present graphically and ground possible variants of innovative activity efficiency while using economic motivating tools of its ecologization. Authors also suggest to use curve, which describes inequality of ecodestructive impact distinguish, to determine perspectives for innovative activity ecologization motivating creation in the country. The proposed methodic approach is used only to analyze enterprises ecological compatibility, which has destructive impact on environment. Inequality coefficient is suggested to measure degree of ecodestructive impact distinguish inequality degree. Authors investigated principle scheme to define potential of innovative activity ecologization motivating depending on the received inequality coefficient of the ecodestructive impact distinguish and type of the distinguish curve. In order to avoid subjectivity of ecodestructive impact distinguish curve one suggests to use formalized procedure, which foresees determination of distinguish curve type by results of shifting coefficient calculation. In order to form efficient system of the innovative activity ecologization motivating one proposes to use developed map of the relative socio-ecology-economic efficient to use methods of negative and positive motivating of the innovative activity ecologization of branch, region and country enterprises, investigated by authors. The revealed dependence of motivating methods on these maps depending on inequality curve type of the enterprise ecodestructive impact distinguish and their innovative activity ecologization potential allow to determine prior methods of the ecologization

motivating. If positive and negative motivating methods are greatly differ from each other by their use efficiency according to these maps, it is necessary to give advantage to those ones, which are more efficient. The suggested theoretical and methodic approach to estimate potential of innovative activity ecologization state motivating methods may be also adapted to solve other tasks to control innovative activity ecologization. To determine motivating tools one has to calculate expected results of its conduct. The main orienting point to motivate innovative activity ecologization from the point of view of state has to be socio-ecology-economic efficiency and proper effect.

Keywords: ecological policy, motivating, ecologization, motivation, socio-ecology-economic efficiency, motivating potential.