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FORMATION AND IMPLEMENTATION OF THE STRATEGY FOR THE DEVELOPMENT OF THE «GREEN» ECONOMY IN UKRAINE

The article examines certain principles of forming and implementing a strategy for developing a «green» economy in Ukraine. The substantive characteristics of the «green» economy have been revealed.

The development of a "green" economy is an objective prerequisite for long-term economic recovery and European integration of Ukraine. "Green" transformation should be considered as a tool for technological modernization, cost reduction, increasing energy security and creating new competitive advantages. The main prerequisites for the transition are the need to restore the destroyed infrastructure, high energy and resource intensity of production, significant potential of renewable energy, the need for modernization of industry, opportunities for the development of bioeconomy and adaptation to EU requirements.

A comparative characteristic of the traditional and «green» models of economic development has been given. The prerequisites for the development of the «green» economy in Ukraine have been outlined. The problematic aspects of the development of the «green» economy of Ukraine have been presented and proposals for their solution have been identified. The basic strategic goals of the development of the «green» economy of Ukraine have been outlined. Sectoral priorities for the development of the «green» economy of Ukraine have been presented. The stages of implementing the strategy for the development of the «green» economy of Ukraine have been identified. The risks of implementing the strategy for the development of the «green» economy of Ukraine have been identified. A comprehensive approach to

forming a strategy for the development of the «green» economy of Ukraine has been developed. A phased model for implementing the strategy for developing Ukraine's «green» economy has been built. A system of interrelated indicators has been identified, which allows for a comprehensive assessment of the effectiveness of the «green» transformation.

Keywords: strategy, development, «green» economy, «green» transformation, mechanism, investments, tools, stages, indicators.