

УДК 332.21:574(338)
JEL Q57, Q15, Q24

АНДРЕЄВА Н.М.

*д-р екон. наук,
голов. наук. співроб.*

*Інститут проблем ринку та економіко-екологічних досліджень НАНУ
Французький бульвар, 29, м. Одеса, Україна, 65044*

E-mail: oss_iprei@ukr.net

ORCID: 0000-0002-9960-559X

ТЮТЮННИК Г.О.

к.е.н., м.н.с.

відділу економічного регулювання природокористування

*Інститут проблем ринку та економіко-екологічних досліджень НАНУ
Французький бульвар, 29, м. Одеса, Україна, 65044*

E-mail: ecoregnatures@ukr.net

ORCID: 0000-0003-4864-6129

МЕХАНІЗМИ ЕКОЛОГІЗАЦІЇ ЗЕМЛЕКОРИСТУВАННЯ В КОНТЕКСТІ ВПРОВАДЖЕННЯ СОЦІО-ЕКОЛОГІЧНИХ ПРІОРИТЕТІВ «ЗЕЛЕНОЇ ЕКОНОМІКИ»²

***Актуальність.** В умовах загострення екологічної та продовольчої проблем, актуальним стає питання реалізації екологізації землекористувань на засадах пріоритетів «зеленого зростання» України шляхом створення та укрупнення масштабів екологічно чистих земель як складової природно-ресурсного потенціалу країни.*

***Мета та завдання.** Мета дослідження полягає у розробці організаційно-економічних механізмів стимулювання та впровадження процесу екологізації землекористування на засадах пріоритетів «зеленого зростання» України.*

***Результати.** Представлено передумови, мотиви та особливості організаційно-економічних механізмів стимулювання щодо впровадження процесу формування екологічно чистих земель на засадах пріоритетів «зеленого зростання» України. Проаналізовані положення та представлені рішення наявних прогалів в нормативно-правовому базисі вітчизняного законодавства. Досліджено інституційне та функціональне забезпечення органів влади з питань формування екологічно чистих земель, запропоновано нові функції органів влади в контексті їх повноважень. Розроблено механізми взаємодії стейкхолдерів в сфері формування екологічно чистих земель в умовах децентралізації. Розроблено принципи стимулювання розвитку екологічно чистих територій. Наведено авторське визначення механізму «зеленого інклюзивного» розвитку екологічно чистих територій, визначено мету, завдання на всіх рівнях, необхідні заходи та ефекти від реалізації.*

***Висновки.** Головна мета сучасного етапу реформування земельних відносин полягає у посиленні стимулюючої й регулюючої функції економічного механізму аграрного землекористування, основними складовими якого є рентні відносини, економічна оцінка землі, плата за землю, підвищення його ефективності та перехід на екологоорієнтовану модель використання земельних ресурсів. Нова модель землекористування потребує урахування інтегрального потенціалу території, збереження, раціонального використання і відтворення всіх ресурсів на відповідній ділянці. Особливої уваги вимагають розроблення організаційно-економічного механізму у взаємодії стейкхолдерів у сфері формування екологічно чистих земель в контексті особливостей та пріоритетів «зеленого інклюзивного зростання» економіки України. Найбільша ефективність і гнучкість екологічного регулювання досягається при використанні декількох механізмів як комплексної системи.*

***Ключові слова:** «зелена економіка», землекористування, екологізація, організаційно-економічний механізм, стимулювання, екологічно чисті землі, «зелений інклюзивний» розвиток.*

ANDRYEYeva N.M.

Dr.Sc. (Economics), Chief Scientist

*Institute Of Market Problems And Economic&Ecological Research of the
National Academy Of Sciences Of Ukraine*

²Наукова стаття виконана в рамках НДР «Економіко-екологічні пріоритети зеленої економіки в контексті сталого розвитку України» бюджетної програми «Підтримка розвитку пріоритетних напрямків наукових досліджень» (КПКВК 6541230).

Frantsuzskiy Boulevard, 29, Odessa, Ukraine

E-mail: oss_iprei@ukr.net

ORCID: 0000-0002-9960-559X

TIUTIUNNYK H.O.

PhD in economics, Junior Researcher,

Department of Economic Regulation of Nature Management

Institute of Market Problems and Economic and Ecological Research NAS of Ukraine

Frantsuzkyi boulevard, 29, Odessa, Ukraine, 65044

E-mail: ecoregnatures@ukr.net

ORCID: 0000-0003-4864-6129

MECHANISMS OF ECOLOGIZATION OF LAND USE IN THE CONTEXT OF IMPLEMENTATION OF SOCIO-ECOLOGICAL PRIORITIES OF THE "GREEN ECONOMY"

Topicality. In the context of the worsening of environmental and food problem, the issue of implementation of environmentalization of land use on the basis of the priorities of the "green growth" of Ukraine through the creation and enlargement of ecologically clean lands as a component of the natural resource potential of the country becomes relevant.

Aim and tasks. The purpose of the study is to develop organizational and economic mechanisms for stimulating and implementing the process of land use ecologization on the basis of the priorities of the "green growth" of Ukraine.

Research results. The preconditions, motives and peculiarities of organizational and economic mechanisms of stimulation for implementation of the process of forming ecologically clean lands on the basis of the priorities of "green growth" of Ukraine are presented. The provisions and presented solutions of existing gaps in the legal basis of domestic legislation are analyzed. The institutional and functional support of the authorities on the formation of ecologically clean lands was investigated, new functions of the authorities in the context of their powers were proposed. The mechanism of interaction between stakeholders in the field of the formation of environmentally clean lands in the conditions of decentralization is developed. The principles of stimulating the development of ecologically clean territories have been developed. The author's definition of the mechanism of "green inclusive" development of ecologically clean territories is given, the goal, tasks at all levels, the necessary measures and effects from the implementation are defined.

Conclusion. The main purpose of the current stage of land reform is to strengthen the stimulating and regulatory function of the economic mechanism of agrarian land use, the main components of which are rental relations, economic evaluation of land, land payment, increase of its efficiency and transition to an ecologically oriented model of land use. The new land use model needs to take into account the integral potential of the territory, conservation, rational use and reproduction of all resources in the corresponding area. Particular attention is required to develop an organizational and economic mechanism in the interaction of stakeholders in the field of the formation of ecologically clean lands in the context of the features and priorities of "green inclusive growth" of the Ukrainian economy. The greatest effectiveness and flexibility of environmental regulation is achieved by using multiple mechanisms as an integrated system.

Keywords: "green economy", land use, ecologization, organizational and economic mechanism, incentives, ecologically clean lands, "green inclusive" development..

Problem statement and its connection with important scientific and practical tasks. An urgent continuation of the general concept development for striking a balance between meeting the modern needs of mankind and protecting the interests of future generations, including their need for safe and healthy environment, have become efforts to combat poverty and inequality. Prospects of employment, quality of work and economic opportunities are defined as critical issues regarding the effective development of world economies. The problem of individuals who do not have access to opportunities, can not get qualitative education, high qualification, prospects of employment through: gender, age, place of birth; features of the existing free access to the use of natural resources; development of legislation in the field of nature use or other circumstances.

Efficiently functioning, sustainable economic systems should provide fair access to their capabilities for all subjects, regardless of circumstances and opportunities. This approach, according to international documents, was defined as "inclusiveness".

The strategy of economic inclusiveness determines the vector of research of this approach, according to which it is the key quality of a stable market economy. The accelerated transition to market inclusiveness involves expanding and improving access to universal employment, education, entrepreneurship, services for young people, women, people in less developed regions and those with disabilities; careful study of the approach to inclusiveness in the context of the country's "green" priorities; introduction of an assessment of the

impact of systemic inclusiveness on specific target groups. In the framework of these tasks, which correspond to one of the goals of Sustainable Development, namely, "Overcoming hunger", it is necessary to constantly seek opportunities for the implementation of projects and other measures that will enhance the economic inclusiveness.

Analysis of recent publications on the problem. In the general understanding, the term "mechanism" represents a system, space or method that defines the order of any activity, the interaction of certain components and elements in the system, a number of states and processes that are components of a particular phenomenon.

Significant contributions to the theory of economic mechanisms have made L. Hurwicz [1], R. Mayers, E. Maskin, O.V. Vasilik, OA Hrishnova [2], S.V. Mochernyi [8], O.M. Palamarchuk [9], (Table 1).

Table 1

Definition of the concept of "organizational and economic" mechanism

Author	Content
Vasilik O.V., Hrishnova O.A.	a system of elements of organizational and economic influence on the management process, in which there is a purposeful transformation of the influence of the control elements on the object of management, and which has initial deliveries to the resultant reaction. It includes the subsystem of management, regulation, stimulation, coordination, motivation, etc.
Palamarchuk O.M.	a set of organizational and economic levers that affect the economic and organizational parameters of the system, which contributes to the formation and strengthening of organizational and economic potential, gaining competitive advantages and the efficiency of the enterprise as a whole
Hurwicz L.	interaction between the subjects and the center, which includes three stages: sending information to the center by the subjects; receiving the information center and calculating the future result; announcement center of results
Mochernyi S.V.	a complex system consisting of a system of providing a functional and target system that contains a certain set of organizational and economic levers that affect economic and organizational parameters for the purpose of effective management and gaining competitive advantages

Source: compiled based on [1], [2],[8],[9].

In a practical cut, the application of mechanisms allows you to solve diverse tasks. Possible situations where different mechanisms are aimed at solving the same problem, but different methods. However, the specifics of the application of known in science and practice mechanisms necessitates the development of algorithms for their use, which are determined by the goals, tasks, peculiarities of one or another sector of the economy.

The incentive mechanism should be based on incentives and motives. The stimulus as an external influence on a person or group of people, in order to induce a result, can not be the only leverage in the development of any process. Motive is a psychological element, a conscious inner motivation of a person to accomplish something. In the eyes of Lavruk O.V. and Lavruk V.V. [6, p. 19], motivation is a purposeful set of life forces that encourage an employee to engage in active work, define its boundaries and direct them to the achievement of the company's goals.

These two components should be used in a comprehensive manner, providing the necessary degree of influence on the object of environmental management.

Allocation of previously unsolved parts of the general problem. The processes of reforming land relations are characterized by a contradictory tendency, their effectiveness is determined by the existing economic mechanism of realization of land ownership [5, p. 50].

The main purpose of the current stage of land reform is to strengthen the stimulating and regulatory function of the economic mechanism of agrarian land use, the main components of which are rental relations, economic evaluation of land, land payment, increase of its efficiency and transition to an ecologically oriented model of land use.

The new land use model needs to take into account the integral potential of the territory, conservation, rational use and reproduction of all resources in the corresponding area. Land use should be considered as an ecological system in which the land is located, namely the complex of factors of the environment, natural conditions of production, which determine the growth and development of plants, the conditions of agricultural land use [19, p. 94].

Land relations in Ukraine are at the stage of development of ecologically oriented direction. Significant contribution is made in the development of the regulatory framework for these relations, but many points regarding the issues of environmentalization of land resources are not taken into account, which implies the need for further scientific research in this field. The fundamental condition of agricultural sustainability is the full

compliance of the use of land resources with landscape-specific features and the preservation of their ecological characteristics.

In the context of the worsening of environmental and food problemm, the issue of implementation of land uses ecologization on the basis of the priorities of the "green growth" of Ukraine through the creation and enlargement of the scope of ecologically clean lands as a component of the natural resource potential of the country becomes relevant. [7, p. 8]. The main objective of the creation of ecologically-clean land masses is to increase the social economic utility (return) from the way land is used.

Formulation of research objectives (problem statement). The purpose of the study is to develop organizational and economic mechanisms for stimulating and implementing the process of ecologization of land use on the basis of the priorities of "green growth" of Ukraine.

An outline of the main results and their justification. In our opinion, *ecologically clean lands* are spatially limited, artificially created territories, the peculiar feature of which is the minimal tillage, compliance with agroecological, ampeloecological characteristics of growing of certain crops, the presence of indicator plants regulating pollution, remoteness from pollutants, control of all agrotechnical measures, preservation and regulation of soil fertility, which allows you to get maximum economic effect at a minimal cost. The Concept of the State Target Program for the Development of Land Relations of Ukraine for the period up to 2020 [18], regulates the incompleteness of the processes of reforming the economic and legal property relations and the lack of a mechanism for economic stimulation of the use and protection of land [4, p. 148]. It should be noted that the development of an ecologically clean land mass as a living system requires substantial support, especially the formation of economic mechanisms to encourage landowners and land users to transition to ecologically clean production of agricultural products. Proposals for improving the provisions of the Land Code are given in table 2.

Table 2

Provisions of the Land Code of Ukraine on economic incentives for rational use and protection of land

Provisions of the Land Code of Ukraine	Problem	Decision
Compensation from budget funds to reduce the incomes of land owners and land users due to the temporary conservation of degraded and unproductive lands that have become no such fault.	This issue can also affect ecologically clean lands as a result of not setting easements and restrictions on neighboring, not yet translated into environmentally safe areas.	A prerequisite is the definition of this moment in the contracts of landowners and land users, as well as the law on the budget. The process of transferring ecologically clean lands is rather long and financially burdensome, especially in the first stages. The probability of a violation of the environmental sustainability of agroforestry will always exist and it requires its prevention and compensation as a result of a possible case
Provision of tax and credit privileges to citizens and legal entities that carry out measures at their own expense, envisaged by national and regional programs of use and protection of land.	However, today such a mechanism is not formed. There is no program for the protection of land resources through the creation of ecologically clean lands and their concentration.	In this case, it makes sense to develop programs to restore natural and improve the quality of land as a result of enlargement of the existing ecologically clean lands and the transformation of suitable ones for the purpose of spreading the ecological component in adjacent plots and gradually returning the ecological purity of the land fund of the country. It is also an important decision to provide funds to landowners and land users from state or local budgets on a royalty-free basis to restore and protect the fertile soil layer, with subsequent receipt of taxes on higher quality and environmentally safe products into the budgets.

Allocation of funds from the state or local budget to citizens and legal entities for the restoration of the previous state of land, not caused by their fault.	The use of funds provided by the state budget to fund radical improvement of land was carried out in 2011 at the latest and only for research facilities, regardless of the cause of the violation. At the same time, there is no question of support for citizens and legal entities. A large percentage of land use is not subject to maintenance and restoration, and the lack of control and financing of violations will lead to further suppression of the quality state of the land fund.	However, this event should be held annually, as well as an examination of the current state of land. If the process of degradation of land parcels is dropped, this could lead to a number of negative consequences for the land and neighboring territories.
Exemption from payment for land plots that are in the stage of agricultural development or improvement of their state according to state and regional programs.	This provision is enshrined in the Land Code, but it is not in the Tax Code, which implies that the exemption process can not be implemented.	Ecologically clean agriculture, the formation of the respective lands and their concentration require a three-year period, during which the land user or the landowner can not receive income and as a result of payment for the relevant plots of land can be detrimental. This is not a motive for the transition to ecologically clean agriculture, as a result of which there is a need to revise the relationship of the relevant legal acts that declare this process, its mandatory introduction and control over its implementation.

Source: developed using [20, p. 156], [3, article 205].

Issues of the formation of ecologically clean land masses and the development of environmentally-oriented enterprises should come within the powers of such authorities as the Department of Agrarian Policy, the Department of Ecology and Natural Resources, the Department of Finance, the Department of Economic Policy and Strategic Planning, the Main Directorate of the State Service of Geodesy, Cartography and Cadastre, scientific institutions, including the Department of Agriculture Institute of Soil Conservation of Ukraine, Institute of Agriculture of the Black Sea region, relevant district state administrations, but it is important to expand the functions of existing institutions in the land use system in the context of the priorities of the "green economy" see at the table 3.

Table 3

Institutional and functional provision of authorities on the formation of ecologically clean lands

Institutions	Functions are existing	Functions are new
Department of Agrarian Policy of the Regional State Administration	Development and introduction of proposals to the head of the regional state administration on the issues of conservation, reproduction and protection of soil fertility, preservation of degraded and unproductive land, as well as participation in agricultural chemistry certification of agricultural land Promotion of improvement of the ecological state of production and environmental protection activities	Formation of directions for the development of ecologically clean lands with the aim of managing them
Department of Ecology and Natural Resources of the Regional State Administration	Preparation of regulatory documents for limiting the general use of natural plant resources in case of their exhaustion, sharp decrease of population diversity	Solving the issues of feasibility and environmental justification for the formation of ecologically clean lands Conducting scientific and technical conferences and seminars, organizing exhibitions, festivals and other events

Department of Finance of the Regional State Administration	Implementation of the general organization and management of the implementation of the local budget in the region, coordination within the limits of its competence of the participants of the budget process on budget execution issues	Coordination of lease relations for the use of ecologically clean land
Department of economic policy and strategic planning of the regional state administration	Analysis of economic and social consequences of functioning of priority development territories and submission of relevant information by the Ministry of Economic Development and Trade	
	Preparation of proposals for the establishment and functioning of special economic zones, industrial (industrial) parks, analysis of economic indicators of their work and provision of the Ministry of Economic Development and Trade of Ukraine with relevant information	
Main Directorate of the State Service of Geodesy	Development and approval of normative and technical documents on issues of geodesy, cartography, geoinformation systems	Carrying out inventory of land suitable for transfer to ecologically clean in the territory of the Ukraine, creation and maintenance of land cadastre with special characteristics
	State geodetic supervision of topographic and geodetic and cartographic activity	Establishment of optimal territories for creation of ecologically clean lands. Development of land management projects in relation to land allocation to ecologically clean.
	Regulation and coordination of activities in the field of land relations, use, planning, disposal, protection, land monitoring	Conducting work on normative monetary valuation of lands with special characteristics
	Resolution in accordance with the law of land regulation issues	Ranking of land by degree of fitness for purposeful economic use. Approval of land tax rates taking into account the environmental component
Executive bodies of city councils / Executive committees of territorial communities	Approval of land tax rates	
State Enterprise Institute of Soil Conservation of Ukraine	Scientific and methodological support and observance of a single scientific and technical position in the field of soil protection and its fertility, rational use and ecological safety of agricultural land, environmental objects, determination of quality of products, raw materials, agrochemicals.	Conducting a soil survey, in areas suitable for transformation into ecologically clean
		Identification of lands of ecologically clean destination
		Differentiation of ecologically clean lands
		Qualitative analysis of territories suitable for transfer to ecologically clean
		Monitoring of the state of the soil before and after the transformation of territories

Source: development using the provisions of the relevant authorities [10, 11, 12, 13, 14, 15, 16, 17].

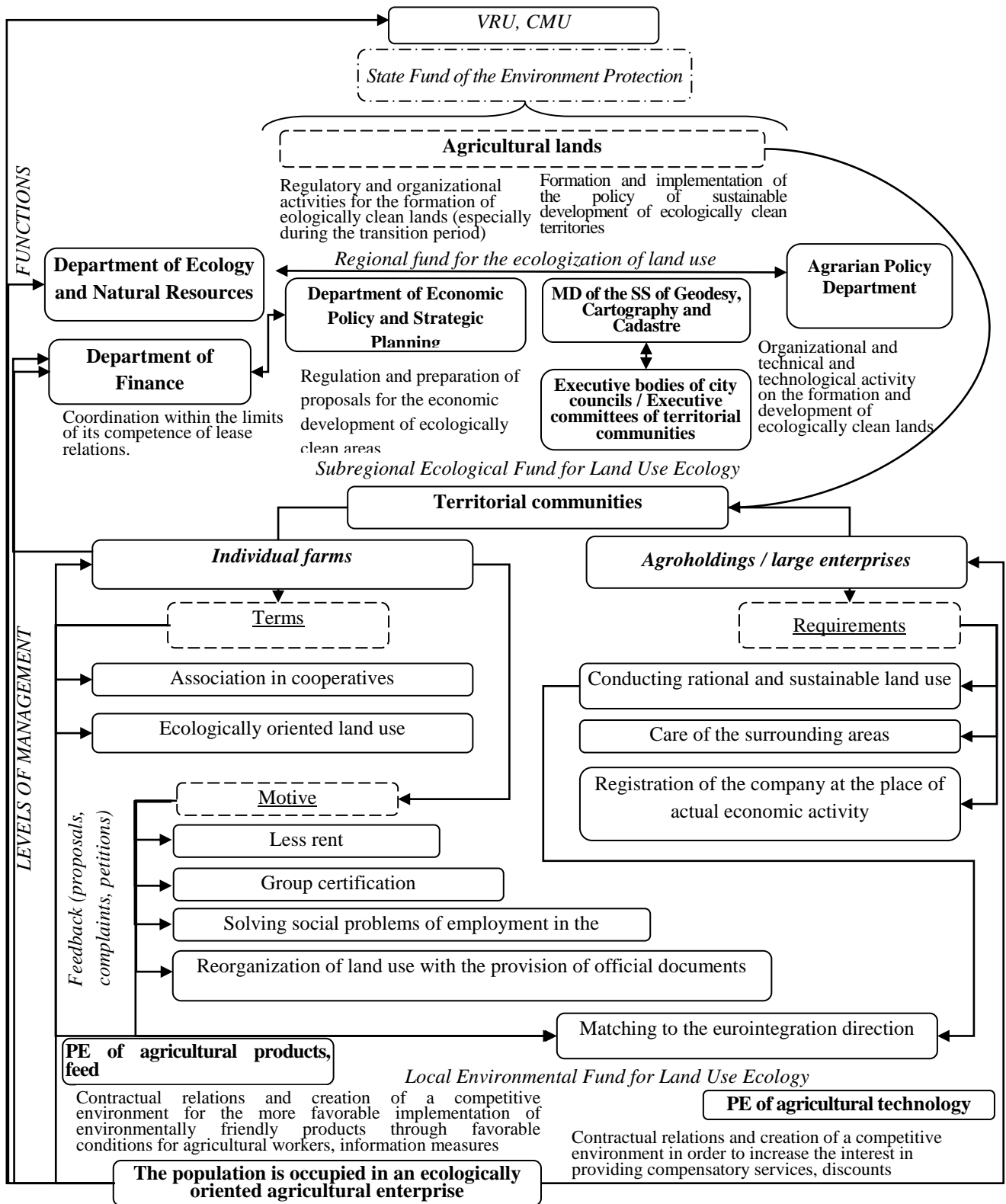


Fig. 1. Mechanism of Stakeholders Interaction³ in the sphere of formation of ecologically clean lands

Particular attention is required to develop an organizational and economic mechanism in the interaction of stakeholders in the field of the formation of ecologically clean lands. The author's vision of the structure of this mechanism is shown in Fig. 1.

³ Stakeholder – a concept that describes a person, a group of individuals or individual organizations whose actions, behavior, or decisions can affect the success of a system.

It is very important to understand the essence of the mechanism of development of ecologically clean territories in the context of the ideology of inclusive "green growth". So, according to the authors, under *the mechanism of "green inclusive" development of ecologically clean territories* should be understood as a set of basic forms, methods and levers of the formation and development of ecologically clean areas as a system component of the environment, with the development of the prospects of their availability on the basis of economic laws and concepts of "green growth", the introduction of innovative experience, tools and technologies, matching the most important types of interests.

Promoting the development of ecologically clean areas should be based on principles:

- minimizing the negative consequences of using land resources;
- maximize revenue received;
- optimization of savings for protection, restoration and reproduction of land, income generation at enterprises;
- production of ecologically clean products in an environmentally friendly environment that is economically accessible to all segments of society.

In modern conditions, it is possible to identify several groups of mechanisms of "green inclusive" development, namely organizational, institutional, economic, managerial, and information presented in table 4

Table 4

Mechanisms of "green inclusive" development of ecologically clean territories

Group	Mechanisms	Goal	Task			Events	Effects from the implementation
			Local level	Regional level	National level		
Organizational and economic	The mechanism of stimulation of business interest in safe land use	Taking into account not only the agro-industrial group of soils, but also the ecological component in the normative price of the land plot	Application of innovative technologies for monitoring the quality of pollution of land plots; Reporting by landowners and land users regarding the quality status of the land plot used to control its environmental characteristics; Passing of land certification	Land-use planning, namely redistribution of land according to their characteristic features, with the aim of protection, reproduction, effective, rational use for public interest on the basis of special documentation; installation of land servitude, in order to preserve the land in an appropriate ecological condition	Strategy development; Conducting soil monitoring; Zoning of ecologically clean territories; Correction of materials of previous surveys	the specification of natural-agricultural zoning, which was last held in 1993; establishment of zones for the cultivation of environmentally sustainable crops - winter wheat, rye, barley, corn, sugar beets, sunflower; conducting analysis of zones within the limits of the land masses on the suitability of soils for each culture and drawing up the corresponding large-scale soil suitability maps; use of modern agro-biotechnology; the use of biological agents to protect plants from diseases and pests; carrying out of a new large-scale survey of soil cover, which was last carried out in 2011-2015. (only 20 million hectares of agricultural land) within the territory of the country; creating a system of monitoring environmentally safe lands, or lands that are transformed into ecologically clean as a kind of land monitoring.	The emergence of incentives for land users and landowners to improve the quality of land, its agrochemical, agro-physical, ecological and toxicological properties. Solving the food security of present and future generations. Increase of market value of land and business value

Institutional	The mechanism of certification and tax incentives	Introduction of tax privileges to stimulate the activity of commodity producers with the application of modern soil protection technologies with differentiation depending on the area of the land massif	Reorganization / reconstruction of all land plots in a certain area and planning them as a separate unit; Formation of cooperatives, joint-stock companies; Group certification of producers of ecologically clean products	Classification of land; Identification of land; Land Grouping	Introduction of a unified system of certification and standardization of land use	transformation, rehabilitation, regeneration (conservation) and improvement of unproductive and degraded land; carrying out on the basis of the cadastral base agroecological data and large-scale land management maps of newly created land holdings and land uses; determination by means of plant-indicators of the degree of pollution of territories	A more stable supply chain. The cost of investment in building the potential of small farmers. Benefit from increasing productivity and product quality to meet market demands.
Economic	Compensation mechanism	Total or partial reimbursement to the land user of a loss of profit or expenses of economic activity as a tool of direct regulation and motivation	Coverage of transition costs and provision of start-up capital to create ecologically clean land masses; Partial compensation of the cost of complex agricultural machinery of domestic production	Control over the use of funds provided for in the state budget for full or partial compensation to land users and landowners of lost profit or economic expenses	Development of the procedure of reimbursement of economic activity to landowners, land users in ecologically clean land massifs	introduction of protective measures of land masses; maximum increase in recycling; planting of varieties of agricultural crops that absorb contaminated substances; establishment of physical or vegetative barriers for the transfer of pollutants from the fields; search of new high-performance and adapted to local conditions of varieties of plants and animal breeds	Increasing the purchasing power of agricultural producers and upgrading the technical park by reducing the cost of purchased equipment and domestic equipment and simultaneously stimulating the production of such equipment and equipment by domestic enterprises of agricultural machine-building

	Mechanism of insurance protection	Insurance as a method of risk management (natural, financial, pricing, environmental) and a component of compensation mechanism for environmentalization of land use	Ecological audit of ecologically clean lands; Risk management; Assessment of losses; Monetary compensation	Formation of a cadastral database on ecologically clean lands with an orientation towards information provision on the favorable territories before occurrence of risk events and land insurance	Improvement of the legislative framework for insurance of land, in particular land with special qualitative characteristics; Training of specialists engaged in direct insurance of land, ecologically clean lands and ecologically pure agricultural products	Increase in the proceeds from extrabudgetary sources to prevent the risks of forming ecologically clean land masses and to eliminate the consequences of the negative impact on newly created land plots. Compensation for losses caused by the transition to environmentally friendly production
	The mechanism of investment attractiveness	Improving the monetary valuation of land with special characteristics - will increase the value of the land fund of the country and will increase investment attractiveness, will encourage the employment of rural residents and the development of rural areas	Improvement of domestic services and living conditions in rural areas	Raising the culture level in the countryside; Providing affordable housing prices	Public participation in infrastructure projects, improvement of the state of roads, transport connections, communications with other settlements, development of information technologies	Increasing the value of the land fund of the country and investment attractiveness. Employment of rural residents and development of rural areas. Increase in the share of tax revenues from agribusiness entities

	The mechanism of lending	Freedom to choose a model of loan support, including non-bank lending, since ecologically clean products require significant investments in the formation of clean land masses as a basis for the production of high-quality products	Provision of start-up capital from budget funds and the free transfer of a part of the land purchased at the auction with its subsequent redemption for the formation of ecologically clean lands	Increased financial support of farms in regions with unfavorable weather conditions for agriculture	Development of agricultural support programs from the Government; Partial compensation for the interest rate on loans		The interest of landowners in extending the term of the lease of land, resulting in greater opportunities for the reproduction of land resources, the formation of integral arrays of ecologically clean lands and the development of rural areas.
Organizational-managerial	Mechanism of employees motivation	Introduction of motivational factors of activation of labor behavior (granting of discounts on products and goods, variable wages, working conditions)	Increased access to quality basic services; Decent workplaces and economic opportunities for youth, women, the elderly, especially in the field of ecologically clean agriculture	Development and implementation of regional programs of integrated development of rural territories; Improvement of support for the development of ecologically oriented enterprises in order to solve the problem of employment of rural population	State support for the development of rural areas, the formation of ecologically clean lands and ecologically oriented enterprises with creation of workplaces	development of a regional program for land restoration based on international requirements and standards; the formation of an updated concept of soil conservation, which includes the reduction of arable land, the expansion of minimum and especially zero treatment methods; reviewing or adopting a package of new regulatory acts regulating the use and protection of soil cover, including: the withdrawal of degraded land from arable land and their conservation, fertility insurance of land; harmonization of the normative base in the field of soil protection with international standards; improvement of the soil monitoring system (in the framework of environmental monitoring) with constant updating and distribution of information about	Increase of work activity of employees. Complete transfer of powers of disposal of agricultural lands to united territorial communities. Protection and separation of ecologically clean from other territories. Increase the attractiveness potential and inflow of investment in one area or another.

						the state of the lands, respectively; information provision of commodity producers and other participants in the market of agricultural products, raw materials and foodstuffs, as well as providing them with advisory and methodological support; training of modern ecologically oriented methods of agricultural production and food technologies; raising the educational level and qualifications of the personnel of the organic agricultural complex	Increasing awareness of the population and interest in ecologically oriented agriculture.
--	--	--	--	--	--	--	---

Motivation of subjects of ecologically oriented economy can be easily activated by appropriate changes of influence from the outside. This influence is realized by the mechanisms of "green inclusive development", forming the entrepreneurial interest in the corresponding type of activity.

The main task of choosing instruments that stimulate the process of environmentalization of land use lies in the definition of duplicate and mutually exclusive functions of the elements of the regulatory mechanism and in choosing their acceptable combination. [5, p. 314, 463]. The greatest efficiency and flexibility of environmental regulation is achieved by using several mechanisms as an integrated system.

Conclusions and perspectives of further research. The article presents the preconditions, motives and peculiarities of organizational and economic mechanisms for stimulating and implementing the process of formation of ecologically clean lands on the basis of the priorities of "green growth" of the regions of Ukraine.

The provisions of the Land Code of Ukraine concerning the economic stimulation of rational use and protection of land are analyzed and author's offers and new solutions to existing gaps in the regulatory and legal framework are presented.

The institutional and functional provision of the authorities on the issues of the formation of ecologically clean lands was investigated, new functions of the authorities were proposed in the context of their powers regarding the process of formation of ecologically clean lands. The mechanism of interaction of stakeholders in the field of the formation of ecologically clean lands has been developed.

The principles of stimulating the development of environmentally friendly territories have been developed. The author's definition of the mechanism of "green inclusive" development of ecologically clean territories is given, the goal, tasks at all levels, the necessary measures and effects from the implementation are defined. The author's

definition of inclusive "green" agriculture is given and the tools of its implementation are defined. A group of mechanisms of "green inclusive" development of ecologically clean territories was developed.

ЛІТЕРАТУРА

1. Hurwicz, L. (1996). Institutions as families of game forms. *The Japanese Economic Review*, 47(1): 113-132.
2. Грішнова О.А., Василик О.В. Організаційно-економічний механізм управління інтелектуалізацією трудової діяльності / Вісник Прикарпатського університету. Економіка. 2008. Вип. 6. С. 22–27.
3. Земельний кодекс України від 25.10.2001 №2768-III // Відомості Верховної Ради України від 25.01.2002. 2002 р. № 3. стаття 27.
4. Колодійчук І.І. Концептуальні засади модернізації ринкових механізмів у сфері землекористування в Україні // Регіональна економіка. 2010. № 3. С. 148-155
5. Купинец Л.Е. Экологизация продовольственного комплекса: теория, методология, механизмы Одесса: ИПРЭИ НАН Украины, 2010. С. 481-493. 712 с.
6. Лаврук О.В., Лаврук В.В. Мотиваційний механізм у розвитку аграрних підприємств: монографія. Кам'янець-Подільський: ПП «Медобори 2006», 2015. 264 с.
7. Мішенін Є.В., Дутченко О.М., Ярова І.Є. Стале землекористування у контексті забезпечення продовольчої безпеки: національні та глобальні аспекти // Вісник Сумського національного аграрного університету. Серія : Економіка і менеджмент. 2015. Вип. 4. С. 8-14.
8. Мочерний С. В. Економічний енциклопедичний словник: у 2 томах / [С. В. Мочерний, Я. С. Ларіна, О. А. Устенко, С. І. Юрій]; за ред. С.В. Мочерного. Львів. : Світ, 2005. Т. 1. 2005 616 с.
9. Паламарчук О. М. Сутність та формування організаційно-економічного механізму управління конкурентоспроможністю підприємства URL: <https://cyberleninka.ru/article/n/sutnist-ta-formuvannya-organizatsiyno-ekonomichnogo-mehanizmu-upravlinnya-konkurentospromozhnisty>
10. Положення про державну установу "Інститут охорони ґрунтів України". URL: <http://www.iogu.gov.ua/pro-du-derzhgruntohorona/polozhennya/polozhennya-pro-derzhavnu-ustanovu-institut-ohorony-gruntiv-ukrajiny/>
11. Про затвердження Головного управління Держгеокадастру в області Одеської обласної державної адміністрації. URL: <http://zakon2.rada.gov.ua/laws/show/z1391-16#n15>
12. Про затвердження Положення про Департамент екології та природних ресурсів Одеської обласної державної адміністрації: Розпорядження Одеської державної адміністрації № 110/А-2017 від 17.02.2017. URL: http://ecology.odessa.gov.ua/files/ecology_portal/polozhennya_2017.pdf
13. Про затвердження Положення про Департамент економічної політики та стратегічного планування Одеської обласної державної адміністрації. URL: https://oda.odessa.gov.ua/53/52281/78913/78920/polozhennia_pro_departament_ekonomichnoi_polityky_ta_stratichnoho_planuvannia_odeskoi_oblasnoi_derzhavnoi_administratsii_85_a-2017.pdf
14. Про затвердження Положення про Департамент фінансів Одеської обласної державної адміністрації. URL: <http://gfu.odessa.gov.ua/normativn-dokumenty/gfu-normativno-pravov-zasadyalnost/polozhennya-pro-odeske-golovne-fnansove-upravlnnya-oblasno/>
15. Про затвердження Положення про управління аграрної політики Одеської обласної державної адміністрації: Розпорядження Одеської державної адміністрації № 83/А-2017 від 08.02.2017. URL: https://oda.odessa.gov.ua/53/52281/78913/78933/polozhennia_pro_upravlinnia_ap_na_sait.pdf
16. Про місцеве самоврядування в Україні : Закон України від 21.05.1997 № 280/97-ВР // Відомості Верховної Ради України від 25.06.1997. 1997 р. № 24. стаття 170
17. Про місцеві державні адміністрації : Закон № 20-21 від 01.01.2018 // Відомості Верховної Ради України від 28.05.1999 1999 р. № 20. стаття 190
18. Про схвалення Концепції Державної цільової програми розвитку земельних відносин в Україні на період до 2020 року: Розпорядження Кабінету Міністрів України, Концепція від 17.06.2009 № 743-р // Офіційний вісник України від 17.07.2009. 2009 р. № 51. стор. 165. стаття 1760. код акта 47150/2009.
19. Третяк О.М. Історія земельних відносин й землеустрою в Україні: Навчальний посібник. К. : Аграрна наука, 2002. 280 с.

20. Черечон О.І., Дудич Г.М. Економіко-правові механізми стимулювання раціонального використання та охорони земель // Вісник Львівського національного аграрного університету. Серія: Економіка АПК. 2014. № 21(2). С. 156-161.

REFERENCES

1. Hurwicz, L. (1996). Institutions as families of game forms. *The Japanese Economic Review*, 47(1): 113-132.
2. Hrishnova, O.A. & Vasylyk, O.V. (2008) Orhanizatsiyno-ekonomichnyi mekhanizm upravlinnia intelektualizatsiieiu trudovoi diyalnosti [Organizational-economic mechanism of intellectualization management of work] / *Visnyk Prykarpatskoho universytetu. Ekonomika – Bulletin of the Precarpathian University. Economy*. Vyp. 6.
3. Zemelnyi kodeks Ukrainy vid 25.10.2001 №2768-III / *Vidomosti Verkhovnoi Rady Ukrainy vid 25.01.2002. 2002 r – Bulletin of the Verkhovna Rada of Ukraine of 25.01.2002*. No. 3. stattia 27.
4. Kolodiychuk I.I. (2010) Kontseptualni zasady modernizatsiyi rynkovykh mekhanizmiv u sferi zemlekorystuvannya v Ukraini [Conceptual Principles of Modernization of Market Mechanisms in Land Use in Ukraine] / *Rehionalna ekonomika – Regional economy*. No. 3. S.148-155
5. Kupinets, L.Ye. (2010) Ekologizatsiya prodovolstvennogo kompleksa: teoriia, metodologiya, mekhanizmy [Ecologization of the food complex: theory, methodology, mechanisms] Odessa: IPREI NAN Ukrainy. S.481-493. 712 s.
6. Lavruk, O.V. & Lavruk, V.V. (2015) Motyvatsiyni mekhanizm u rozvytku ahrarnykh pidpriemstv: monohrafiya [Motivational mechanism in the development of agrarian enterprises: monograph]. Kamianets-Podilskyi: PP «Medobory 2006». 264 s.
7. Mishenin, YE.V., Dutchenko, O.M., Yarova, I.YE. (2015) Stale zemlekorystuvannya u konteksti zabezpechennia prodovolchoi bezpeky: natsionalni ta hlobalni aspekty [Sustainable land use in the context of food security: national and global aspects] / *Visnyk Sumskoho natsionalnoho ahrarnoho universytetu - Bulletin of Sumy National Agrarian University*. Serii : Ekonomika i menedzhment. Vyp. 4. S. 8-14.
8. Mochernyi, S.V., Larina, YA.S., Ustenko, O.A. & Yurii, S.I. (2005) Ekonomichnyi entsyklopedychnyy slovnyk [An economic encyclopedic dictionary]: u 2 tomakh. Lviv. : Svit, 2005. T. 1. 616 s.
9. Palamarchuk, O.M. Sutnist ta formuvannya orhanizatsiyno-ekonomichnoho mekhanizmu upravlinnia konkurentospromozhnistiu pidpriemstva [The essence and formation of organizational and economic mechanism for managing the competitiveness of the enterprise] URL: <https://cyberleninka.ru/article/n/sutnist-ta-formuvannya-organizatsiyno-ekonomichnogo-mekhanizmu-upravlinnya-konkurentospromozhnistyu-pidpriemstva.pdf>.
10. Polozhennia pro derzhavnu ustanovu "Instytut okhorony gruntiv Ukrainy" [Provisions on the state institution "Institute of Soil Protection of Ukraine"]. URL: <http://www.iogu.gov.ua/pro-du-derzhgruntohorona/polozhennya/polozhennya-pro-derzhavnu-ustanovu-instytut-okhorony-gruntiv-ukrajiny/>
11. Pro zatverdzhennia Holovnoho upravlinnia Derzhheokadastru v oblasti Odeskoi oblasnoi derzhanoi administratsii [About the approval of the Main Directorate of the State Geocodistry in the area of the Odessa Regional State Administration]: URL: <http://zakon2.rada.gov.ua/laws/show/z1391-16#n15>
12. Pro zatverdzhennia Polozhennia pro Departament ekolohii ta pryrodnykh resursiv Odeskoi oblasnoi derzhanoi administratsii: Rozporyadzhennia Odeskoi derzhavnoi administratsii [On Approval of the Regulation on the Department of Ecology and Natural Resources of the Odessa Oblast State Administration: The Ordinance of the Odessa State Administration] No. 110/A-2017 від 17.02.2017. URL: http://ecology.odessa.gov.ua/files/ecology_portal/polozhennya_2017.pdf
13. Pro zatverdzhennia Polozhennia pro Departament ekonomichnoi polityky ta stratehichnoho planuvannya Odeskoi oblasnoi derzhanoi administratsii [On Approval of the Regulation on the Department of Economic Policy and Strategic Planning of the Odessa Oblast State Administration]. URL: https://oda.odessa.gov.ua/53/52281/78913/78920/polozhennia_pro_departament_ekonomichnoi_polityky_ta_stratehichnoho_planuvannya_odeskoj_oblasnoi_derzhavnoi_administratsii_85_a-2017.pdf
14. Pro zatverdzhennia Polozhennia pro Departament finansiv Odeskoi oblasnoi derzhavnoi administratsii [On Approval of the Regulation on the Department of Finance of the Odessa Regional State Administration]. URL: <http://gfu.odessa.gov.ua/normativn-dokumenty/gfu-normativno-pravov-zasadyalnost/polozhennya-pro-odeske-golovne-fnansove-upravlnnya-oblasno/>
15. Pro zatverdzhennia Polozhennia pro upravlinnia ahrarnoyi polityky Odeskoi oblasnoi derzhanoi administratsii: Rozporyadzhennia Odeskoi derzhavnoi administratsii [About the approval of the

Regulation on the management of agrarian policy of the Odessa regional state administration: Order of the Odessa State Administration] No. 83/A-2017 vid 08.02.2017.
URL: https://oda.odessa.gov.ua/53/52281/78913/78933/polozhennia_pro_upravlinnia_ap_na_sait.pdf

16. Pro mistseve samovryaduvannia v Ukraini : Zakon Ukrainy [On Local Self-Government in Ukraine: Law of Ukraine] vid 21.05.1997 № 280/97-VR // *Vidomosti Verkhovnoi Rady Ukrainy – Bulletin of the Verkhovna Rada of Ukraine* vid 25.06.1997. 1997 r. № 24. stattia 170

17. Pro mistsevi derzhavni administratsii [About local state administrations] : Zakon № 20-21 vid 01.01.2018 / *Vidomosti Verkhovnoi Rady Ukrainy – Bulletin of the Verkhovna Rada of Ukraine* vid 28.05.1999 1999 r. № 20. stattia 190

18. Pro skhvalennia Kontseptsii Derzhavnoi tsiliovoi prohramy rozvytku zemelnykh vidnosyn v Ukraini na period do 2020 roku [On Approving the Concept of the State Target Program for Land Relations Development in Ukraine for the Period up to 2020]: Rozporiadzhennia Kabinetu Ministriv Ukrainy, Kontseptsia vid 17.06.2009 № 743-r / *Ofitsiynyi visnyk Ukrainy – Official Bulletin of Ukraine* vid 17.07.2009. 2009 r. № 51. stor. 165. stattia 1760. kod akta 47150/2009.

19. Tretyak, O.M. (2002) *Istoriia zemelnykh vidnosyn y zemleustroiu v Ukraini: Navchalnyi posibnyk*. K.: Ahrarna nauka. 280 s.

20. Cherehon O.I. & Dudych H.M. (2014) *Ekonomiko-pravovi mekhanizmy stymulivannia ratsionalnogo vykorystannia ta okhorony zemel / Visnyk Lvivskoho natsionalnogo ahrarnoho universytetu. Serii: Ekonomika APK. № 21(2). S. 156-161.*