

*Секція: Проблеми менеджменту та маркетингу в нових умовах
господарювання*

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ECOLOGICAL CERTIFICATION AS THE ELEMENT OF ECO- MARKETING

Today the global market has a wide assortment of agricultural products which different countries produced using different production technologies. However, no matter what, the consumers must be assured that, in any case, the agricultural or other products will meet the accepted quality standards within the prescribed shelf-life and also will not harm their health and life.

To implement the concept of good quality and safeness of the agricultural or other products different countries of the world use the system of ecological certification. Ukraine is not an exception as well. In the basic principles (strategies) of the state environmental policy of Ukraine for the period up to 2030, one of the instruments of implementation of the environmental policy is environmental management systems, environmental audit, ecological certification and product eco-labeling. The introduction of these tools will improve the environmental validity and efficiency of business entities, improve the environmental performance of products, establish compliance of environmental audit entities with the requirements of environmental legislation and improve the management of ecological and non-ecological businesses. [2]

The development of integration processes promotes the application of international and European standards, because all laws and regulations of the

environmental and quality of life must be based on a single scientific and methodological basis.

The experience of ecological certification for production and consumption of ecological products in Ukraine confirms the tendency of creating the quality management systems and environmental management systems. These systems will provide economic benefits to manufacturers and ensure the effective development of eco-marketing in the any enterprise.

From the practical point of view, ecological certification is a procedure during which an ecological marking organization identifies by documenting the conformity of products with the established ecological marking.

The purpose of ecological certification is to encourage agricultural producers to implement environmental-friendly processes and to develop products that minimize environmental pollution and give consumers a guarantee of safety for life, health and the environment. From the point of view in marketing, the purpose of ecological certification is to ensure the implementation of the popular and current concept of socio-ethical marketing, according to which an agricultural enterprise must ensure the well-being of the individual consumer and society as a whole. [1, p.154]

Environmental regulatory framework covers environmental standards and normative documents of the Ministry of Energy and Environmental Protection, which set environmental standards and provide a methodology for analytical measurements of ecological characteristics.

The existing Ukrainian state product certification system (UkrSEPRO) already incorporates in its standards the provisions of ISO/IEC 7: 1994 “Guidelines for drafting of standards suitable for use for conformity assessment”, ISO/IEC 28: 1982 “General rules for a model third-party certification system for products”, ISO/IEC 60: 1994 “Conformity assessment — Code of good practice” etc. The process of ecological certification, and as a

consequence, ecological labeling is ensured by the following Ukrainian standards:

- State standards specifications ISO 14020: 2003 “Environmental labels and declarations. General principles” (ISO 14020: 2000, IDT);
- State standards specifications ISO 14021: 2016 “Eco-labels and declarations. Type II self-declaration (Type II eco-labeling)” (ISO 14021: 2016, IDT);
- State standards specifications ISO 14024: 2002 “Eco-labels and declarations. Eco-labeling of type 1. Principles and methods” (ISO 14024: 1999, IDT). [4]

A system of voluntary and mandatory ecological certification is in place in Ukraine.

Voluntary certification is an effective way of once again proving the high environmental quality of the product and informing the consumer about this. Such certification may be carried out only by an organization registered in accordance with the right to carry out such a procedure and is an authorized organization for accreditation of Ukraine. This institution is the organization of voluntary certification “ODS-42” of the ecological-medical scientific-production enterprise “Ecomedservice” (Kyiv).

Mandatory ecological certification is carried out by the Environmental Certification and Marking Center (Kyiv) in the following areas: Product categories; Service categories; “Green Office”; “Green Class”. [3]

Depending on the domestic situation in the country and its international relations, the list of products subject to mandatory certification is constantly changed.

The process of ecological certification is in four stages:

Stage 1. To obtain ecological certification the organization should submit an application and a set of documentation of the established sample to the environmental certification organization. The application form and the list of required documents are available on the website www.ecolabel.org.ua in the

section “Apply for certification”. On the basis of the application for certification, a preliminary assessment is carried out, as well as determination of the cost-effectiveness and cost of certification works.

Stage 2. Formation of expert commission, evaluation of protocols of laboratory tests and documentation, which confirms the compliance of the declared products to SOU (Standard of Organization of Ukraine) to this category of products.

Stage 3. Analysis of results and making decision on the possibility of issuing an ecological certificate.

Stage 4. Issuance of the certificate of conformity and formation of the license agreement for the right to use the eco-label (Green Crane sign).

The validity of the certificate is 3 years with the subject to annual supervision of certified products. [5]

The ecological certification solves a number of important tasks which ensure the rational use of natural resources that help to protect the environment and human health from the harmful effects of potentially ecological hazardous products, processes, works or services: prevention of the emergence and sale of environmentally hazardous agricultural products; production of environmentally friendly agricultural products at all stages of their life cycle, control of product safety for the environment, life, health and property; development and implementation of environmentally friendly technological processes for agricultural production; creation of open free competition in the united market for agricultural products; prevention of import of environmentally hazardous products, technologies, waste, services into the country; integration of the national economy into the world market and fulfillment of obligations in the field of environmental safety, which are defined by international normative legal acts.

In general, Ukraine's strategic course for integration with the European Union necessitates the introduction of an ecological management system in the field of economic activity.

Ukraine has every opportunity to create an ecological certification mechanism that combines state and market regulation.

Certification in the non-state sector, as opposed to the public sector, can be carried out by both the national certification organization and the representation of a foreign certification organization.

Improvement of the system of ecological certification implements the provision of ecologization of the economy at different levels, processes of business activity, marketing, logistics and stimulates the well-considered socio-ecological and economic use of natural resources.

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