

Sustainable Development and Human Security Strategy for Old-Industrial Territories

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Abstract:

This article will examine the notion of sustainable development within the aspect of protection of the environmental rights of the population related to the problems of efficient use of the resource potential of the territory. Determined are: pre-conditions of the activity of local communities of industrial regions in the process of formation of legal, organizational and economic conditions of the use of natural resources and sustainable development.

Key words: community, natural capital, natural resource utilization, social and economic development, pollution, environment.

Unfavorable ecological situation in industrial regions requires solutions of many problems related to protection and improvement of the environment. State environmental policy requires public awareness and scrutiny. Disadvantages of mechanisms of legal regulation, low environmental awareness and ecological culture of the population, lack of awareness of citizens of the environment, their ignorance of their own environmental rights require joint efforts of the public and local governmental power structures to prevent deterioration of the ecological situation in the region.

Interaction of community, government and private sector is the way to solve existing environmental problems. In order to enhance public ecological policy required at the national level it's necessary to develop a comprehensive national concept of ecological awareness. This includes implementation of the following actions:

- The highest state authorities of Environmental Protection should strengthen work on implementing an effective mechanism for financial support of NGOs through the state environmental grant programs;
- The local authorities on environmental protection should involve scientists and experts to develop and implement environmental education programs in the region;
- The improvement of the financing of environmental projects at the regional level to initiate series of practical workshops and seminars to exchange experiences of NGOs with regional authorities and government agencies on the development of international cooperation in order to attract foreign investment;
- The engagement of the public in the implementation of environmental actions to strengthen public awareness. Within this area to local governments, state environmental agencies should use the municipal media for prompt coverage of environmental issues. The environmental updates should be done using expedient electronic discovery environmental portals on web resources of state structures;
- The encouragement of the citizens to engage in energy-saving technologies at home, including relevant ministries to develop a program of public lending alternative heating systems, private and public buildings and so on.

General formulation of the problem

Connection with scientific and practical tasks

Unfavorable ecological situation in industrial regions requires the solution of many environmental problems. State ecological policy requires public control, especially in the processes of use of the natural capital of the territories.

Among the actual problems, we can still name: drawbacks of the mechanisms of legal regulation, low environmental awareness and ecological culture of the population, lack of the citizens awareness of the environmental problems, their ignorance of their own environmental rights that require joint efforts of the public and local governmental power structures to prevent deterioration of the ecological situation in the region, which is the violation of people's ecological rights for life and use of natural resources in ecologically acceptable conditions.

Analysis of the latest research and publications

Definition of the unsolved problems

The work on of effective management instrument creation in this field of activity is carried out in many countries of the world. Scientific research on solving the problem of social and economic development of the regions as well as their resource base strengthening were carried out by such famous scholars as: F.D. Zastavnyj (highlighted the problem of social and economic, ecological, demographic and other kinds of repressiveness in Ukraine[1], Zajtseva L.M. (grounded new methodic approach that allows to typify the regions according to their social and economic development) [2], Topichev O.G. (defined negative tendencies of deepening of the regional disproportions and inconsistency of social and economic development of the regions) [3]. Gerasimchuk Z.V., Vakhovich I.M. (developed organizational and economic mechanism of strategy formation of social and economic development of the region) [5].

But the creation of reliable and efficient management mechanism of the activity of local community which is able to ensure balanced solution of economic tasks and environmental protection problems as well as restoration of the natural capital of the territory with the aim of satisfaction of the necessities of life of the present and future generations remains the main task of the environmental protection management both in Ukraine and abroad, which determines particular importance of the problem further investigation, especially in the industrial regions.

The aim of the article

To determine the pre-conditions of engagement of local communities of industrial regions in the process of natural resource use and formation of the conditions for steady development. To consider the notion of sustainability of economic development of community within the aspect of participation of population in the solution of the problems of efficient use of the resource potential of the regions.

Presentation of the main material

Grounding of the results obtained

The present-day condition of the environment is the result of activity of all the subjects of the region: citizens, enterprises and state governmental power structures. According to the volume of toxic emissions, the main polluters and natural resource users are enterprises. State structures realize the programs that oblige industry to invest a proportion of their income in the system of environmental protection. But the function of economic stimulation is not enough developed and does not bind the enterprises – polluters to change their production and environmental technologies. Under such conditions the relations between state regional authorities and the enterprises – polluters require regular control from the side of community. The aim of such control is to prevent different kinds of violations (acts of corruption) and inform the authorities about the priority resource involvement for the solution of ecological problems or minimization of the industrial emissions and economic crisis prevention [7].

While considering economic situation in Ukraine it is necessary to point out that it was changing according to the volume and intensiveness of industrial production. Dissatisfaction of population with the condition of the environment was observed mostly from 1994 to 1998, when production loads of heavy industry enterprises were high, as well as goods manufacturing. Not accidentally, in the 1994 -1998, the number of the respondents who underlined considerable deterioration of the environment fluctuated between 71-78% (table 1). The dynamics of positive changes was noted by insufficient number of the respondents (2-5%). With the general positive tendency as to the decrease in negative evaluations of the environment that in 2010 went down by 32.8%, compared to 1994, the level of those who note deterioration of the environment is still high (in 2008 – 47.5% of the respondents, in 2010 – 45.1%).

Table N1

Evaluation of the general ecologic situation in the country in 1994-2010, %

(Percentage of all the respondents) [13]

	1994	1996	1998	2000	2002	2004	2005	2006	2008	2010
1.Deteriorated considerably	57.0	48.6	47.0	31.3	28.0	17.9	13.0	17.6	20.3	20.3
2.Slightly deteriorated	20.9	23.9	23.8	27.8	25.6	24.3	18.7	24.2	27.2	24.8
3. Remained stable	16.3	24.2	25.0	37.1	43.0	51.6	62.9	54.2	48.5	51.4
4. Slightly improved	1.4	1.9	2.8	2.7	1.8	4.5	4.5	3.4	2.9	2.6
5.Considerably improved	0.7	0.8	0.6	0.3	0.5	0.6	0.5	0.6	0.7	0.5
Didn't answer	3.7	0.7	0.8	0.8	1.0	1.1	0.4	0.1	0.3	0.3
Average score	1.6	1.8	1.9	2.1	2.2	2.5	2.6	2.5	2.4	2.4

The given evaluation of the ecological situation in Ukraine which was determined by the place of residence from 2002 to 2010 (table 5.4), shows positive tendencies as to the change of unfavorable condition. For eight years the negative evaluation that included considerable and slight deterioration decreased from 49.2% in 2002 to 41.1% in 2010. While positive evaluation that characterize relatively favorable and completely favorable situation increased from 18, 6% in 2002 to 37.5% in 2010 (almost by 20%), the proportion of negative and positive evaluations is still in favor of negative ones, which were noticed by 41.1% of the respondents. Positive evaluation was given by 37.5% which is 3.6 points less (table 2).

Table 2

Evaluation of the ecologic situation by the population of Ukraine according to the place of residence 2002-2010, % [8]

How do you assess the ecologic situation in the settlement where you live?						
Options of answers	2002	2004	2005	2006	2008	2010
1. Considerably unfavorable	19.2	10.8	11.4	11.3	13.0	10.2
2. Unfavorable	40.0	36.8	32.3	35.1	33.6	30.9
3. Difficult to say	22.1	24.2	24.7	23.2	15.6	21.3
4. Relatively favorable	17.3	25.8	27.1	28.1	32.4	33.4
5. Completely favorable	1.3	2.3	4.5	1.9	5.2	4.1
Didn't answer	0.1	0.1	0.0	0.4	0.2	0.1
Average score	2.4	2.7	2.8	2.7	2.8	2.9

Presence of unfavorable ecological condition is predetermined by particular factors of environment pollution in the places of people's residence. The most concern is raised by the residence pollution noted by 48.5% of the respondents in 2010 (table 3). This unfavorable factor is perceived by the people as the worst through the

inconveniences and dangers for their lives. The second place among the inconveniencies and dangers is occupied by air pollution by the traffic exhaust fumes which from 2004 tends to increase. The third place among the unfavorable factors that are risky for life of the population was given by the respondents to low quality food because of high level of harmful ingredients in them. From 2004 to 2010 the tendency of this negative factor's growth is observed. In 2010 almost 38% of the respondents were worried about low quality of food.

Table 3

Evaluation of the dangers of environment pollution in the place of living in 2002-2010, % [8]

Which factors of environment pollution of the place you live in worry you most?						
Options of answers	2002	2004	2005	2006	2008	2010
1. Air pollution with chemicals and production emissions	47.3	34.7	34.3	33.1	32.3	31.4
2 Air pollution with traffic exhaust fumes	48.0	41.9	39.9	42.5	42.3	43.7
3 Water pollution with chemicals and production toxic wastes	46.1	32.6	32.0	29.8	29.3	28.1
4. Soil pollution with chemicals and production toxic wastes	32.4	21.6	22.2	17.8	20.2	21.7
5. Pollution of the territory you live in with litter and other wastes	54.8	46.7	49.7	51.1	48.5	48.5
6. Radioactive contamination	35.7	28.5	23.7	26.2	22.0	19.9
7 High level of noise	16.7	13.2	16.2	16.1	17.7	15.8
8. High level of harmful ingredients in food products	40.4	28.6	28.9	29.1	36.1	37.9
9. Nothing cause serious worries	9.7	12.4	14.8	13.2	14.2	16.1
10. Other	0.7	1.2	0.4	0.9	1.3	0.4
Didn't answer	0.2	0.3	0.2	0.6	0.3	0.1

Pollution of air, water and soil with chemicals and wastes of production occupied the fourth, fifth and sixth places according to the negative evaluation of the respondents. In 2010 air pollution worried 31.4% of the respondents, water pollution - 28.1% and soil pollution - 21.7% accordingly. In all the cases positive tendency of 11-18 point decrease in the risk of pollution is observed over the eight last years.

Radiation pollution is ascertained by almost 20 % of the respondents in 2010. This is extremely dangerous for health and life of the population. It is quite high in spite of its considerable decrease compared to 2002, when radioactive contamination worried 35.7% of the respondents. Almost unchanged is the level of such negative factor as the noise level that was noted by 16% of the respondents.

Positive evaluation of the environment was given by 16.1% of the respondents in 2010. Their number compared to 2002 increased by almost 6%. Thus, according to the level of importance and danger for population, the rating of the negative factors is as follows: pollution of the territory with litter and dirt – 48.5-54.8%; air pollution with transport exhaust fumes 43.7-48%; high level of harmful ingredients in food products – 37.9 – 40%; air pollution with chemicals and production emissions – 31.4 – 47.3%; water pollution with chemicals and production toxic wastes – 28.1 -46.1%; soil pollution with chemicals and production toxic wastes – 21.7 – 32.4%; radioactive contamination – 19.9 – 35.7%; high level of noise – 15.8 -17.7%.

Evaluation of the respondent's satisfaction with the level of sanitation and livability of streets, parks, environment (table 4) showed considerable level of dissatisfaction. In 2010 general level of livability and sanitation was perceived as dissatisfactory by 57.4% of the respondents and compared to 2002 decreased insignificantly (by 3.5). As to the condition of the yard is concerned, the percentage of dissatisfied (37.6%) was almost the same as that of the satisfied ones. But general evaluation improved. Harmful and unfavorable environmental conditions occupied the second place among the reasons that can make them move according to 16.7 % of the respondents questioned in 2010, but in the 1990-s they occupied the first place. This shows some improvement of the environment in Ukraine. But the problems haven't been totally solved yet.

Table N4

Evaluation of improvement and sanitation (of parks, streets, environment) and personal yards in 2002 -2010, %

To what extend are you satisfied with livability and sanitation of parks, streets, environment						
Options of answers	2002	2004	2005	2006	2008	2010
1. Mostly dissatisfied	60.9	54.4	61.6	62.0	60.7	57.4
2. Difficult to say	25.6	26.3	23.6	21.4	22.5	25.7
3. Mostly satisfied	13.3	18.9	14.8	16.2	16.6	16.9
Didn't answer	0.2	0.3	0.0	0.4	0.2	0.1
Average score	1.5	1.6	1.5	1.5	1.6	1.6
To what extend are you satisfied with livability and sanitation of the yard?						
Options of answers	2002	2004	2005	2006	2008	2010
1. . Mostly dissatisfied	43.4	43.0	48.1	47.3	43.2	37.6
2. Difficult to say	24.8	21.9	21.2	20.6	23.3	24.8
3. Mostly satisfied	31.4	34.3	30.6	31.6	33.3	37.4
Didn't answer	0.5	0.7	0.2	0.5	0.3	0.2
Average score	1.9	1.9	1.8	1.8	1.9	2.0

Even very limited sociological data on the evaluation of ecological security by the population allow us to determine the main priority directions of state, regional and industrial policy as to the solution of the abovementioned risks and dangers. They are:

- To overcome the pollution of the territories, improve the level of sanitation, introduce environmentally friendly and economically feasible recycling;
- To reduce air pollution by transport exhaust fumes, chemicals and production wastes;
- To produce food products with low level of harmful ingredients;
- To reduce the pollution of water and soil

- To decrease the level of noise;

Most of the respondents feel uncomfortable under the conditions of unfavorable ecological situation, and part of them are ready to move to a different place. Ecological dangers cause negative social consequences that are revealed in the reduction of the natural resources for people's existence, deterioration of the health condition of the population, decrease of conditions and possibilities for reproduction and development of the human potential.

Thus, social and economic factors of sustainable development, according to evaluation of the population of Ukraine, are not enough studied, unmanaged and not involved in the practice of management.

They are not observed, studied through sociological research and not combined with statistics evaluations. But they have unique information potential, that most correctly represent expectations of the population of Ukraine as to optimistic perspectives of development of the country, connected with the establishment of sustainable development. It is necessary to include to the project of the Concept of Sustainable Development the provision as to the analysis of thoughts and evaluation of the population of the conditions and perspectives of sustainable development by the way of sociological monitoring of steady development, taking into consideration the results in the process of managerial decision-making on all levels.

Among the regions of Ukraine the need in sustainable development can be observed in industrial regions. Negative effects of economic and social dangers are perceived most acutely in the regions with more favorable economic situation. Differentiation of the regions according to the quotient of steady development showed that industrial regions were in the group with low (Donetsk, Dnepropetrovsk and Zaporizhya), and very low (Lugansk) level. According to human development index Lugansk and Donetsk regions occupy the last places among the regions of Ukraine due to unfavorable ecological, demographic conditions, social environment etc. for more than 10 years in a row.

At the same time industrial regions have higher level of economic development, which is not targeted to social and ecological safety. Generally, there's no balance between economic, social and ecological development both in industrial regions, and in the regions of Ukraine as a whole. This situation is transformed to the state level, which makes it necessary to define state levers to change the situation in the regions of Ukraine in ecological, economic and social spheres and form the sustainable development. Defined in the priority directions sustainable development of the region should have a place in the State strategy of regional development and, at the same time, determine the needs for changes in economic, social and ecological fields. For more accelerated and efficient transition of Ukraine to steady development it is appropriate to primarily implement it in the regions with the highest level of risks and dangers, where the achievement of sustainable development will have an effect on the processes in Ukraine as a whole. Such industrial regions are: Dnipropetrovsk, Donetsk and Lugansk. Human and natural resources, demographic and ecological conditions have in its quantity, quality and importance, strong influence on the solution of the task of ensuring of sustainable development of Ukraine. For this reason, state power structures should initiate implementation of organizational and managerial measures aimed to motivate the regions for introducing of economy based on the principles of sustainable development.

Compromise can be reached by the way of undertaking by the subjects of economy of social responsibility for the use of natural resources to present day and future generations, introduction of new innovative technologies according to the principle of closed cycle, sustainable development conditions creation. The research of sustainable development, which presupposes keeping within particular limits, normative acts and balanced economic, social and environmental components, determine systematic approach to creation of appropriate conditions and possibilities with the use of social responsibility. In connection with it social responsibility is defined and actualized on personal, industrial and national levels. For a long time, sustainable development is an item on the agenda all over the world thanks to the conferences of the United Nations (Rio de Janeiro, 1992, Johannesburg, 2002,), The World Economic Forum (1999) etc. Understanding by the world community of the importance of social responsibility in the process of sustainable development formation was favorable for signing of a number of international agreements, more prudent attitude to environment through spreading of innovative technologies in the field of energy saving, industry, etc. But, in 19 years after signing constructive

legal international agreements, there are still no sufficient steps forward in this field; expected responsibility in the activity of the states was not reached and the threat of the natural resource destruction is growing [9].

The authority of social responsibility is the society and its members, because the subject of economy is directly responsible to it for his activity or inactivity. The main levels of social responsibility are: individual (defines the level of citizen's maturity and creates the main basis for other levels, group (corporate social responsibility, social (transfer of social responsibility of society to future generations).

The problem of defining forms of social responsibility is the direction of further research and generalization for scientists distinguish two models of social responsibility, such, as:

- Ethical that implies domination of external levers of influence on the subject of social responsibility by the way of limitation of his rights and freedoms and is used only in the legal and normative field, regulating the subject's activities with the help of sanctions;
- Liberal and democratic, that implies the concordance of aims of all the participants of the social interaction and defining on this basis of the mutual aim as an active mechanism of social responsibility improvement and sustainable development acceleration.

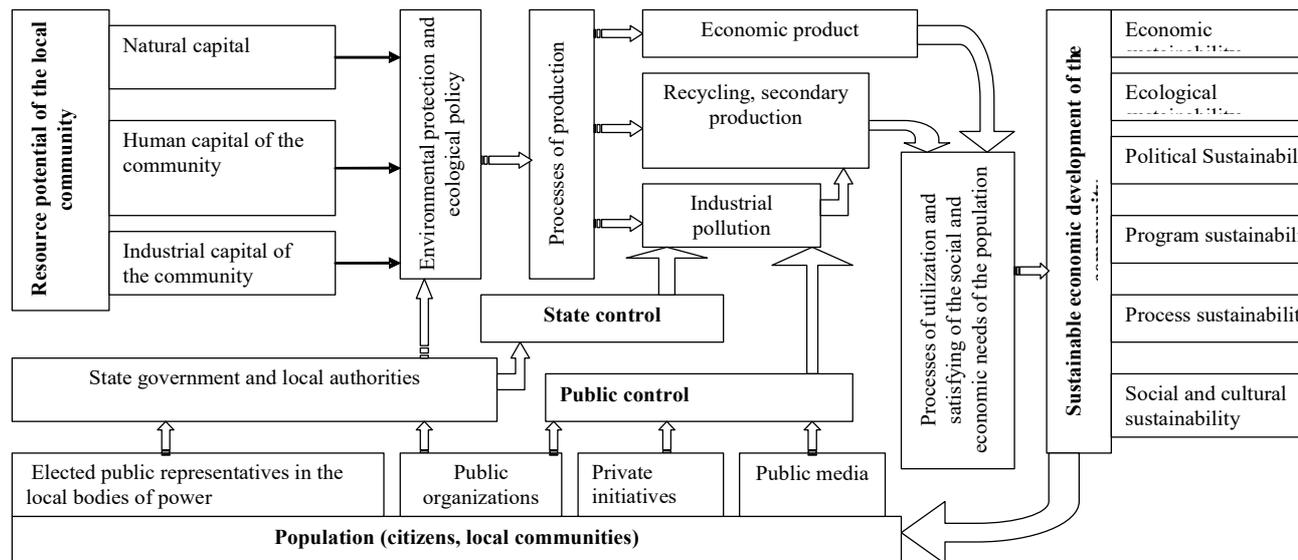
The criteria of social responsibility efficiency are obligatory structural components that characterize the final result of social and environmental responsibility realization in the process of achievement of the aims of sustainable development. Thanks to the criteria of efficiency it is possible to determine the demand for social responsibility as to the sustainable development and final results in particular directions. The abovementioned criteria that create the condition of formation and implementation of social responsibility can be pointed out as follows:

- Rational attraction, use and utilization of the natural resources;
- Prevailing use of highly economical resource saving technologies in the process of production;
- Introduction of the efficient self-regulation mechanisms, that ensure automatic adjustment of the social and economic system to sustainable development;
- Improvement and strengthening of health of the population, prolongation of normal life and labor activity;
- Improvement of the educational, professional social and cultural level of population;
- High level and quality of life of the population;
- Observation of human rights and freedoms, possibility of choice in all spheres of social life;
- Active participation of the citizens' associations in the process of transition of Ukraine to sustainable development;
- New strategic guidelines of the social policy with orientation to realization of the requirements of social responsibility, activation of labor and creative work;
- Human, intellectual and social capital formation;
- Realization of the principles of innovativeness and sustainability in economic policy;
- Implementation of the mechanisms of social responsibility for the realization of the principles of sustainable development on all levels of management (state, regional, production and personal).

Thus, the achievement of aims of sustainable development require even more purposeful research of social resources to direct managerial impact on their use for the sake of perspectives of the development of Ukrainian nation and humanity. For this reason, one of the most important parts of successful economic development of the community (EDC) is its sustainability, which means saving the results of development for a long period of time. Sustainability in itself is a complex notion and includes three main elements, such, as: striving to solve

social problems and commitment to the idea of social equality, understanding, that development is a wider notion, than ordinary economic growth and consideration of ecological problems (environmental protection), sustainable development means satisfaction of the present day needs without causing harm to the ability of further generations to satisfy their needs and necessities.

Picture N 1 presents the model of participation of the local communities of the industrial regions in the processes use of natural resources, which shows the link between the resource potential of the regional production, community and use of economic products as well as interaction of the power structures and the population as to the problems of control of industrial pollution of the environment as a result of activity of the industrial subjects of economy.



Picture 1 Model of participation of local communities of industrial regions in the process of use of natural resources under the conditions of social and ecological responsibility .

When it goes about economic development of the community, it is possible to distinguish several kinds of sustainability:

Process and program sustainability. It is about possibility of the process of education and development in the community. While considering the problem of community development the main problem is how the community is going to keep the process after the financing is stopped. The process that keeps going only within the period funding is not sustainable. Communities that depend on governmental or other external funds, or hired experts, who start, perform, and maintain the processes of development in the community also cannot be sustainable.

Under-evaluation of the role of community by state by keeping passive approach of the population to the environment increases the accumulation of the extensive ecological crises into enormous regional ecological disaster. To the main directions of monitoring of efficiency of the mechanisms of public engagement in the solution of environmental problems, planning and implementation of environmental policy belong: creation of ecological public organizations; public expertise, public inspection; evaluation of impact on the environment.

The authority of public organizations in the field of environmental protection are fixed by the Law of Ukraine “On environmental protection” [10], the Law of Ukraine “On ecological expertise” [11] and other legal acts.

In the process of state ecological program realization, there is a possibility of creation of cross-sector committees of which the representatives of public organizations, state structures, business, educational and scientific establishments are becoming the members.

Biosystem sustainability is aimed to maintain good condition of the environment. Quality of air, water, and soil, keeping of the population of fish and wild animals, forests, internal water bodies, etc. All these problems are connected with sustainability of the environment. Community is at the same time both the user and the source of pollution of the environment on one hand, and heir of the ecological consequences of the use of resources on the other one.

Population is interested in quick reaction to environmental factors, that are pre-conditions of ecological problems on the territory of their residence. Only public (members of particular local communities), as a result of their closeness to the epicenters of local and regional environmental problems can carry out two main functions as to the protection of the environment:

- Personal environmental protection activity (landscaping, improvement, reconstruction of the water-supply system, sewerage, the use of alternative sources of heating of the private houses, private car use reduction);
- Control of implementation of more environmentally friendly resource saving technologies at the enterprises of the region.

Within the aspect of these functions performance, the most importance is given to the formation and development of environmental consciousness of the population as the most important factor of the change of the environment of the region, keeping ecological balance between the society and nature;

Social and cultural sustainability is about how exactly the activity on development influences the society. There are a lot of different kinds of development that can benefit and, at the same time, harm the society. For example, financing of the particular project can lead to discord in the society as a result of desire to control the process of profit making.

An important problem on the way of active participation of the public in solving environmental problems still is the absence of complex systematic approach to the formation of the ecological culture. The practice of environmental education requires be introducing and expanding in all educational institutions (kindergartens, schools, higher education). Taking into consideration peculiarity of the environmental condition of the region, it is appropriate to introduce the course of environment protection in the higher educational establishments of the region.

Economic sustainability is about ongoing creation of assets and wealth. Economic sustainability refers not only to the creation of assets, but also to their fair distribution so that all the members of the community could satisfy their needs.

The concept of vulnerability of population and objects of economy to natural and industrial disasters gives the key for understanding of the interrelation mechanism of extreme environmental situations and economic development through understanding of possible risks of emergencies as a whole. Especially acute is this problem in industrial regions, for example, Donbas, industrially developed and, at the same time, loaded region.

It occurs, that the severity of economic losses from natural and industrial disasters depends, first of all, on the type of social and political system and economy. Lately in Ukraine there have been formed sharp divergence between the regions according to the level of their accumulated economic potential, volume and intensity of economy, namely, the difference between donors and subsidized agricultural and recreation regions [10].

Political sustainability is about the processes by the way in which decisions are taken and power is organized and distributed. The process of the society development can't be called sustainable, if the political forces that act against it are stronger than the political forces that support it. From this point of view it is necessary to get the support of political leaders and organizations that control political and economic environment in which the community is being developed. An important problem of the developing communities is harmonization (concordance) of its environmental, social and economic, political and cultural needs.

Interaction of public, state and business is the way of solving present environmental problems. With the aim of improvement of social and environmental policy it is necessary to develop a concept of national environmental awareness on the national level. This includes the following actions:

- Strengthening of the work of the government on environmental protection by the way of creation of the effective financial support mechanism of the public organizations through state environmental grant programs;

- Engagement by the local authorities of the scientists and experts in the development and performance of the programs on environmental education in the region and protection of the environment;

- Improvement of financing of the environmental protection projects on the regional level, initiation of the series of practical seminars to exchange the experience of public organizations, regional authorities and state organizations on the development of international cooperation with the aim of foreign investment attraction;

- Engagement of the representatives of the local community to realization of the environmental protection actions on strengthening social awareness. In this field, the local authorities, state environmental protection structures should use municipal media for quick highlighting of the environmental problems. To spread the information about the environment it will be appropriate to open environmental portals on the web-resources of the state structures;

- Encouraging of the citizens to use power saving technologies in their everyday life, among them, within the frame of development and realization of the program of state crediting of the alternative systems of heating in private and public housing.

At the same time, sustainability is a process. The process of use of the resources of the community in such way, that present and future generation of its members would be able to achieve high level of economic social and environmental life.

For this communities should understand: who we are, what we have, what we are able to do and who can help us.

The level of the influence of the society on the environmental policy depends on two main factors:

- Conscious desire of citizens to influence the improvement of the local environment (level of Eco-culture)
- Creation of the conditions on state and local levels for participation of the citizens in eco-policy.

The population is ready to participate in the activity that leads to the improvement of the environment, but the awareness of the population of the environmental condition and possibilities as to decision making and acting in this field is not enough. It is appropriate to observe two main approaches to interaction of the mass media and power bodies: pluralistic model and the model of domination. Within the frame of pluralistic model media is presented as a social institution that itself develops strategy and tactics of interaction with other political institutions on the basis of own criteria and aims. On the other hand, audience also has their own aims and, on their basis, perceive and understand the information that is received with the help of media. This model is, without doubt, much more perspective from the point of view of research, than the dominating one, that reduces sophisticated network of interactions and negotiations to one-line scheme: "power structure-business elite – mass media- audience."

Significant step forward for protection of environment as well as democracy development that develops the rights of the citizens to participate in the formation and realization of environment policy was Aarhus Convention. This convention was signed by 35 countries of Europe and central Asia at the conference of the Ministers of Environment of Europe in Aarhus (Dane), in June 1998. Later five other countries joined the Convention. Now the countries are to take measures as to its ratification and performance, which will contribute to social stability because people will know that the state is interested in their opinion. All the citizens will be able to consider themselves as the participants of democratic processes. The process of other countries joining the Convention keeps going.

The efficient use of the Convention is not a luxury. The condition of the environment in Europe is not, in general, improving. Governments need to engage ecological organizations and individuals in the development of policy that can rely on social support. Aarhus Convention is important for state bodies of power as well as for citizens and ecological nongovernmental organizations.

In every country there are special governmental or public authorities that are to update, collect and spread the information on the state of the environment. This, first of all, is the Ministry of Environment Protection, Ministry of Health Care, and other similar authorities that exist in most European countries. People can apply to any official executive or authority that is aware of the information on the condition of the environment. Any state authority is to respond the public enquiry. Besides, Regional and local authorities are to provide the information on request. Even nongovernmental authorities that perform civil functions are to provide the information. Thus, government bodies are to:

- Collect and spread the information on environment for public;
- Inform the public on the appropriate authorities that are aware of such information;
- Raise the level of public awareness, especially of the problems, connected with the access to the information;

Any citizen, group of citizens or their organizations, government officials and commercial enterprises can apply to the Court (or similar establishments) to protect their environmental rights. The person, who requested information and didn't receive it, or received inadequate response, can sue. Thus any individual who was not allowed to participate in decision making as to the environment can sue. Besides, any person, can sue other individual (and enterprises) or authority (for example, government official or department) for violation of national environment laws. Any individual can sue for the violation of "right of every person to live in the environment beneficial for health and well-being".

Nongovernmental organization can also apply to the Court. The only requirement in most of the countries is that the aim of the organization is environmental protection [13].

Conclusions and perspectives of further research

Long- term perspective results of the fulfillment of the Strategy of state policy on the assistance to the the civil society development in Ukraine [14] to 2020 are the increase of the level of mutual trust and interaction between the executive bodies , local authorities and public institutions ; ensuring public institutions participation in the formation and realization of the state and regional policy, creation of the conditions for wide representation of public interests by the executive and local authorities , giving regular consultations (dialogue) to public on the most important problems of the society and state; implementation of public control of the activity of the executive bodies and local authorities; strengthening of the public institutions influence on managerial decision making and their realization; ensuring favorable legal, financial, taxation and organizational conditions for carrying out charity and volunteer activity as well as the other forms of public activity; improvement of the level of public culture. Within the frames of the strategy realization attention should be paid to the development of methods and mechanisms of public activation in the problems of their interrelations with government and local authorities as to the efficient use of the natural capital of the regions and creation of decent livelihood for the further generations of the citizens of the local communities under the conditions of sustainable development.

International experience of the activity on ensuring sustainable development shows the considerable role of public associations in this process. On the level of international organizations the main directions of interaction of public associations with other subjects of sustainable development are as follows: strategy development, decision making in the field of sustainable development, their fulfillment and evaluation of the results achieved; financial and administrative support of public associations activity and their particular projects by international organizations; providing access to authentic timely data and information to ensure the efficiency of their programs and measures to support sustainable development. Among the functions of public associations that are performed within the frames of their activity on ensuring sustainable development on the regional and local levels are: provision of services, implementation of humanitarian functions, bringing issues that worry population to the government, control of the policy and fulfillment of the programs, facilitation of the participation of the interested parties of the civil society on the level of local community, etc.

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