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## **NEW MARKETING TOOLS UNDER GLOBALIZATION**

«Dnepropetrovsk Oil Extraction Plant» is Ukraine's largest producer of refined oil TM "Oleyna" more than 40% of which is exported.

However, situation in the market is very change today. Business relations with the market's Russian are become difficult. Together with that, economic part of the agreement was signed with EC. As a result this, appears free trade zones between Ukraine and EC. Cancel and reduction import duties will be with more then 90% commodity positions. In this way, for "Oleyna" is opening promising markets of Poland and Germany.

Orientation on European markets needs the application of the rules and methods, because they will apply the market players. Study of possible good practices - voluntary sustainability standards indicated that "Oleyna" may have a special interest of certificate «Book&Claim».

Book&Claim certificate trading is a new and unique way for promote the sustainable production of essential commodities, particularly food. It is designed to overcome the difficulties in supply chains. It's basic principle - encourage producers to operate sustainably and reward them for doing so.

Producers who can prove that they are operating sustainably are invited to register in the Book&Claim certificate trading programme. Then, these certificates can be offered for sale on the «Book&Claim» in online trading platform.

This method is unique because consumers and/or sellers of products, which contain that commodity, may also qualify for the purchase of the same certificate. As a result they do a voluntary premium directly to the producer of the product which works sustainably.

Thus, manufacturers and retailers can demonstrate that they have supported sustainable producer of primary level, which is checking the certificate "Book and claim". Claims are entitling use the label and the manufacturer's certificate of sustainable raw materials throughout the sales network.

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## **THE ROLE OF INFORMATION SYSTEM IN SHAPING THE HUMANITARIAN SUPPLY CHAIN**

Humanitarian logistics includes activities, processes and systems that are involved in mobilizing people, resources and skills that are needed to provide humanitarian assistance to victims of natural disasters.

Thus, supply chain while providing humanitarian aid includes power budget