

–забезпечувати поширення знань, умінь і навичок, необхідних для розв’язки та усунення проблем навколишнього середовища у майбутньому;
–орієнтувати на відповідальність за рішення в галузі природокористування;
–виховувати членів суспільства зі свідомістю причетності кожного з них до вирішення проблем природного середовища. [2]

Шляхом впливу на соціальні аспекти (соціально-економічні, соціально-політичні, соціально-екологічні) можемо досягнути ключів вирішення даної проблеми.

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ENVIRONMENTAL PROTECTION

Our planet Earth is a small part of the solar system. Human beings can live only on this teeny-tiny part of the universe. Unfortunately, our planet is now in danger, environmental danger. Acid rain and global warming, air and water pollution are the things which can harm life on Earth. There's a problem with disappearing forests which are cut down or burnt. Factories and plants pollute water, soil and air. If people don't take corrective measures, pollution will cause serious problems. Many years ago people lived in uncrowded rural areas and didn't have so many machines. With the development of cities creating huge amounts of pollutants, the problem has become more apparent. Not everyone realizes the extent of the environmental impact of human activity and even some scientists underestimate the size of the problem, so protection measures are occasionally only debated, not actioned. If this trend continues, one day we won't have enough oxygen to breathe. Can you imagine that?

Due to reasons such as the pressures of overconsumption, population growth and technology, the biophysical environment is being degraded, sometimes permanently. Most countries recognize this, so governments have begun placing restraints on activities that cause environmental problems. Since the 1960s, environmental movements have become more popular and they have created more awareness of the various environmental problems.

Environmental protection is the practice of protecting the natural environment by individuals, organizations and governments. Its objectives are to conserve natural resources and the existing natural environment and, if possible, to repair damage and reverse trends.

Scientists say every ten minutes one kind of animal, plant or insect dies out forever. So if nothing is done, one million species may soon become extinct. The seas and oceans are in danger. There are a lot of poisonous industrial and nuclear wastes, chemical fertilizers and pesticides in the water. The Mediterranean is already nearly dead; the North Sea is following that fate. The Aral Sea is about to disappear. Soon nothing will be able to live in the seas. Air pollution is another huge and serious problem. In such big cities as Cairo and Beijing, just breathing the air is equivalent to smoking two packs of cigarettes a day. The same holds true for many Russian cities.

Industrial factories emit tons of harmful chemicals into rivers, soil or air. These emissions are the main reason for the greenhouse effect and acid rain.

An even greater threat are nuclear power stations. We all know how tragic the consequences of the Chernobyl disaster were.

However, there are various methods to protect the environment. Some of them are:

Voluntary environmental agreements

In developed industrial countries, voluntary environmental agreements provide a base for companies to be recognized for moving beyond the minimum regulatory standards, which is how the development of best environmental practice is supported. For instance, in India, Environment Improvement Trust (EIT) has been working for environmental and forest protection since 1998. A group of Green Volunteers had a goal of Green India Clean India concept. CA Gajendra Kumar Jain is a Chartered Accountant, and is the founder of the Environment Improvement Trust in Sojat, a city in the State of Rajasthan in India. In some developing countries, e.g. Latin America, such agreements are usually used to remedy non-compliance of the requirements with mandatory regulation. But still there are challenges that exist with these agreements. They lie in establishing baseline data, targets, monitoring and reporting. Due to these difficulties their use is often questioned and, indeed, the whole environment may well be adversely affected as a result. The real advantage of their use in developing

countries is that their use helps to build environmental management capacity.

Ecosystems approach

Better exchange of information, development of conflict-resolution strategies and improved regional conservation are key points of this approach. The above mentioned approach to resource management and environmental protection aims to consider the complex interrelationships of an entire ecosystem in decision making rather than simply responding to specific issues and challenges. Ideally the decision-making processes would be a collaborative approach to planning and decision making. They would involve a wide range of stakeholders across all relevant governmental departments, as well as representatives of industry, environmental groups and community.

International environmental agreements

These agreements are legally binding documents. They have legal implications when they are not followed. Besides this, there are more agreements in principal and they are used as codes of conduct. These agreements have a long history from 1910 in Europe, America and Africa. Some of the most well-known international agreements include the Kyoto Protocol and others. Many of the earth's resources are particularly vulnerable because they are influenced by human impacts across many countries on Earth. As a result many governments sign agreements to prevent damage or manage the impacts of human activity on natural resources. These agreements are about such impact factors on climate, oceans, rivers and air pollution.

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THE STATE OF ATTRACTING FOREIGN INVESTMENTS INTO THE CORPORATE SECTOR OF UKRAINE'S ECONOMY

The strategic task of the Ukrainian corporate sector development is to attract foreign investment resources in the conditions of their deficits into the country's economy. An increase in foreign investment has a positive effect on the long-term development of enterprises, individual industries and the economy as a whole. From efficient placement of investments, including the foreign ones, depends on the growth or decline of own production, possibilities of solving social and environmental issues, modern level and potential dynamism of physical, financial and human capital.

The study of the advantages and disadvantages of existing forms of attracting foreign investment allows us to assert that the most suitable are direct investments, because they characterize the presence of long-term investor interests in the country's economy. According to the State Statistics Service of Ukraine, as of 01.01.2018 foreign investors put in 31 606, 4 million USD and withdrew – 6322,0 million USD of direct investment in the economy of Ukraine. US direct investment. In general, starting from 2015, we can see a gradual decline in the investment activity of foreign partners (table 1).

Table 1 - Direct foreign investment in the economy of Ukraine in 2014 - 2018 (million USD)

As of	Direct investment in Ukraine		Growth rate (%)	Direct investment from Ukraine		Growth rate (%)
	In all	From EU countries		In all	In EU countries	
2014	53 704,0	41 032,8	-	6 702,9	6 192,3	-
2015	38 356,8	29 308,0	-28,6	6 456,2	6 138,8	-3,7
2016	32 122,5	24 982,8	-16,3	6 315,2	6 111,0	-2,2
2017	31 230,3	23 425,7	-2,8	6 346,3	6 115,1	0,5
2018	31 606,4	24 145,2	1,2	6 322,0	6 075,5	-0,4

The data are given without taking into account the temporarily occupied territory of the Autonomous Republic of Crimea, Sevastopol, for 2014-2018, as well as without part of the temporarily occupied territories in Donetsk and Luhansk oblasts

Source: Compiled by author based on [2]