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## **BASIC TOOLS OF ECOLOGICALLY ORIENTED MANAGEMENT**

There are reviewing and presenting directions of development of the ecologically oriented mechanism of management in an agro-industrial complex,

which is considered based on innovative activity, are offered. It is substantiated that the effectiveness of the management mechanism depends on the ratio of administrative-control, economic and environmental controlling tools. Established that ecologically oriented management in the agro-industrial complex, in compliance with controlling tools, contributes to a stable reduction of costs through a more rational use of resources and provides solutions to economic, environmental and social problems.

Ecologically-oriented management in the agro-industrial complex (agro-ecological management) is an organizational management mechanism that includes a set of scientifically sound principles, methods and functions of agricultural sector regulation, innovatively aimed at advanced technology of production processes management and agricultural workers to achieve goals tasks. This is management in compliance with the norms aimed at the rational use of nature and protection of the environment from pollution [1; 2].

The importance of ecologically oriented management in the agro-industrial complex is connecting, at first, with the sharp deterioration of the ecological situation both in Ukraine and in the world as a whole. Environmental pollution is a complex environmental indicator of human performance, which is growing rapidly every day, and it is necessary to take drastic steps to address this problem [1; 2].

Environmental problems have recently increased interest in finding new or fundamentally changed methods of economic activity. That is why environmentally oriented management in the agro-industrial complex is considered as an innovative activity. In the agro-industrial complex - is a purposeful innovative improvement of the entire technological cycle of production, from research and development, experimental testing of scientific results to implementation in production and evaluation of efficiency, based on the development and improvement of management system (agro-environmental management system), which will be increasing on cost-effective result [2].

To ensure ecologically oriented management in the agro-industrial complex requires an effective mechanism implemented by the regional administration, which is a holistic system through which to organize, implement and coordinate environmental management processes in the agricultural sector, meet the environmental needs of the region and society as a whole. Note that in the effectiveness of the management mechanism, the question of the ratio of administrative-control and economic instruments are fundamentally important. Taking into account the data of professional literature sources [1; 2; 3; 4], we have identified the main tools of agro-environmental of management.

*Table 1*

**The main tools of agro-environmental of management**

Administrative and control tools:	<ul style="list-style-type: none"> <li>– Development and implementation of environmental legislation;</li> <li>– Environmental standards;</li> <li>– Standards and limits: for pollution of agricultural land; on a water intake for watering of agricultural lands; on pollution of reservoirs and soils (chemicals, wastes, etc.);</li> <li>– Prohibitions: on placement of mineral fertilizer warehouses and herbicide storages near settlements; on the use of toxic substances in the cultivation of crop and livestock products;</li> <li>– Licensing of economic activities in the agricultural sector related to the impact on the environment and public health.</li> </ul>
Environmental controlling tools:	<ul style="list-style-type: none"> <li>– Environmental monitoring;</li> <li>– Ecological examination of projects implemented in the agricultural sector;</li> <li>– Environmental audit;</li> <li>– Environmental certification;</li> <li>– Agreements (contracts) between environmental control bodies and agricultural enterprises.</li> </ul>
Economic instruments:	<ul style="list-style-type: none"> <li>– Payments and taxes: payments for environmental pollution; natural resource payments; environmental payments (indirect taxes); administrative fees and fines;</li> <li>– Financing of environmental measures: targeted lending</li> </ul>

	(including concessional); budget financing; budget financing; tax benefits (exemptions); targeted subsidies; grants; – Pledge system; – Tools for the formation and support of markets aimed at environmental protection: purchase and sale of rights to use natural resources; environmental risk insurance.
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**In summary**, we can conclude that ecologically oriented management in the agro-industrial complex is to obtain the maximum amount of high quality agricultural products (maximum profit) while maintaining agricultural resources and compliance with environmentally friendly standards. In this case, the general scheme of environmentally oriented management of enterprises in the agro-industrial complex should include three main stages: the choice of management strategy; establishment and observance of determinants-limiters; choice of modules of self-organization as a part of an agro-ecological complex. Thus, the introduction of tools of agro-environmental management contributes to a stable reduction of costs through a more rational use of resources and provides solutions to economic, environmental and social problems. Environmental management is a powerful factor in sustainable economic development, and is the basis for the development of unique principles of integrated management of environmental activities in the agricultural sector of the economy.

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