

International economic relations

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**TRANSPARENCY
OF MARKET STATUSNESS
OF ENVIROMENTAL DIPLOMACY¹**

Abstract

The article deals with the topical issues of the formation of market statusness of environmental diplomacy in the context of identifying its transparency features in the field of international economic relations, communicative mobility development and interactive dialogue, information security and global partnership between countries. The international aspect of transparency may be presented in modulation of different countries interests, integration associations, international institutions, non-governmental organizations, corporations, business and social movements. International cooperation requires new initiatives, mutual understanding, consolidation and engagement of diplomacy forces of environmental assistance. The specificity of diplomacy information support involves the approval of safety imperatives, environmental compatibility, reclusiveness and prognostics in applying convergent technologies. Conducting of complex analysis with regard to openness, intensity and capacity of environmental diplomacy agents to publicity is specified by new trends and counter-trends in the flows of

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information arrays and imitation influences. It is proved that present day content of environmental diplomacy acquires approbation in the market, international recognition and public support.

Key words:

Environmental diplomacy, transparency, information security, international economic relations, communicative activity, market statusness, «soft power», global partnership, progress.

JEL: E61, F20, F42, Q28.

Introduction

The dynamics of economic globalization changes forms of competitive interaction and reflects society's reaction to the manifestation of environmental challenges and threats in the world. The indication of this is the updating of information and communication space of international relations, which takes place on different platforms of international dialogue, diplomacy and partnership. № Modification of the ways of in-touch capabilities in market environment strengthens the importance of right and access of citizens, institutions, organizations, business and other active representatives of society to information resources of ecological nature. The increasing need in environmental security encourages countries to develop programs of threats prevention directed against a man, his consciousness and interests, against the possibilities of choosing his forms of self-fulfillment. A weighty argument for this is the Aarhus Convention of the United Nations Economic Commission for Europe «On Access to Information, Public Participation in Decision-Making and Access to Justice in Environmental Matters»². The main landmark is to protect the rights of every man for present and future generations to live in comfortable environment for his health and well-being³.

² The basis of the Aarhus Convention is the principles of the Stockholm Declaration on the Environment of the Human Rights, the X Rio Declaration on Environment and Development, the resolution of the General Assembly on the World Charter of Nature, the provisions of the European Charter on Environment and Health.

³ The parties to the Aarhus Convention are Albania, Austria, Azerbaijan, Belgium, Belarus, Bulgaria, Great Britain, Armenia, Greece, Georgia, Denmark, Estonia, Italy, Spain, Ka-

Informational civilization with obvious advantages over others, did not escape the vulnerability and dependence on the laws of the virtual, technetronic and ecological environment. If earlier stratagems were implemented in the field of geopolitics, now the victories are acquired in the field of geocognitology. At the moment there is a conscious, imitative, coordinated production of attributive or contradictory information that can bring entropy, destruction and conflicts in the behavior of international subjects. The main difficulty is that the environmental background of the society's reaction is difficult to control and is not sufficiently studied as opposed to political and public ones. The use of traditional, conservative, interactive and other forms of informational messages draws the society's attention to more effective ones, such as «transparency» particularly in responding to mechanisms of solving urgent environmental problems. After all in the economic practice of national, regional and international levels, you can often observe a certain declarativity, inconsistency or incompleteness of proclaimed reforms of social, ecological and economic direction. As a consequence, there is a natural demand from people for improving the awareness level of the authorities actions concerning the ways of the performance of their functions, responsibility forms for commitments in those or other areas of domestic/foreign policy of the country. Implementation of the transparency ideas is aimed at creating more «comfortable» and «transparent» environment of interaction between societies and representatives of international, government, state, private, public organizations in order to prevent or overcome conflicts of an eco-resource nature. Contribution of mutual understanding in this context is possible through the growth of communicative activity of countries through the use of diplomacy forces of environmental assistance.

The scientific researches of the ecological vector of diplomacy development in the context of international ecological and economic policy, balanced development, economic security and trade are presented by native and foreign scientists L. Ø. Blaxekjær (1), A. F. Cooper (2), K. Dorsey (3), N. Grushchinska (4), G. Kondratenko (5), A. Mazaraki (6), N. Rogozhin (7), C. Rootes, E. Nulman (8), I. Shevchenko (9), V. Tsivatyi (10), I.-A. Vris (11) and others. The expediency of introducing the attributes of publicity, accountability and transparency into public administration and governance as a sign of transparency, improvement of information security, the effectiveness of international integration and social responsibility are proved in the works of such scholars as J. Derii (12), O. Kret (13), Y. Makogonyuk (14), M. Pashkovska (15), Y. Tykhomyrova (16) and others. The researchers focus on the interdisciplinary measuring plane of the «transparency»

zakhstan, Cyprus, Kyrgyzstan, Latvia, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Germany, Norway, Poland, Portugal, Ukraine, Finland, France, Croatia, Sweden and others. Ukraine signed the Aarhus Convention on June 25, 1998, the Verkhovna Rada of Ukraine ratified it on July 6, 1999, which came into force on October 30, 2001. Ukraine signed the Kyiv Protocol of the Aarhus Convention (2003), which obliged to implement the national public electronic system of inventories emissions of pollutants. The Verkhovna Rada of Ukraine ratified it on February 3, 2016 for the creation of the environmental pollution monitoring system of European standard.

which covers international security, public administration, innovative activity, political science, sociology, conflict resolution studies, negotiations, etc. The scientific discourse focuses on the revealed qualities of political messages of authority institutions and social reactions to the review of the structure of information flows: openness, content, legitimacy, authenticity, fragmentation, etc. However, the theoretical and practical study of the transparency effects in the field of diplomatic activity is not complex in relation to the environmental aspects of their reflection in the problems of international economic relations.

The purpose of the article is to identify new features of transparency in the market statusness of environmental diplomacy in terms of updating information and economic policy. In accordance with the purpose of the research, general and special scientific methods of analysis are used in the article, which prove the necessity of establishing ecological imperative in the social reorientations of a balanced type of the world economy.

Presentation of the main research material. The modern architectonics of the geo-economical space demonstrates the need for countries to increase communicative capabilities as a guarantee of comfort and strategic safety of functioning in new systems: digital-economy, green-economy, service-economy, etc. Globalization metamorphoses testify the fact that all without exception systems are filled with elements of environmental problems which are rather complicated and ambiguous in the perception of various communities that are at the opposite cultural and economic «poles of the planet». Thus, in his work «The Environmental Revolution» M. Nicholson paid attention to the complex manifestation (double face) or in general the possibility of defining what is central to the ecological revolution: the sudden negative changes in the environment or the change in human attitude to nature as a response to them (Nicholson, 1974).

The environment is an extremely heterogeneous and complex system organization that requires the development and implementation of a variety of environmental projects that are characterized by the interest of all parties. Since environmental policy in many areas outlines global problems, international programs, conventions and institutions that regulate these issues are also necessary (Filipenko, 2015, p. 178).

That is why *environmental diplomacy* is obtaining multifunctional importance as a relatively new, dynamic and progressive branch of international activity that is intended to interest its subjects in making common decisions for the prevention, counteraction and peaceful resolution of conflicts of environmental content, which are able to acquire effects of immensity and rapid penetration into other spheres of the world economy. Intensification of international contacts in the field of ecological diplomacy involves:

1) education of practicability and reality of the inclusion of environmental components in the trade and resource policy of foreign states and the control of «transparency» of the mechanisms for its realization;

2) assistance to market agents in the ecologization of foreign economic activity and the exchange of information on the effectiveness of its implementation;

3) achievement of mutually acceptable business compromises and parity of relations between countries in order to avoid or reduce the escalation of environmental conflicts that may lead to other extremist actions;

4) implementation of complex preventive measures for the prevention of eco-risks as a consequence of abuse of protectionism and expansionism;

5) identification of possible environmental threats or provocations for countries / international companies as a result of information campaigns, trade wars, environmental smuggling, etc.;

6) improvement of mechanisms for obtaining reliable information about international ecological and economic activity, innovative diversification of ecological business, etc.;

7) application of different forms of mediation taking into account the environmental consequences of the manifestations of various political, social and radical movements, social fragmentation and destabilization in the world;

8) implementation of the transparency principles in accordance with the specification of diplomacy by increasing the flow of timely and reliable information (eco-political, eco-economic, eco-social) for the expansion of the range of interested parties of the dialogue and cooperation;

9) use of the potential of digital technologies in diplomacy in order to update environmental landmarks and adaptation in foreign policy of countries;

10) creation of country's ecological image with the help of «soft power» tools, which should provide a qualitative level of diplomatic leadership and innovation in the world.

The approval of ecological imperatives by means of diplomacy is associated with the need to achieve international compromise, understanding, consensus, peace and security as the main attributes of the vitality and progress of mankind. This kind of guidance is reflected in the main goals of the countries development «The 2030 Agenda for Sustainable Development»⁴, among which

⁴ In 2015, the United Nations General Assembly adopted the resolution on a new international cooperation project «*The 2030 Agenda for Sustainable Development*», which includes 17 goals: 1) poverty eradication; 2) hunger eradication; 3) sound health and well-being; 4) qualitative education; 5) gender equality; 6) clean water and sanitation; 7) inexpensive and clean energy; 8) decent work and economic growth; 9) industrialization, innovation and infrastructure; 10) reduction of inequality; 11) balanced cities and localities;

there is «partnership for sustainable development», which should take place with simultaneous improvement of the competences of diplomatic support on the principles of (The 2030 Agenda for sustainable Development, electronic resource):

- «capacity building» – intensification of international participation in the sphere of effective and well-directed capacity-building in the developing countries for the implementation of national plans for achieving all goals in the sphere of sustainable development; contribution of a common, open, non-discriminatory, fair multilateral trading system within the WTO framework; increasing export volumes from developing countries in order to double the share in the world export system by 2020;
- «system issues» – strengthening of global macroeconomic stability by coordinating and harmonization of relevant policy; respect affirmation for the political space and the leading role of each country in the development and implementation of policy aimed at eradication of poverty and sustainable development contribution;
- «multilateral partnerships» – strengthening of global partnership in the interest of sustainable development, multilateral partnership for the exchange of knowledge, experience, technologies and financial resources; encouragement of partnership in public sector, stimulation of public and private partnership and partnership in civil society;
- «information, monitoring and accountability» – strengthening capacity in the developing countries to ensure access to reliable data on income, gender, age, race, ethnicity, migration status, geographical location and other characteristics that are of high priority to relevant national conditions; estimating progress level in the area of «sustainable development» which complete GDP indexes and support the improvement of the statistical potential level in the developing countries.

From this point of view, the ecological content of the diplomatic efforts of countries both internal and external, does not only integrate political, economic, trade, commercial, cultural and other sectors of international relations, but also increases the element of transparency in these processes. The definition «transparency» is determined as the property of being explicit or easy to understand something. In the native discourse this term is used by scientists and practitioners to determine the degree of «transparency» of certain phenomena or «openness» in the evaluation of one or other processes. The openness of authority is considered as the factor of democratic development; the guarantee tool of authority controlled status; the way of increasing citizens' activity, their consciousness and political culture; the result of the development of communications between differ-

12) responsible consumption and production; 13) combating climate change; 14) preservation of marine ecosystems; 15) preservation of land ecosystems; 16) peace, justice and effective institutions; 17) partnership for sustainable development.

ent participants of democratic process; the form of realization of the right of citizens to objective information. The main emphases cover the regulatory aspect which includes legislative securing of transparent and open activity of the authorities; institutional aspect includes the existence of structural and organizational forms and mechanisms that ensure the principle of transparency in the actions of the authority; personal aspect includes transparency and openness of public officials of state institutions.

It should be noted that the international aspect of transparency is presented in another modulation through the comprisal of the interests of countries, integration associations, international institutions, non-governmental organizations, corporate groups, business associations that is reflected in such international initiatives as: Transparency International⁵, Financial Transparency Coalition⁶, United Nations Global Compact⁷, European Transparency Initiative, Green Paper, European Transparency Initiative, European Union Agency for Network and Information Security, United Nations Public Administration Network, etc.

Thus, the UN Global Compact provides that its participants should keep to 10 principles in their activities, among which there are also «environmental principles»: commercial companies should be attentive to environmental problems; commercial companies should initiate the expansion of environmental liability; commercial companies should stimulate the development and distribution of environmentally clean technologies (electronic resource: www.globalcompact.org.ua). Furthermore, in foreign practice the principle of transparency operates on certain categories of information in the protection of national security, international relations, commercial confidentiality, law enforcement, etc. The experts insist on confirming the main postulate in the communication policy development: «Information security should become more transparent and transparency should be secure» (Tikhomirova, 2011, pp. 22–28).

The growing attention of society to these issues is obvious, as the information channels of influence on the ecological consciousness of a person have considerable importance (making alterations in communication → updating the model of the world perception → changes in political decisions, economic behavior and entrepreneurial actions → correction of ecological strategies, intentions,

⁵ *The International Anti-Corruption NGO (Transparency International, 1993, Berlin)* is presented as a «global coalition against corruption», which has 100 independent divisions around the world and publishes an index of corruption perception for 177 countries, provides estimates of national integrity, publishes analytical reports on global corruption in water sector (2008), climate change (2011) and education (2013).

⁶ *The Financial Transparency Coalition (Washington, 2009)* is an institution promoting the development of a more stable global economy in the context of security, ethics and the ecology.

⁷ *The United Nations Global Compact (UN Global Compact, 2000)* is the initiative of the United Nations aimed at supporting social responsibility of a business, solving the problems of globalization and creating a all-embracing economics (12,000 companies and organizations from around the world have joined the Global Compact as of 2016).

actions). Assistance of understanding between subjects of international interaction determines the market statusness of environmental diplomacy in distribution of the ideology of «international eco-constructivism» of countries. Their common interest in controlling the results and effects of environmental policy, environmental strategies, environmental doctrines, etc. is very important.

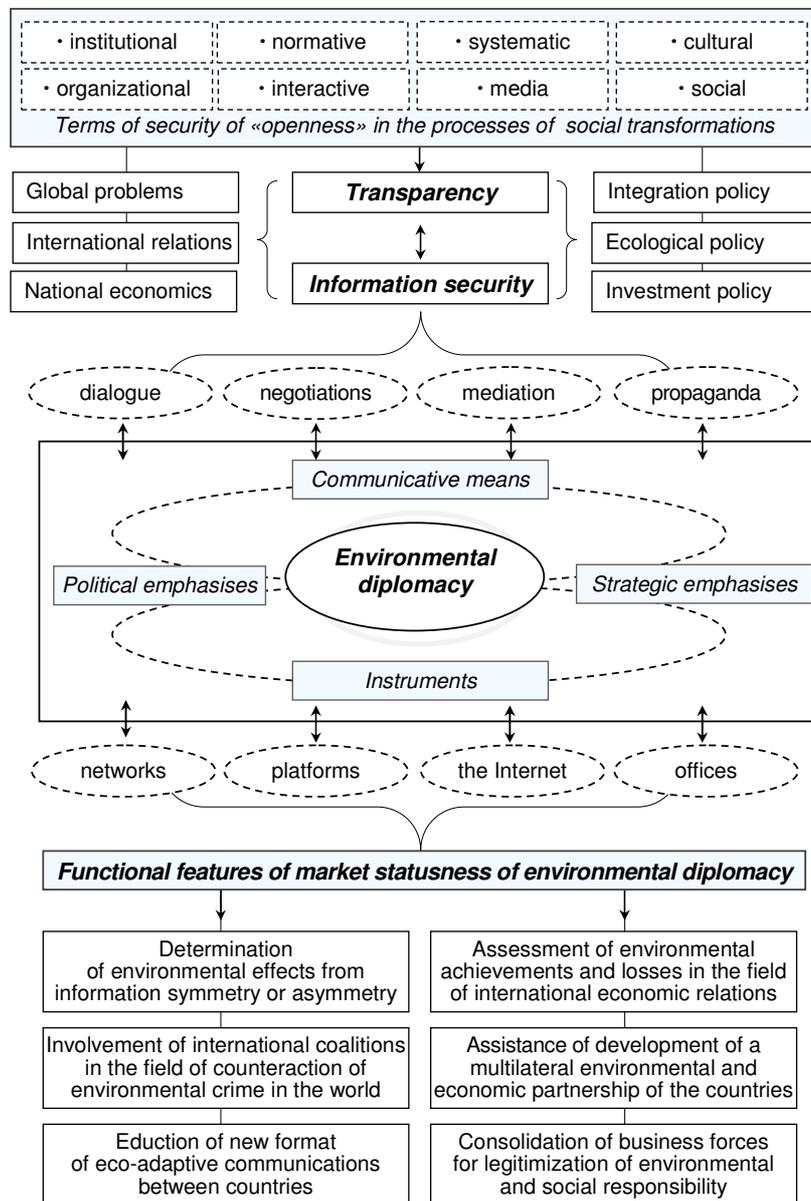
The success of innovations is determined by the forms of partnership, cooperation and communication between state and authority institutions; government, business, general public; conservation organizations, environmental funds and others. Depending on this there are the environmental strategies: passive (the process is limited by the implementation of the subjects of ecolaw of existing laws, standards, normative standards) and active (the process involves solving the contradictions between the economy and environmental protection at different levels of social relations – firm, corporative, national, regional, international, global) (Stepanenko, 2014, pp. 77–84). The nature of practicability, publicity and transparency in such strategies acquires a new interpretation in the area of environmental diplomacy (Fig. 1).

It should be noted that the signs of propensity to environmental projects on the part of the ministries of foreign affairs of the countries may be tracked first of all in the context of the development degree: digital diplomacy, media diplomacy, virtual diplomacy, public diplomacy, cultural diplomacy, image diplomacy. For example, digital-diplomacy reflects the possibilities of using an online resource and engaging social networks to achieve diplomatic goals. In 2016 it covered 210 ministries of foreign affairs, 1098 digital data in 33 social networks which also reflected environmental problematic (Fig. 2). The interactive dialogue of the world community takes place; it strengthens the role of foreign ministries in the development of eco-public diplomacy in the various sectors of latent or crisis communication of the modern age. This gives grounds to confirm that diplomacy subjects are able to participate in innovative / mobile communication platforms, adapters to the objectives of foreign policy taking into account trends in the development of convergent technologies in the world (Matyushenko, 2017, p. 448).

In the global economy there is a change in the institutional approaches through the expansion of ecosystems that support and stipulate for the quality of technological innovation in diplomacy. Mobile technologies 5G in the future will be able to predict the massive introduction of new communicative and instrumental media in diplomacy: virtual embassies; additional reality in public diplomacy; artificial intelligence in consular services; automation of databases on the possibilities of eco-integration of the countries and the entry of business entities into ecological segments of the world market, etc. (Bjola, 2017, p. 126–129). The identification of safety features in these processes is also becoming significant because of new trends and counter-trends in the informatization of diplomacy with relation to «evaluation» and «prices» of its publicity (Table 1).

Fig. 1

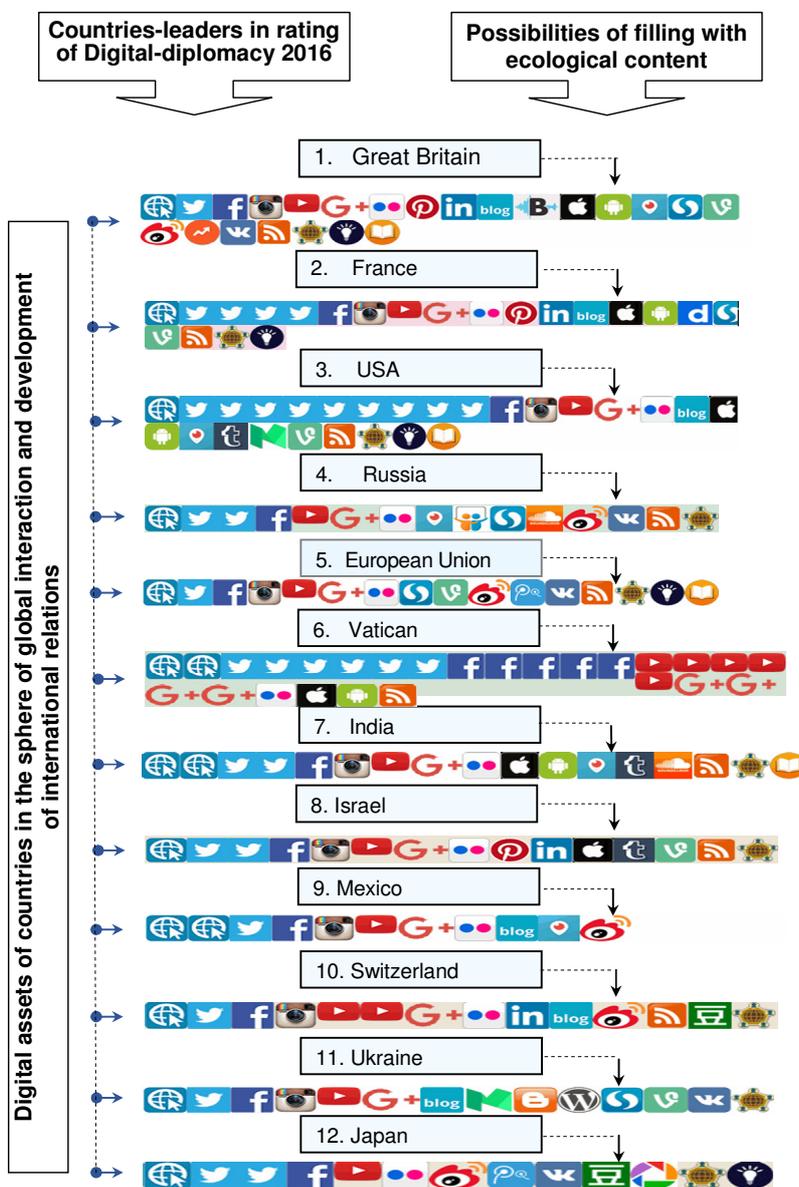
New features of transparency in the area of environmental diplomacy*



* Author's development.

Fig. 2

Countries-leaders for the ability
to eco-activization through Digital-diplomacy*



* It is systematized by the author on information URL : <https://digdipblog.com>.

Table 1

The features of inclusion in the sphere of diplomacy new elements of information mobility, transparency and environmental friendliness *

New landmarks in diplomacy modernization	Tendencies and counter-trends in diplomacy
Ministries of foreign affairs should strive to: 1) enter into a more competitive digital environment of interaction; 2) the priority in the establishing rules and standards of digital practice of development diplomacy; 3) the introduction of new elements practice and values (e.g. ecological and innovative), which are relevant to society, its type of transformation, economic modernization and natural and ecological orientations.	The real aspirations and potency of the countries / international actors in acquiring the status of a «digital pioneer» may provide in the future: 1) additional recognition in the world and opportunities increase for integrated impact on regional, international and global processes (political, economic, environmental); 2) accretion of power in «soft power» format may improve the level of diplomatic leadership in the world.
Ministries of foreign affairs should bend every effort to: 1) improve processes in the field of activity limitation, which are similar to the policy, culture or traditions of institutional centralization; 2) the stimulation of various forms and effective ways of digital interaction adapted to the specific profile or specialization of the diplomatic networks established by it, business dialogue platforms and mobile offices in order to facilitate the commercialization and ecologization of international trade, logistics and transport flows.	Diplomatic missions and international organizations benefit from collaborative efforts to explore, test or evaluate the potential of digital or converged technologies in the development of multilateral contacts. Embassies and consulates that are based in regions with conflicts or zones of permanent political, ecological or other tensions, may exchange experiences and advanced methods of applying digital technologies in times of crisis, dangerous and threatening situations.
Ministries of foreign affairs should be interested in digital technologies in order to: 1) make a certain on-line impact on the international audience; 2) develop flexible and operational interaction networks; 3) use new algorithms for broadcasting and symbolization of international dialogue of countries; 4) disseminate various messages that should attract the attention of the international community to the solution of environmental problems.	There are different modifications of accounts in the Internet space that can be created automatically without human input («eco-destructive decoys»), there is a high probability that messages (publications, concepts) of doubtful content of provocative actions will be ignored by the subjects of diplomacy in the view of introduction of new criteria for environmental and cognitive security in the analysis.
Ministries of foreign affairs should be governed by the expediency in going from digital integration to new components in policy fragmentation according to foreign economic goals and information improvement, organizational and environmental culture in diplomatic activities.	The rapid implementation rates of digital diplomacy without taking into account the strategic objectives of the country and foreign policy course may lead to new problems in the coordination and realization of policies in the field of international economic relations and integrative environmental diplomacy.

* It is improved by the author on the basis of the resource (Bjola, 2017, pp. 126–129)

The most representative analytics as to the realities and prognostics of the diplomacy forces in the world, one can consider exactly the one in which there is a message of «soft power». The initiator of the «soft power» concept was prof. J. Nay, who rightly remarked: «The power with others may be more effective than power over others». The insistence on mutually acceptable forms of openness of the countries in dialogue, partnership and lucrative unions is reflected in the Global soft power rating «The Soft Power 30». These are the achievements of countries in the area of their ability to encourage cooperation, formation of relationships network through diplomacy and openness between countries. The basis for capacity assessment is: objective data – governance, digital, culture, entrepreneurship, interaction, education (70%); survey data – the state of foreign policy, culture, vitality, friendliness, well-being, technical products (30%). According to the results of this rating during 2015–2017 the best five places were shared among Great Britain, Canada, Germany, the USA and France. But the positions of these and other countries in this rating are changing against: 1) the restoration of the European «soft power», reducing the amplitude of the abilities of North America in contrast to their growth in Asia; 2) the rebalancing of international forces with the delayed global and unpredictable consequences for politics, economy, security and ecology (Table 2) (electronic resource: www.softpower30.com).

Table 2

Rating of countries-leaders of the world «The Soft Power 30» in 2017**

Country	Index	Country	Index	Country	Index
1. France	75,75 ↑	11. Denmark	65,48 ↑	21. South Korea	58,40 ↑
2. Great Britain	75,72 •	12. Norway	65,20 ↑	22. Portugal	54,43 ↓
3. the USA	75,02 ↓	13. Italy	64,70 ↓	23. Greece	52,17 ↑
4. Germany	73,67 ↓	14. Austria	63,75 ↑	24. Poland	51,27 ↓
5. Canada	72,90 ↓	15. Spain	63,57 ↓	25. China	50,50 ↑
6. Japan	71,66 ↑	16. Belgium	62,80 ↑	26. Russia	49,60 ↑
7. Switzerland	70,45 ↑	17. Finland	62,37 ↓	27. Czechia	48,73 ↑
8. Australia	70,15 ↓	18. New Zealand	61,96 ↓	28. Hungary	48,16 ↓
9. Sweden	69,32 •	19. Ireland	60,62 ↑	29. Brazil	47,41 ↓
10. the Netherlands	67,89 •	20. Singapore	58,55 •	30. Turkey	45,35 ↓

↑ – improvement of the position, ↓ – degradation of the position,

• – conservation of the position of the country in the rating in comparison with 2016

** URL: www.softpower30.com.

Furthermore, the American publication of «The Wall Street Journal» expects that for the first time of decade 45 largest countries in the world may demonstrate the simultaneous growth of GDP, thereby changing their positions in the international rankings according to the results of 2017. With a view to this, the world political elite, international subjects, representatives of economic or social activity demonstrate their interest in popularizing directions of environmental diplomacy, expansion of networks and forms of its representation in the countries of the world. Recognition of consolidation of the society in the format of environmental diplomacy is also takes place by the presentation of investment and innovation ability of countries to improve strategic and image aspirations in the world, attracting venture capital to expand directions of ecological and economic cooperation. Thus within the framework of the World Economic Forum in Davos, various events, business talks and business diplomacy events are held annually, they are devoted to the definition of investment, innovation and environmental opportunities for the countries development in the world. For example, in 2017, the Ukrainian Association of Venture Capital and Direct Investments (UVCA) has become one of the organizers of the platforms for partners meetings and conclusion of real agreements. Under its auspices, «Ukraine Davos Nights» forum was held, which presented opportunities for international cooperation in the field of venture investments: IT, construction, space, energy, agriculture, biotechnology, ecology («Business Ambassador», electronic resource).

Moreover, the main diplomatic tasks of «transparency» at the European partnership level are geared to strengthening of peace and security in the region, strengthening of environmental monitoring and monitoring in the area of international interaction with the use of information and innovation supporting. For example, the international conference «Future Force Conference» (The Hague, the Netherlands) was held with the assistance of the Ministry of Defense of the Netherlands in 2017, it was innovative platform of high level of understanding, it operated on the principle: «From partnership to ecosystem: join efforts for the sake of safer world». A number of innovative companies and research institutions such as the Netherlands Organization of Applied Sciences and Research (TNO), «Delft Technical University», «WakaWaka», «Fairphone» and «Thales Nederland BV» participated in the international event. Representatives of the Embassy of Ukraine in the Kingdom of the Netherlands, the Ministry of Defense of Ukraine and the Crisis Media Center participated in the discussion of the issues of the hybrid war and its consequences, including informational and environmental issues (Electronic resource, www.reforms.in.ua).

Thus, the market statusness of environmental diplomacy is multidimensional in the sense of including in it various parameters of objects and subjects that can be characterized in the context of the state of progressiveness, adaptability and safety in the system of international political and economic relations, as well as the specifics of the information projection/rebroadcast on other elements of its development.

Conclusions and perspectives for further researches in this direction.

Global environmental challenges have all signs of a regular, evolutionary and spectral impact on the natural life-affirmation of mankind. Such impulses cause the energy of social and ecological extreme, encourage to scientific and technological progress, activation of entrepreneurship, public initiatives, etc. Apparently in our history our era will be marked by the achievements of the society of «transformational movements» as ways of reaction to flows of multidirectional transparency, political diversification and social and environmental stratification in international economic relations. Achievement of synergetic effects in the market statusness of ecological diplomacy should contribute to: comfort of its subjects in different environments of interaction (political, economic, social, informational and cultural); guarantee of benefits (resource, potential, strategic, integration) for its countries-representatives. Strategies updating of ecological and economic development of countries in the world encourages scientists for further researches in the aspects of international mechanisms: prevention of fragmentation and information imitation in the distribution of environmental content; improvement of ecologization system of diplomatic activity and its legitimation; formation of a high level presentation of a country's ecological and innovative image in the world, etc.

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