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### **The Social- Ecological Policy and Ecological Business as Part of the Strategy of Sustainable Development in Russia**

The UN Conference on the environment and development suggested a model of civilisation development – a conception of sustainable development as an alternative of social progress. The philosophy, under which the Earth had not been inherited by Mankind from earlier generations but rather borrowed therefrom, became the essence of a sustainable development ideology. The social-economic system brought about in the world and rested on an «appropriation economy» leads the civilisation to a collapse. The history of mankind had not up to now experienced the precedents of the fact permitting the activities of society to violate the balance of biosphere as a whole.

The world summit in Johannesburg showed that the majority of countries had made first steps towards sustainable development. National strategies had been prepared, local agendas of the day for the 21-st century had been elaborated. The ecological incentives and restrictions began to govern and dictate conditions in the market of goods and services. This may be the beginning of «adapting economy» the basis of which rests on ecologically orientated production and consumption, «green» business.

On the basis of «The Conception of transition of Russia toward sustainable development» the Government approved of the «Ecological doctrine of the Russian Federation». It specifies that the preservation of ambient nature is within priority trends of the states and societies activities, and the establishment and realisation of the strategy of social-economic development of the country and the state policy in the area of ecology must be mutually linked. The Doctrine names the factor destabilising the state of the environment in Russia: much dependence of the economy on natural resources, high degree of the «shaded» economy in the use of natural resources and non-effective mechanisms of protection of the environment, the weakening of ecological function of the state, the lowering of the level of population life, immaturity of the ecological factor determining production and communal area, low level of ecological awareness and culture.

However the nowadays economic policy of the Russian state doesn't meet the objectives and aims stipulated in the Conception of sustainable development. The natural wealth's serve but a narrow circle of oligarchy, help the power fade off the social conflict between the rich and the poor. The earth issue is being solved against the world tendencies. The ecological programs are practically not financed. Many ecosystems are in a critical state. The issues of sustainability of settlements are resolved unsatisfactorily. The efficiency of ecological management is low.

The national plan of action for protection of the environment, other documents reflecting the process on a national scale and at the local level give priority to the development of ecologically orientated production, «green» business. Its kinds developed the area of material are as follows:

- creation of equipment to abate ecological loads including that to control contamination of the environment, save power systems, resource – saving technologies;
- production of goods that give small ecological loads;
- rendering of services to protect the environment and ensure ecological safety;
- waste treatment;
- ambient nature quality management;
- works to preserve and rehabilitate ecosystems, landscape formations and natural complexes, amenities for populated areas;
- production of ecologically clean agricultural product.

In the non - productional sphere these are: ecological expertise, ecological certification, ecological audit, ecoinformation, environment impact assessment procedure, ecological monitoring, ecological insurance, preparation of «green» ecological – financial balance – sheets at enterprises, realisations of patents on ecological inventions, ecological

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education and the like. These are implemented by small – scale enterprises of different kind. But on the whole the ecological business in Russia is being in its embryonic state.

The standards of ISO 14000 series or their European EMS analogues play a notable part in the establishment of ecological business. The work under these standards presupposes a voluntary reconstruction of management systems and technologies by an enterprise itself. But in Russia these norms have become a state standard obligatory for all enterprises itself. And the condition to implement the norms have not been created. There are no normative acts legalising the action of an enterprise to create a system of the environment quality management, ecological audit, ecological marking and other procedures. The ISO 14000 series is realised only by those producers who enter the western market. These are Gazprom, the enterprise of ferrous and aluminium industries, a number of petroleum companies. In the competitive struggle at the world market the ecological factor makes the ISO 14000 standards require serious investments the majority of enterprise cannot afford. The absence of the environment quality management system and, in particular, the legalised system of ecological auditing has already led to the fact that many privatised or bought enterprise have to be responsible for the consequences of soil contamination, hazardous wastes stored by previous owners.

The establishment of adaptive economy is impossible without solving the problem of waste utilisation. It is to get rid of illusions of nowaste productions and «ecologically clean» technologies. In the final development everything ever produced by the people is waste for the biosphere. This is why, while considering any production, any service rendered to people, one has to acknowledge the mechanism of natural biospheric transformations. One may get rid of the wastes by converting them into area cannot solve the problem.

Russia faces a danger of being transformed into the world dump. The enforcement of nature protection legislation in the industrially developed countries including Russia. Despite the fact that the transboundary displacement of wastes is regulated by international convention and internal normative acts, there exists a latent form of transboundary movement of wastes. Particularly the liberalisation of trade led to the countries – exporters. Thus Russia pays for the import and emplacement of wastes on its territory (packing materials, associate commodities, poor quality products), though in compliance with international rules and regulations such «services» are to be paid for by the countries – exporters.

The world practice has introduced a notion of self – regulation of the ecological activities of a company. The enterprise adopts a memorandum or a declaration on its ecological policy, establishes a unit to transform the principles of the ecological memorandum into business – plans and further control, and also to monitor the ecological situation at the enterprise. Regretfully this experience is not applied in our country.

The weakness of administrative structures, the corruption of men of authority and the possibility of acquiring superhigh profits facilitate the creation in Russia of a favourable situation to develop an illegal ecological business (buryng of highly toxic wastes coming from abroad, export of rare and unique biological resources and the like).

The new ecological problem gave way to small and medium business that has fastly become a growing source of environmental pollution. The contamination was displaced from large point sources onto small sources. The ecological management in Russia frills to be apt to work with a large number of small pollutants. The norms of ecological ethics that could regulate these processes have not been established either. Without establishing an image of «green» production, observing the norm of ecological ethics in business it impossible to create the adaptive economy as a basis of sustainable development of the civilisation.