

2. State regulation of «green» creation jobs in the process of transformation transformations

Rethinking the strategy of Ukraine's European integration course requires the development of new approaches to the implementation of European standards in various spheres of public life and Ukraine's approximation to the requirements of EU membership. Until now, Ukraine remains an unstable society, influencing all vectors of development, as well as domestic and international policy, because for almost three decades of statehood it has failed to form a coherent strategy of sustainable development that would define the principles, directions and goals of balanced economic growth. [11, p.4]. In the context of the above, Ukraine, as a member of the UN, has joined the UN General Assembly Resolution "Transforming our world: the 2030 Agenda for Sustainable Development" and the program UN "Greening the Economy in the Eastern Partnership" (EaP GREEN). Consequently, she chose the path of transformational transformations to "green" the country's economy, the main principles of which were:

- assessment and promotion of ecosystem services at both macro-, meso- and macro-levels;
- ensuring employment by creating "green" jobs and developing appropriate policies;
- the use of market mechanisms to achieve sustainable development and increase economic competitiveness [11, p.4].

However, the transformational shifts of recent years show: slowing down the transformational transformation of "greening" of the economy as a whole and agribusiness in particular; incomplete use of opportunities that make up the powerful potential of agribusiness, etc. Thus, today the domestic science of state regulation and economic practice is faced with the issue of mobilizing the powerful potential of agrarian business to accelerate the transformation of its "greening" and create "green" jobs in accordance with European standards.

The problem of state regulation of the creation of "green" jobs has been and remains the subject of numerous studies. In particular, such scientists as Baldycha OM,

Bodrova VG, Zavolyuki YM, Kvacha JP, Krivenko SV, Lagutina IV, Safonova NI etc. At the same time, despite the significant work of scientists on this issue, a clear idea of state regulation of the creation of "green" jobs in the process of transformational transformation of "greening" agrarian business has not yet been formed. Today, their creation in Ukraine is especially necessary not only because of joining the UN eco-programs and committing to transformational changes to "green" the economy, but also because of the need for economic growth without increasing the nature of economic systems while reducing environmental damage from their eco-destructive activities. Therefore, the issue of determining the vectors of state regulation of the creation of "green" jobs in the process of transformational transformation of "greening" the economy in general and agribusiness, in particular, are becoming increasingly important, and therefore need further research.

The economic reforms launched in Ukraine are quite relevant and long-awaited, however, their implementation is slowing down with their start. Many problems can be prevented if the reformers from the very beginning were clearly aware of the substantive component of some key definitions of the theory of state regulation [18, p. 155]. Therefore, before deciding on the vectors of state regulation of the creation of "green" jobs in the process of transformational transformation of "greening" agrarian business, we consider it necessary to focus on the study of the substantive component of certain fundamental concepts.

First of all, let's focus on the concept of "transformational transformations", which comes from the etymological word "transformation" (from the Latin *transformatio*), which literally means – transformations, changes.

Despite the established understanding of the word "transformation", meanwhile, among our predecessors made many attempts to interpret the term "transformational transformation" at its discretion, in particular, some of them are given in table 1:

Table 1

Scientific approaches to the interpretation of the concept of "transformational
transformations"

Authors	Substantive component
Bodrov V. [10]	transformational transformations – the transition from one type of organization of economic life of society to another, changing the forms of economic system in accordance with the modernization or radical transformation of the elements of which it consists
Ivleva G. [13]	transformational transformations are characteristics of any state: from elementary change to a complex process of reforms that are consciously implemented.
Zavoloka Yu. [12]	transformational transformations – qualitative transformations of the economic system, its going beyond stable functioning and transition to a state of imbalance, quantitative and qualitative changes of different intensity and direction
Mocherny S. [14]	transformational transformations – the process of transforming one economic system into another, accompanied by the demise of some elements, features, properties and the emergence of others.
Parsyak V., Kochetva I. [18]	transformational transformations – a set of changes within the object, as a result of which the transformations of its essential properties acquire volumes that lead to a radical change in the quality of the whole system or individual components that decisively affect its vital functions.
Savchuk V. [21]	transformational transformations – the process of replacing the ascertaining features of one economic order with similar features of another order, resulting in a radical transformation of the economic system as a whole

Source: generated by the author based on [10–21]

Analyzing the attempts of scholars to interpret the concept of "transformational transformations", it is obvious that this concept is more complex than it seems at first glance and can hardly be fully explained within a single definition for the reason that being fair and true, any from the definitions may at the same time fully correspond to the content of the concept, but do not reveal its nature. In this regard, we consider it appropriate to interpret this concept in a holistic approach, according to which transformational transformations in a broad sense should be considered as a set of changes resulting from a certain sequence of planned, coordinated, controlled and coordinated actions of actors working together for sustainable development. balanced in three dimensions: economic, social and environmental.

In a narrow sense, the definition of "transformational transformation" should be more detailed and formed based on the specifics of a particular sector of the economy

where they occur. Since we are talking about "greening" agrarian business, to reveal the substantive component of this concept, consider the distinctive features of the "green" economy:

- greening of the economy, which involves the implementation of environmental factors in the model of economic growth of the country and its regions;
- ensuring economic growth with less intensive consumption of natural resources, ie on the principle of "creating more value with less impact";
- unity and balance of public and business interests in ensuring sustainable consumption and production, partnership and consolidation of efforts to protect the environment and restore its condition;
- stimulating the development of environmental activities and limiting the support of polluting enterprises;
- introduction of "green" technologies to achieve the effect of land reclamation (improving the situation of the world and humanity through reasonable human intervention in all processes and areas).

Based on these distinctive features of the "green" economy and its specifics, the "green" economy should be understood as an economy aimed at creating environmental and economic integrity, which will eliminate "environmental risks" and "environmental deficits" for human welfare and equitable access to each of members of society to natural resources.

Therefore, based on the above, transformational transformations from "greening" of agrarian business should be considered as transformations in the agricultural sector of the economy, aimed at creating ecological and economic integrity of organic agricultural production, balanced by three dimensions of sustainable development (economic, social and environmental). leveling "environmental risks" and "environmental deficits" for the well-being of mankind and the interests of future generations in reducing the rate of depletion of natural resources.

The beginning of transformational transformations on "greening" of agrarian business in Ukraine was the State Targeted Program for Ukrainian Rural Development until 2015, which aimed to increase organic production to 10% of total agricultural

production. Currently, the basis for the promotion of organic agricultural production is the Strategy for the Development of Agriculture and Rural Areas for 2015–2020, which, thanks to simulation modeling, simulated two scenarios for its implementation:

- the optimistic scenario (Green Economy plus or ZE +) assumes that investments of 91 euros (100 US dollars) per hectare per year are offset by a reduction in operating costs; 10% increase in yield; the market price is 20% higher than the products of ordinary agriculture; labor intensity is 20% higher than in traditional agricultural production;

- the pessimistic scenario ("Green Economy minus" or SE-) provides for an investment of 182 euros (US \$ 200) per hectare per year, also offset by lower operating costs; 30% reduction in yield; market prices are equal to prices for ordinary products; labor intensity is 10% higher than in traditional agricultural production [19].

According to the projected calculations for any of the scenarios ((ZE + / GE +) or (ZE- / GE-)) an increase in "green" jobs is expected.

According to UNEP, "green" jobs are those in agriculture, industry, services and management that have a significant impact on preserving, restoring and improving the quality of the environment and meet the principles of decent work, including working conditions, wages and social security. dialogue [23].

According to the World Bank, "green" jobs are new types of jobs that play a significant role in greening businesses and the economy. In practice, these jobs reduce energy and raw material consumption; limit emissions and discharges of pollutants; minimize the level of waste; preserve and restore ecosystems; contribute to adaptation to climate change [22]. Thus, we come to the conclusion that "green" are those jobs that are relevant to the protection of biodiversity and the environment and which provide decent and safe working conditions.

The creation of "green" jobs in the process of transformational transformation of "greening" agrarian business is determined by the environmental policy of the state, which, unfortunately, in Ukraine is still not considered a way out of the current recession, resulting in dispersion and duplication of measures implementation of a single agreed strategy or green action plan.

Given the above, the main vectors of state regulation of the creation of "green" jobs in the process of transformational transformation of "greening" agrarian business should be (Fig. 1):

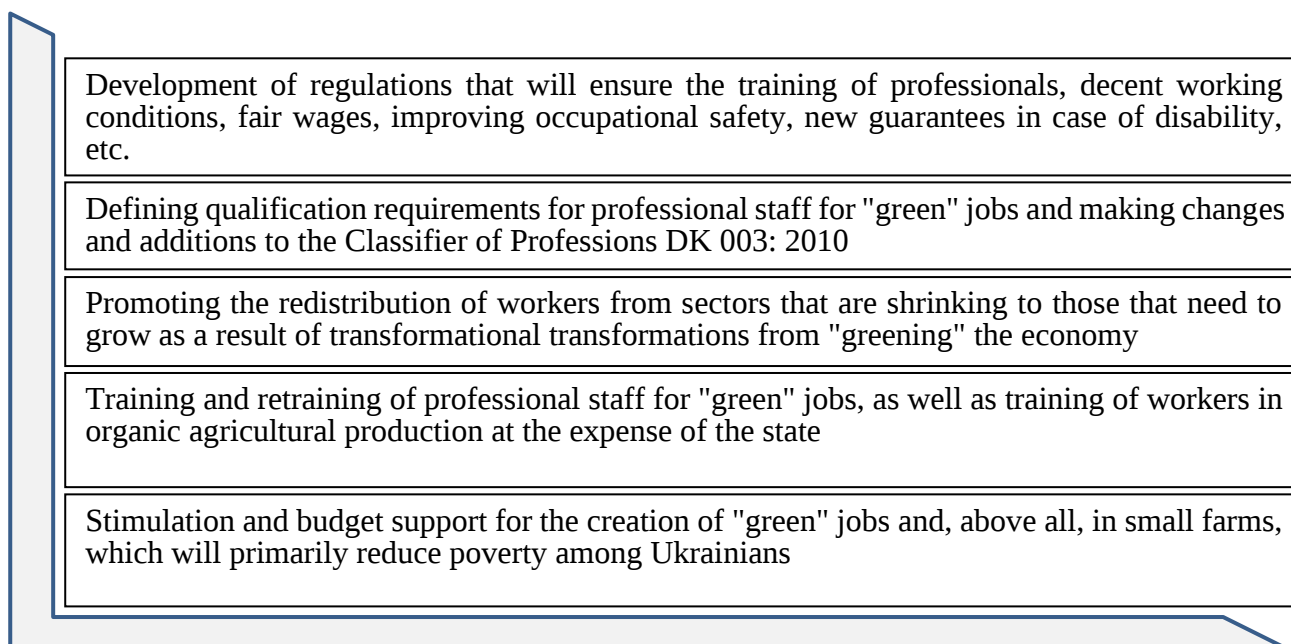


Fig. 1. Vectors of state regulation of the creation of "green" jobs in the process of transformational transformation of "greening" the economy as a whole and agricultural business

Source: author's development [36]

Thus, the role of government regulation in the "greening" of agricultural business should be to ensure the support of "green" economic development and, at the same time, remove barriers that may hinder the transition to a "green" economy.

Ukraine has chosen the path of transformational transformation from "greening" of agrarian business, which should be considered as transformations in the agricultural sector of the economy, aimed at creating ecological and economic integrity of organic agricultural production, balanced by three dimensions of sustainable development (economic, social and environmental). "Environmental risks" and "environmental deficits" for the benefit of mankind and the interests of future generations in reducing the rate of depletion of natural resources.

It is substantiated that under any of the scenarios of implementation of the Strategy for Agriculture and Rural Development for 2015–2020 transformational

transformations from "greening" of agrarian business will be accompanied by an increase in "green" jobs, the introduction of which in domestic practice will prevent inhibition of transformational transformations. on "landscaping" through the involvement of all actors in solidarity to achieve sustainable development of agrarian business balanced in three dimensions: economic, social and environmental.

The success of transformational transformations in "greening" agrarian business is primarily determined by the effect of decoupling.

Decoupling means "demarcation, demarcation, separation, separation, disruption."

The first international organization to propose the concept of environmental decapitation was the Organization for Economic Cooperation and Development (OECD), which defines decapitation as the severance of the link between "negative environmental impacts" and "economic benefits" [24].

O. Veklych and B. Danylyshyn [27] integrated the concept of decapping into domestic practice and further developed it in the works of O. Litvak [29], M. Sotnyk [31], O., Tura [32], and others. (Table 2):

Analyzing the existing approaches of scientists to the interpretation of the concept of "decoupling", we have every reason to state the fact that there is no stability of scientists' opinions on understanding the substantive component of this concept.

Undoubtedly, each of the interpretations given in Table 1 is correct, but it should be recalled that decapitation is primarily the result of certain actions, and therefore, its content component is most appropriate to consider the effective approach, ie as a result of transformational transformations in the economy. as a whole and / or in a separate sector of the economy, which characterizes the ratio of economic growth to the rate of natural resources consumed and the damage to the environment.

Depending on the factors of influence, there are two types of decoupling, namely: decoupling by resource factors (resource decoupling), ie by nature capacity; decoupling by environmental impact factors (impact decoupling) – by environmental intensity [29, p.41].

Table 2

Interpretation of the definition of "decapping"

Author	Content component
Veklich O., Danilishin B. [27]	Decapping is the process of sustaining long-term, projected and managed inconsistencies in trends in economic growth, consumption of natural resources and environmental pollution at all stages of the life cycle.
Gorsky A. [25]	decapitation – the phenomenon of the difference between economic growth and reducing pressure on the environment
Yelisseyeva G. [28]	decoupling – increasing the environmental efficiency of economic activity
Litvak O. [29]	decapitation is an economic phenomenon that reflects the ability to grow economically, which is not accompanied by increasing pressure on the environment
Sotnik MI, Kulik LA [31]	decapping – the phenomenon of the gap between economic development and the degree of anthropogenic impact on the environment
Tour O. [32]	mapping is a strategic basis for the development of a green economy that improves human well-being and social justice, while significantly reducing environmental risks and resource consumption
Decoupling Natural Resource Use and Environmental Impacts from Economic Growth [34]	decapitation is a principle that consists in the inconsistency of traditionally formed interconnected processes of economic growth, consumption of natural resources and environmental pollution and provides for meeting the growing needs of society while minimizing the consumption of natural capital

Source: formed by the author on the basis of [25-32]

Each of the types of decoupling is characterized by a corresponding indicator. In particular, the indicator of decoupling in terms of environmental intensity reflects the growth rate of macroeconomic indicators relative to the amount of pollutant emissions, which makes it possible to record changes in the emerging need to reduce environmental impact by creating each additional unit of economic benefit [35]. In turn, the indicator of decoupling by nature intensity characterizes the relationship between the level of economic growth and the rate of use (depletion) of natural resources [24, p.112].

Therefore, these indicators should be recognized as a fundamental basis for the formation of information support for state regulation of the economy and / or a

particular sector.

According to Pasinovich II and Sich OA state regulation of the economy is state intervention in the economy using a set of various levers, tools that enable it to ensure the normal functioning of the market mechanism and seek solutions to economic and social problems [30, p.401]. In turn Didkivska LI, Golovko LS define state regulation of the economy as a system of measures to support, compensatory and regulatory activities of the state aimed at creating normal conditions for effective market functioning and solving complex socio-economic problems of the national economy and society [26, p.76].

We fully agree with these statements, but consider it necessary to emphasize that today the role of the state in the economy goes beyond the coordination of exclusively economic processes – to ensure the purpose of regulation, prerequisites for economic development must take into account the limiting or stimulating effects of various factors, including environmental [26, p.402]. First of all, the state should be the guarantor of ensuring balanced ecological and economic development of the economy and thus satisfying the interests of future generations in reducing the rate of depletion of natural resources.

Currently, Ukraine has adopted a number of strategic documents and laws that create the basis for state regulation of the phenomenon of decoupling in the process of transformational transformation of "greening" of the economy as a whole and agribusiness in particular. However, it is no secret that Ukraine still lacks an effective mechanism of state regulation that would support the transformation of "greening" of the agricultural sector by positive decoupling, and hence balanced environmental and economic development of agribusiness in the medium and long term.

Speaking about the mechanism of state regulation of the phenomenon of decoupling in agrarian business, it should be emphasized that the analysis of scholars' interpretations of this concept showed that different authors reveal its content component differently and, consequently, each definition interprets the ultimate goal of state regulation. Since the main purpose of state regulation of the phenomenon of decoupling in the process of transformational transformation of "greening" agrarian

business is to obtain positive decoupling, we believe that the most correct interpretation of this concept is an integrative approach that combines previously disparate parts and elements of state regulation of the agricultural sector of the economy.

Based on the above and taking into account the specifics of transformational transformations on "greening" agrarian business, we conclude that the mechanism of state regulation of the phenomenon of decoupling in the process of transformational transformations on "greening" agrarian business should be considered as a set of methods and relevant tools of state regulation. carries out regulatory, supportive, compensatory and stimulating activities aimed at accompanying transformational transformations by the phenomenon of positive decoupling (ensuring the excess of economic growth in the agricultural sector of the economy over the rate of natural resources) and, consequently, ensuring organic agricultural production balanced by three : economic, social and environmental.

The allocation of administrative (direct) and economic (indirect) methods and corresponding instruments of state regulation is traditional for the mechanism of state regulation of the economy. Administrative methods restrict freedom of choice, rely on the power of state power, current legislation, and the use of prohibition or coercive measures. They can both correct market failures and distort market mechanisms, mainly due to restricted competition. Economic methods expand the freedom of choice, provide for the creation of a system of incentives for economic entities, thus creating a basis for public-private partnership in the implementation of progressive change. Administrative methods are not only effective but also mandatory.

Recognizing the important role of the state in the process of transformational transformation of "greening" agrarian business, it is important to find the optimal combination of direct and indirect methods of regulation, which would, on the one hand, stimulate priority areas of organic production, and on the other – minimally harm the environment [26, p. . 403]. Therefore, given the positive aspects and gaps in the current mechanism of state regulation of transformational processes of "greening" in agrarian business, we believe that during the reform of the agricultural sector, it has not proved its effectiveness, so it needs modernization. To this end, based on the

experience of EU countries, in the framework of the Strategy of State Environmental Policy of Ukraine until 2030, a model of the mechanism of state regulation of the phenomenon of decoupling is proposed (Fig. 2):

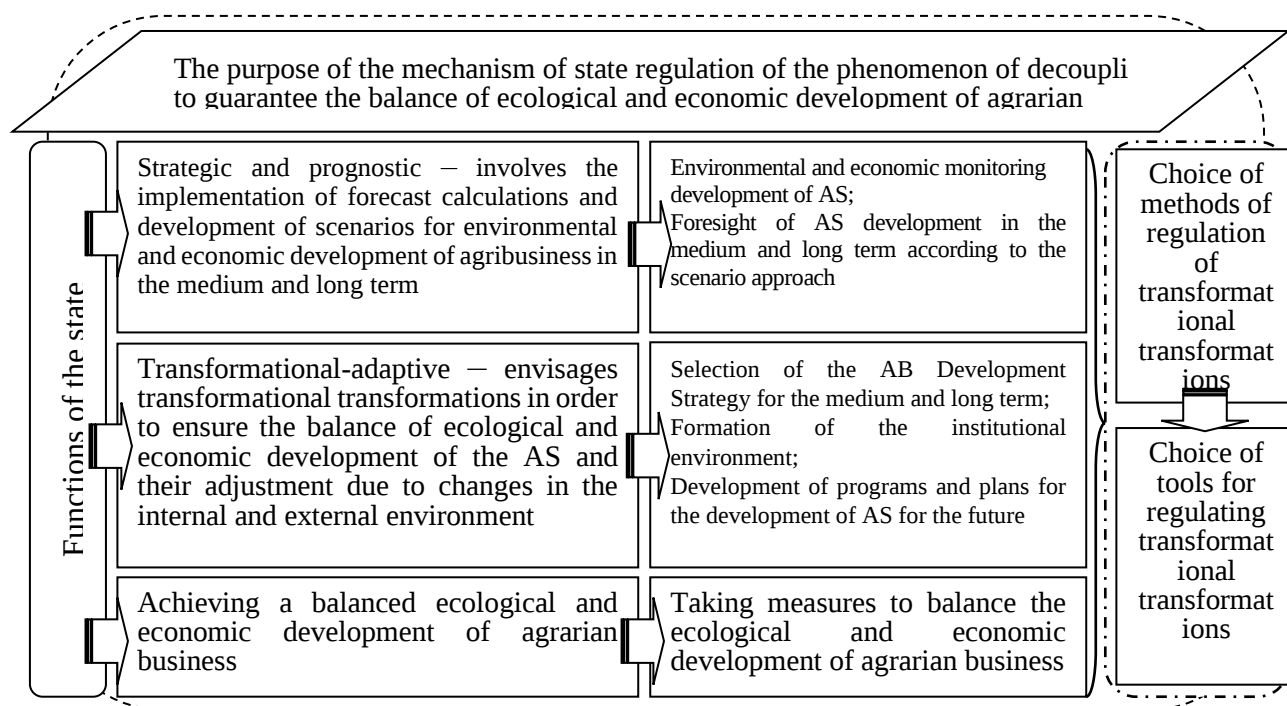


Fig. 2. The model of the mechanism of the state regulation of the phenomenon of decoupling in the course of transformational transformations on "greening" of agrarian business is offered

Source: [37]

The introduction of the proposed model of the mechanism of state regulation of the phenomenon of decoupling in the process of transformational transformation of "greening" of agribusiness in contrast to the existing will allow the state to act as a full guarantor of balanced environmental and economic development of agribusiness in the medium and long term.

According to the study, Ukraine has adopted a number of strategic documents and laws that create the basis for state regulation of the phenomenon of decoupling in the process of transformational transformation of "greening" agrarian business, but still lacks an effective mechanism to ensure balanced environmental and economic development business in the medium and long term horizons.

It is proved that since the main purpose of state regulation of the phenomenon of

decoupling in the process of transformational transformations of "greening" agrarian business is to obtain positive decoupling, the most correct interpretation of this concept is an integrative approach. According to which the mechanism of state regulation of the phenomenon of decoupling in the process of transformational transformations on "greening" of agrarian business should be considered as a set of tools through which the state carries out regulatory, supporting, compensatory and stimulating activities aimed at accompanying transformational transformations in the agricultural sector of the economy over the rate of use of natural resources), and hence the provision of organic agricultural production, balanced by three dimensions of sustainable development: economic, social and environmental.

Based on the experience of EU countries, a modernized model of the mechanism of state regulation of the phenomenon of decoupling in the process of transformational transformation of "greening" of agrarian business, which, unlike the existing one, will allow the state to act as a full.