

## THE ECOLOGIZATION OF UKRAINE ECONOMY IN CONTEXT MODELS OF SUSTAINABLE DEVELOPMENT

The article summarizes the scientific material on the topic, substantiates the idea that the successful implementation of the European choice of Ukraine in the context of the implementation of the Association Agreement with the European Union will largely depend not only on the dynamism of its economic development, but also on the approximation to world standards of social welfare.

Of course, this is not possible without the activation of solutions to environmental problems, which are caused by the intensification of human impact on the environment and, accordingly, the modernization of economic and social spheres, taking into account environmental and natural-resource factors to create qualitatively new living and reproduction conditions.

The categorical and meaningful characteristic of the concept of "greening" is revealed; compared views on the essence of the concept under study.

By "greening" we offer to understand the process of consistent implementation of technical, technological and managerial innovations for the implementation of sustainable development processes by achieving a balance of development components (economic, environmental, social), while preserving and improving the environment at all taxonomic levels.

The greening tools are described taking into account the level of their impact on the economic system.

The principles of implementation of the state environmental policy are presented, among them: openness, accountability, publicity of state authorities; public participation in public policy-making; respect for citizens' environmental rights; promotion of environmentally responsible business and environmentally conscious behavior of citizens; prevention of environmental damage; international cooperation and European integration.

The connection of the transition to the concept of sustainable development, which involves the construction of a qualitatively new socio-ecological-economic model of society development, with solving the problems of greening has been proved.

**Keywords:** greening; sustainable development; European Union; Association Agreement; public policy; economic instruments, principles.

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