

## **GREEN MARKETING IN UKRAINE**

Today the connection of three factors "economy - politics - the environment" becomes important. Economics determines the prosperity of the state, policy is directed at stabilizing the situation in different regions, and the violation of ecology can reduce to great financial wastes at both the local and global levels.

Green marketing is the scale movement abroad. Investments in clean technology are measured in billions of dollars. Financing of environmental programs, volunteer movement, minimizing the harmful effects on the environment, environmental packaging, certification of products - the "green marketing" has a very wide range of tools.

Ukraine begins to work towards the development of eco-trends in business. However, some companies have already implemented successful ideas.

After the signing of the Association Agreement between Ukraine and the EU, the European Union has opened its markets and reduce tariffs for Ukrainian goods. It can bring about 500 million euros Ukrainian economy until the end of the year. This means that Ukrainian producers should consider the quality of their products. It is necessary for Ukraine to conform the high norms and international standards in order to compete in the European market.

In the EU countries, the demand for environmental-friendly products and services rapidly growing and the sales of organic products is growing by 8%.

"Eco-certification - is a multistep process that is more complicated than the passaging the conformity with national norms and standards. Producers have to upgrade all the stages of production. From raw materials to packaging.

There is the important task for Verkhovna Rada of Ukraine together with producers and industry associations. They have to implement European certifications. But are the Ukrainian consumer ready for this 'environmental revolution'?

I have carried out a research in which I used 'Magnat' – a cheese trade name - as an example. The main goal of the research was to find out if Ukrainian consumers are ready to pay 10 % more for a product whose packing is made of environmentally-friendly materials.

The findings show that the consumers with an average income of 7000 hrivnas are ready to pay 10% more for the cheese if its coating material is environmentally-green.