

of scales and form of the packing shouldn't turn out to be irrational resource usage and global pollution of the environment.

More and more difficult and serious becomes the problem of protection of the environment from irrational development of the packing and thoughtless and massive destruction of the irreplaceable raw materials. For the last decade this problem has been of global character and its solution brooks no delay. People that are interested in protection of the world resources are sometimes called "tree-hugger". In fact protection is to become the target of great moment of the whole society. The scientists, enterprises managers and professionals involved in packing must admit choosing of the right packing materials, projecting and applying of the resource saving strategy in packing, providing of the peak reuse of the packing materials, massive treatment and resource restoration, and finally the elimination of the environmentally harmful rests, to be the matter of first importance.

Due to the topic another urgent point should be mentioned — the priority development of the kinds of packing that could be reused after outputting the product. Jelle package, for example, could be used as juice glasses, metallic package becomes the capacity for flour, coffee, tea etc., baby food cans are used for the small screws that should be separated and efficiently placed on the working table. Such creativity in packing reuse can stimulate the sales and reduce the packing materials expenses.

Natural resources restoration by picking up and using secondary raw materials means aluminum tan melting applied to get aluminum for other goods, using of breakage for new glass packages, or even the usage of paper fibers as isolation material. All mentioned above presents great possibilities for saving of natural resources.

Deliverance of the unnecessary rests of the packing is another problem while making a package. Here are most of the packing materials: paper, cardboard and plastic that are flammable and can be burnt. If burning is inaccessible or not allowed by the government, deliverance causes a lot of problem. That's why it is important to point out that one of way to improve the packing is reduce of using the packing materials. That is the point that could possible become the criteria for more potential efficiency and influence the techniques of producing the form of the packing for each product.

PROSPECTS OF RATIFYING THE KYOTO PROTOCOL IN UKRAINE

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The Kyoto protocol, which was adopted in 1997, is an international agreement between Europe, Japan and Canada which obliges its participants to restrict the volume of greenhouse gases emitted into the atmosphere.

Because the level of pollution in Ukraine has dropped sharply in the last several years, mostly due to the near total collapse of economic structures for much of the 1990s, Ukraine has dropped below its allocated pollutant levels as agreed upon in the 1997 Kyoto Protocol. The Supreme Rada of Ukraine has ratified the Kyoto protocol, which means Ukraine agrees to restrict its level of pollution, the level of carbon gases in particular.

Today, by selling its unused quotas for greenhouse gas emissions Ukraine can earn from an estimated \$700 million to \$3 billion every year in 2008-2010. Ukraine is a country that currently has many unused quota-shares. Since 1990, greenhouse gas emissions have fallen by a factor of two. The reason for such a dramatic change lies in a sharp drop in GDP - and especially in industrial production - over the last decade. This should guarantee Ukraine an ample stockpile of unused and salable greenhouse gas quotas when that mechanism is activated.

Another flexibility mechanism that Kyiv may be able to utilize for financial advantage is called "joint implementation." This mechanism allows investors to develop a project in which they find an enterprise where a reduction of greenhouse gas levels could be achieved in the cheapest way. Investors could finance such a project and then sell the level of the emissions that were reduced if they fell below the allowable emission level.

For Ukraine it is one of the rare cases in which the extreme energy inefficiency of its industry became a benefit, attracting foreign "climate" investments.

Western companies are already looking for opportunities in Ukraine. Ruhrgas (Germany) and Ukrtransgaz (Ukraine) have developed a joint project to optimize the work of the Ukrainian gas transit system, which could cut carbon dioxide emissions by 350,000 tons annually and cost the German firm approximately 15 million euros.

In return for the investment, the Ukrainian side would have to provide the German firm with emissions certificates for achieved greenhouse gas reductions.

A number of firms have already started their own greenhouse gas emissions reduction programs, their projects to reduce emissions will continue and a greenhouse gas emissions market should soon take off the European Union, Japan and Ukraine develop potent national programs.

ECOLOGICALLY FOCUSED SOCIETY

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XX century has brought to humanity many blessings, connected with the rapid development of the scientific and technical progress. But at the same time it has put a life on the Earth on a side of ecological accident. Nowadays there are a lot of ecological problems, in decision of which different state and not state organizations are engaged.