requirements is necessary to gain economy development and environment conservation.

We should take into account environmental and economy interactions and investigate the environmental-economy system. This system consists of environment and economy subsystems and has some specific attributes. The environment system consists of sentient beings and habitats. The economy system is an organized totality of production forces which transforms material-energy flows of natural and production resources into flows of commodities and means. Thus, part of material elements of environment is used as resources for economy system. There is partial transformation of these resources into commodities, and besides, there is also an irreversible substitution of commodities. As a result, there is a permanent back material-energy flow from economy to environment system. Connection of material-energy flows of social-productive domain and environments puts forward definite requirements to speeds at which turn of matters and energy within two part of environmental-economy system take place.

The concept of environmental-economy balance suggests a basically new arrangement of environment management. The base of environment management should be efficient when relevant information about state and dynamics of all components of the environmental-economy system and about interactions between them is used.

BUSINESS FINANCING STRATEGIES OF RECYCLING COMPANIES

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New and expanding recycling, reuse and composting companies need capital to grow. New facilities, equipment, product development and marketing campaigns all often demand more funds than are available internally to the business.

The most basic distinction between financing sources is between debt and equity. Debt financing is essentially borrowing money for a fee. Typically, regular payments are required and

interest rates are charged based on the perceived risk to the lender. Often the funds are used for fixed assets that have a collateral value that can allow the lender to recoup losses if the business fails. Sources of debt can include commercial banks, governmentally guaranteed loan providers, credit unions, suppliers, customers, factor companies, leasing companies, credit card companies and governmental loan funds.

Equity financing, on the other hand, involves selling partial ownership in the company for an investment of funds. Typically, company founders are the first equity investors through their own "sweat equity" and personal savings. Other equity sources can include friends and family, private individual investors, venture capital funds, corporate partners, employee stock ownership plans or investment partnerships. Equity sources of funds are used for purposes that lenders will typically not finance in young companies—including research and development, marketing, working capital and the equity share of fixed asset purchases.

Traditionally, banks have been viewed as the primary source of debt financing and owners or venture capitalists as the main sources of equity financing. However, entrepreneurial companies often tap into a much wider range of financing sources during their start-up and growth.

Debt financing is an important element to consider as part of an overall financing strategy.

Once companies have tapped internal sources for equity financing, they often cannot meet all of their remaining financing needs with debt. For example, even for profitable businesses, bank and SBA guaranteed loans often require at least at a 25% or greater equity share in financing packages. Additional equity investment can become critical to pulling the total financing deal together. New companies often do not qualify for traditional loans in any amount, forcing them to rely wholly on equity or nonconventional financing.

The entrepreneur's goal in securing financing should be to identify the appropriate mix of funds with the least cost to the business and the fewest restrictions on business operations. The founder(s) usually seeks to retain as large a share of ownership in the

firm as possible, so as to realize returns on the investment and innovation and to maintain business control. Sometimes, however, it is important to realize that equity investors can contribute much more to the business than money—including management expertise, contacts, marketing channels, and business partners.

Debt providers can also be valuable resources to a recycling company. For example, even before a young company is "bankable," it can be useful to recruit a commercial banker as a business advisor. The banker may be interested in helping the venture achieve a level of profitability that will allow for bank debt to be placed in the future.

Debt financing through banks, SBA lenders, leasing agents or other sources are relatively standardized transactions. However, equity financings (or equity/debt financing combinations) are often more customized to the priorities of the company and the investor. When financiers invest in a company, they are purchasing company securities, whether shares of common or preferred stock, warrants or notes. Such securities transactions are regulated by federal and state securities laws. All securities transactions are subject to anti-fraud provisions of federal law that hold issuers responsible for false or misleading statements.

A host of alternative financing sources and strategies are available to entrepreneurial companies. Recycling, reuse and composting companies must be innovative in selling their products or services. Similarly, they must be creative in marketing the company and its capital demands to equity and debt partners.

NECESSETY TO CONSIDER INTO ACCOUNT ENVIROMENTAL FACTOR

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Due to Law of Ukraine «On the protection of natural environment» protection of natural environment, rational use of natural resources, providing of ecological safety of vital activity of man is the necessary condition of steady economic and social development in Ukraine. For this purpose Ukraine realize the