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«GREEN» PROCUREMENT A TOOL FOR SUSTAINABLE DEVELOPMENT

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Reformation of the system of public relations has led to the recognition of the need to change the paradigm of public procurement. Harmonization of legislation and normative base with European standards requires the generation of new approaches and forms of interaction between government customers and business as a participant in procurement processes. Reforming the public procurement system has pushed for a revision of the concept of doing business, on the one hand, and, on the other hand, changing the attitude of government customers towards the procurement process in general, and recognizing the need to save on budget funds and, in particular, on tendering.

In addition, the implementation of the concept of sustainable development in the main regulatory documents that shape Ukraine's future course of change provides grounds for consolidating these principles in the procurement activities of government customers.

Eco-procurement are designed to make consumption more environmentally friendly and, consequently, more qualitative, and to encourage the business to produce products that meet these criteria.

The concept of public eco-procurement is defined in the Communication from the European Commission (COM (2008) 400) as «public procurement for environmental improvement» and «the process by which budget spending units seek to procure goods, products and services with better environmental performance throughout their lives cycle compared to products of similar functional purpose». Eco-procurement is a voluntary mechanism, so each state and state authorities can determine the extent to which it is used to integrate environmental policy and

improve the system of integrated environmental management.

Eco-procurement also has a significant impact on the development and implementation of energy-efficient and cleaner production technologies, and the improvement of environmental performance over the life cycle. Having carried out a detailed paradigm analysis of the essence of the concept of public eco-procurement, the authors of this study focused on the following interpretation of this economic category [1], considering them as the purchase of goods, works and services with improved environmental characteristics and taking into account the full value of their life cycle and to ensure the needs of the public.

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DEVELOPING STEPS FOR ATTRACTING OVERSEAS INVESTMENTS STRATEGY

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The strategy is important document for defining priorities and activities for attracting overseas investments.

Strategy development should begin with understanding of what benefits the region can offer investors and what it looks like compared to competitors. Once the competitiveness of the industries has been assessed and list of industries that may be attractive to investors has been developed, it is necessary to determine in which countries the marketing activities should be focused.

The result of strategic planning should be detailed document describing “who”, “where” and “how” will be the subject of investment measures. The plan should be sufficiently detailed and future-oriented so that activities can be planned for at least three years. At the end of these three years, this process needs to be re-conducted and the strategy re-evaluated due to changing conditions in the country, competitive advantages and global economic trends.

Strategy development and implementation will not necessarily be clearly consistent process. Measures such as auditing the region and identifying promising industries can be carried out simultaneously. The development of three-year