

## **INTERNATIONAL AGREEMENTS AND MARKETING TOOLS AS A VECTOR FOR IMPROVING INTERNATIONAL AND NATIONAL ENVIRONMENTAL POLICY**

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### **INTRODUCTION**

Modern global challenges such as climate change, environmental degradation, and the depletion of natural resources demand urgent and coordinated action on an international scale. With the escalating threats of climate change and the environmental crisis, the international community has shown a strong interest in improving environmental conditions. This is reflected in the numerous international treaties, framework agreements, and conferences aimed at protecting natural resources and reducing the impact of human activities on climate change.

In the context of these efforts, questions arise regarding the effectiveness and impact of international environmental policy, as well as the potential of marketing strategies to promote and enhance its implementation. These initiatives create conditions for aligning efforts and opportunities in the global climate change context. A crucial aspect is the integration of marketing strategies to promote the realization of international environmental policies. The development and implementation of the "International Green Investment and Sustainable Development Program" could foster economic growth, ensure social equity, and reduce the negative environmental impact.

Funding innovation in environmental protection at the international level is critical to achieving sustainable development and improving the quality of life globally. Such innovations may involve the development of new technologies for clean energy production, efficient resource use, and the reduction of pollutant emissions.

Coordinated international efforts are key to reducing global pollution levels and preserving biodiversity. This includes joint programs for technology sharing, the implementation of environmentally sound production methods, and the development of standards to minimize environmental impact.

The objective of this article is to explore ways to improve international environmental policy and to formulate an international concept that harmonizes the economic interests of nations and companies with environmental goals.

## **1. International Agreements and Marketing Tools as a Vector for Improving International Environmental Policy**

At major international conferences such as UNFCCC, CBD, and UNCCD, the focus is on developing strategies and mechanisms to combat climate change, conserve biodiversity, and prevent land degradation. For instance, the Paris Agreement, signed in 2015 under the United Nations Framework Convention on Climate Change (UNFCCC), outlines measures to reduce greenhouse gas emissions and adapt to climate change. A key element of this agreement is the establishment of the Green Climate Fund (GCF), which mobilizes funding for projects in developing countries. Other initiatives, such as the International Initiative for Sustainable Development Financing, aim to develop mechanisms for financing and investment to achieve the UN Sustainable Development Goals (SDGs).

The European Green Deal is another strategic initiative document by the European Union, targeting the transition to a carbon-neutral economy by 2050. This document outlines measures for reducing greenhouse gas emissions and enhancing resource sustainability through large-scale investments in clean technologies, energy efficiency, renewable energy, and infrastructure.

Marketing strategies can play a vital role in supporting these international agreements by raising public awareness, influencing consumer behavior, and promoting green technologies. The use of green marketing tools can drive demand for sustainable products and services, while corporate social responsibility (CSR) initiatives can align businesses with environmental goals, making them key partners in global environmental efforts. Integrating these strategies into national and international environmental policies is essential for creating a more sustainable and eco-conscious future.<sup>1</sup>

From a legal perspective, the European Green Deal functions as a set of regulatory mechanisms and legal frameworks that provide the foundation for implementing the strategic environmental goals outlined in the agreement. It encompasses a variety of legal instruments, such as regulations, directives, and decisions, developed and adopted at various levels of government and legislative processes within the European Union to enforce the measures envisaged by the Green Deal.<sup>2</sup>

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<sup>1</sup> Зеркалов Д.В. Проблеми екології сталого розвитку: монографія. Київ : Основа, 2017. 430 с. Качурінер, В. Л. Стратегічні та планові інструменти регулювання екологічних питань у сфері виробництва в праві Європейського Союзу / В. Л. Качурінер // Науковий вісник Ужгородського національного університету : Серія: Право / голов. ред. Ю.М. Бисага. – Ужгород: Видавничий дім «Гельветика», 2014. – Вип. 27. Т. 3. – С. 176–179.

<sup>2</sup> Сухарев С. Основи екології та охорони довкілля: Навчальний посібник/ Мін-во освіти і науки України, Ужгородський нац. ун-т. – К.: Центр навчальної літератури, 2006. – 391 с.

One of the key aspects of the successful implementation of the European Green Deal is the active engagement of the public. This is important not only in terms of ensuring the legitimacy and support of the proposed measures but also as a mechanism for including various interest groups in the policy-making and decision-making processes. In this context, public consultations, discussions, and conferences act as tools to ensure broad public representation in shaping environmental policies and regulations.

Moreover, initiatives such as the International Initiative for Sustainable Development Financing play a crucial role in attracting investments in green technologies and projects under the European Green Deal. These investments serve not only as a financing mechanism but also as a means to stimulate economic growth and development focused on sustainability and reducing the negative impact on the environment.

A significant number of researchers are exploring the integration of marketing approaches into environmental policy and sustainable development. Philip Kotler and Herman Daly's book *Marketing and Sustainable Development: Strategies, Methods, Approaches* examines the potential of marketing in promoting sustainable development. Meanwhile, *Green Marketing: Challenges and Opportunities for the New Marketing Age* by John F. Marshall investigates how marketing can drive demand for products that have a lesser negative impact on the environment.<sup>3</sup>

Serhiy D. Babiy, Ph.D. in Economics, in his work *"Legal Aspects of Green Marketing,"* explores the legal challenges and opportunities for implementing green marketing in Ukraine. His research covers an analysis of international legal norms regarding environmental labeling and advertising, as well as issues related to consumer rights protection in the context of environmental policy.

O. H. Zubar, in his work *"Environmental Marketing: Strategies and Development Prospects in the Context of Globalization,"* analyzes the impact of globalization processes on environmental marketing and proposes development strategies for Ukrainian companies. For example, he examines the use of environmental certificates as a tool for enhancing competitiveness in the international market. In the article *"Sustainable Development and Environmental Marketing: Challenges and Opportunities for Ukraine,"* Zubar and T. V. Ivanova discuss the current challenges of sustainable development and the role of environmental marketing in overcoming them. They emphasize

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<sup>3</sup> 2009/335/EC: Commission Decision of 20 April 2009 on technical guidelines for the establishment of the financial guarantee in accordance with Directive 2006/21/EC of the European Parliament and of the Council concerning the management of waste from extractive industries (notified under document number C(2009) 2798), Official Journal of the European Union L 101, 21.4.2009, p. 25–25.

the importance of implementing environmental standards in production and services, which could be a key factor in achieving sustainable development.

N. Yu. Husarova, in her study "*Environmental Marketing and Its Role in Shaping Environmental Law*," analyzes the role of environmental marketing in forming environmental legislation and policy in Ukraine. She highlights that green marketing can raise environmental awareness among citizens and encourage the adoption of stricter environmental laws.

V. A. Shelekhov, in his work "*Economics of Natural Resource Use: Marketing Approaches*," examines the marketing aspects of natural resource economics, including the influence of marketing strategies on environmental policy. He notes that effective resource management is only possible with the integration of environmental principles into business models. In the article "*Environmental Management and Marketing: Interrelations and Development Prospects*," Shelekhov and I. M. Boyko analyze the connections between environmental management and marketing, offering prospects for further development. They stress the importance of collaboration between government bodies and businesses to achieve environmental goals.<sup>4</sup>

In the study "*Legal Aspects of Green Marketing in Ukraine*," I. V. Sadova and O. V. Melnyk focus on the legal aspects of green marketing within the Ukrainian context. They analyze legislative initiatives that could support green marketing and suggest ways to improve them.

There are various international documents and initiatives aimed at fostering innovation and funding environmental protection projects that contribute to achieving global ecological goals. The *United Nations Framework Convention on Climate Change (UNFCCC, 1992)* is a foundational international treaty that sets the groundwork for further development of strategies and measures in the global fight against climate change. Under this convention, the *Kyoto Protocol (1997)* was adopted, establishing legally binding emission reduction targets for developed countries. The *Paris Agreement* focuses on a global approach to limiting the rise in global average temperature to 1.5–2°C above pre-industrial levels.<sup>5</sup>

The Convention on Biological Diversity (CBD, 1992) aims to conserve biodiversity, promote sustainable development, and ensure the fair and equitable sharing of benefits arising from the use of genetic resources. Its Strategic Plan for Biodiversity 2011–2020, including the 20 Aichi Targets,

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<sup>4</sup> Царенко О. Основи екології та економіка природокористування: Навч. посібн. для студ. вузів/ Олександр Царенко, Олександр Несветов, Микола Кадацький,. – 2-е вид., стереотипне. – Суми: Університетська книга, 2004. – 399 с.

<sup>5</sup> Основні наслідки екологічної кризи. Екологія життя [Електронний ресурс]. – Режим доступу : <http://www.eco-live.com.ua/content/book/75-osnovn%D1%96nasl%D1%96dki-ekolog%D1%96chno%D1%97-krizi>.

focuses on reducing biodiversity loss, ensuring effective ecosystem management, and enhancing knowledge about biodiversity.

The United Nations Convention to Combat Desertification (UNCCD, 1994) is aimed at combating desertification and restoring degraded lands. Its primary goal is to implement integrated approaches to land management, ensuring the sustainable use and restoration of land resources.

The Stockholm Convention on Persistent Organic Pollutants (2001) and the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal (1989) are designed to reduce the production, use, and disposal of hazardous chemicals and waste. These conventions aim to protect human health and the environment from the harmful effects of toxic substances.<sup>6</sup>

International organizations, including the United Nations and its subdivisions, play a key role in formulating and implementing environmental policy at the global level. The United Nations Environment Programme (UNEP) is a leading source of authoritative information and recommendations on the state of the environment and the impact of human activities on it. UNEP coordinates global initiatives for the conservation of nature and resources.

The Intergovernmental Panel on Climate Change (IPCC) conducts scientific monitoring of climate change, its causes, and consequences. The findings of the IPCC are used to develop international agreements and strategies aimed at mitigating climate change, providing scientifically-based information for decision-making.

These international agreements and organizations operate in close connection, as climate change, biodiversity loss, desertification, and chemical pollution are interconnected issues. For instance, reducing greenhouse gas emissions (UNFCCC goal) helps mitigate climate change, which in turn supports biodiversity conservation (CBD goal) and prevents land degradation (UNCCD goal). Success in these areas also reduces chemical pollution (Stockholm and Basel Conventions' goals), creating a synergistic effect for global environmental sustainability.

The European Union, in particular, regulates environmental protection through the development of directives and regulations. For example, the Air Quality Directive sets standards and requirements for atmospheric pollution,

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<sup>6</sup> 2009/335/EC: Commission Decision of 20 April 2009 on technical guidelines for the establishment of the financial guarantee in accordance with Directive 2006/21/EC of the European Parliament and of the Council concerning the management of waste from extractive industries (notified under document number C(2009) 2798), Official Journal of the European Union L 101, 21.4.2009, p. 25–25.

while the Water Framework Directive aims to ensure the protection and sustainable management of water resources.<sup>7</sup>

The World Health Organization (WHO) actively works to support and develop environmental standards to safeguard human health. This includes monitoring environmental pollution and providing recommendations to reduce its impact on public health.

Financial mechanisms, such as the Global Environment Facility (GEF) and the Green Climate Fund (GCF), provide financial support for environmental conservation projects and climate change adaptation. These funds help countries develop and implement green technologies and practices aimed at reducing emissions and conserving natural resources.

The Green Climate Fund (GCF) was established as a key instrument for financing projects to reduce greenhouse gas emissions and adapt to climate change in developing countries. It was officially created during the Paris Climate Conference in 2010, one of the pivotal agreements made to support developing nations in their efforts to mitigate climate change.

The main goal of the fund is to assist developing countries in adapting to the impacts of climate change and reducing their greenhouse gas emissions. This is crucial because many of these countries, despite contributing the least to climate change, are the most vulnerable to its effects.

The GCF operates through contributions from developed nations, which are the largest emitters of greenhouse gases, along with other donors. A significant portion of the funding is allocated to projects that reduce greenhouse gas emissions and promote the use of renewable energy. Additionally, the fund supports climate adaptation efforts, such as infrastructure projects designed to protect against natural disasters and the impacts of climate change.

Since its inception, the GCF has grown and expanded its operations, providing substantial financial support to countries in implementing green development and energy efficiency projects. In doing so, it has contributed to reducing the impact on climate change and fostering sustainable development worldwide.<sup>8</sup>

Supporting environmentally friendly businesses is a key aspect of developing a sustainable economy and preserving the environment. One way to provide financial backing for such enterprises is through international grants and funding from organizations like the Global Environment Facility (GEF) or the International Monetary Fund (IMF). These grants can be used

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<sup>7</sup> Сухарев С. Основи екології та охорони довкілля: Навчальний посібник/ Мін-во освіти і науки України, Ужгородський нац. ун-т. – К.: Центр навчальної літератури, 2006. – 391 с.

<sup>8</sup> Сухарев С. Основи екології та охорони довкілля: Навчальний посібник/ Мін-во освіти і науки України, Ужгородський нац. ун-т. – К.: Центр навчальної літератури, 2006. – 391 с.

for developing and implementing green technologies, producing eco-friendly products, and fostering environmentally oriented innovations.

In terms of environmental responsibility and sustainable development, international standards play a crucial role in defining the requirements for business operations. For instance, the ISO 14001 standard establishes an environmental management system that helps companies reduce their environmental impact and adhere to sustainable development principles.

The integration of international treaties, conventions, and policies is a key component of addressing global environmental challenges. According to the Paris Agreement (2015) and the UN Framework Convention on Climate Change (1992), participating states are obligated to jointly establish international environmental protection standards, ensure the exchange of resources and expertise, and finance environmental security projects. International law, including the Convention on Biological Diversity (1992) and the Kyoto Protocol (1997), holds states accountable for fulfilling their commitments to environmental protection.<sup>9</sup>

Financing innovative projects and international coordination of efforts are essential conditions for achieving the Sustainable Development Goals established in UN General Assembly Resolution 70/1, "Transforming Our World: The 2030 Agenda for Sustainable Development." Participating states are expected to create green investment funds to finance projects aimed at reducing greenhouse gas emissions, developing renewable energy sources, and supporting eco-friendly technologies. Article 12 of the Paris Agreement emphasizes the need for transparency in financing and the effective use of funds.

The legal framework for green investment programs includes mechanisms for international accountability for failing to meet environmental commitments, which may be addressed through the International Court of Justice or arbitration procedures in accordance with international agreements. The program should consider legal flexibility to adapt to new challenges, particularly the emergence of new eco-friendly technologies, which may require adjustments to regulatory frameworks.<sup>10</sup>

International cooperation, as stated in the UN Charter and the Charter of Fundamental Rights of the European Union, is a key factor in overcoming environmental crises. States must actively exchange knowledge, technologies, and resources to ensure the effective implementation of joint projects.

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<sup>9</sup> Царенко О. Основи екології та економіка природокористування: Навч. посібн. для студ. вузів/ Олександр Царенко, Олександр Несветов, Микола Кадацький., – 2-е вид., стереотипне. – Суми: Університетська книга, 2004. – 399 с.

<sup>10</sup> Основні наслідки екологічної кризи. Екологія життя [Електронний ресурс]. – Режим доступу : [http://www.eco.live.com.ua/content/book/75\\_osnovni%D1%96nasl%D1%96dki-ekolog%D1%96chno%D1%97-krizi](http://www.eco.live.com.ua/content/book/75_osnovni%D1%96nasl%D1%96dki-ekolog%D1%96chno%D1%97-krizi).

Thus, the integration of international treaties, coordinated international efforts, effective financial mechanisms, and innovative strategies are essential elements for ensuring sustainable development and protecting the environment<sup>11</sup>.

Given the urgent environmental challenges facing the international community and the need for systemic measures to address them, the establishment and implementation of an International Green Investment and Sustainable Development Program is proposed. This program should become a key mechanism for legal, financial, technical, and advisory support for eco-oriented projects on a global scale, integrating them into national economies in accordance with existing international agreements and legal norms. The program will contribute to the formation of a unified legal framework for implementing the principles of sustainable development and will support states and entities in their efforts to adhere to environmental standards.

One of the main goals is to create a favorable environment for attracting investments that will promote the development of renewable energy sources, energy-efficient technologies, and the reduction of greenhouse gas emissions. Investments will be directed towards projects that meet environmental standards and international norms, particularly those outlined in the Paris Agreement and the UN Framework Convention on Climate Change.

The program aims to encourage enterprises to transition to a sustainable production model through financial and legal instruments. Specifically, it will ensure compliance by enterprises with international environmental standards and norms. Legal mechanisms will be established to monitor environmental management, which will help minimize harm to the environment.

The program will provide a legal and financial basis for international exchange of environmental technologies and knowledge. Participants in the program, including states, international organizations, and private investors, will be involved in co-financing eco-oriented projects that comply with the provisions of international agreements, such as the Kyoto Protocol and other relevant conventions.

The program should focus on achieving key sustainable development goals set by the UN. In particular, it will promote the achievement of goals in areas such as combating climate change, protecting biodiversity, and ensuring access to clean energy. This activity will be regulated by provisions of international legal acts, such as the Rio de Janeiro Declaration.

An important principle is the respect for the sovereignty of each participating state, while also ensuring that states fulfill their international

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<sup>11</sup> Рациональне природокористування та заходи по охороні навколишнього середовища [Electronic resource]. – Access mode: [http://studme.com.ua/115105134175/ekologiya/ratsionalnoe\\_prirodopolzova\\_nie\\_mery\\_ohrane\\_okruzhayuschey\\_sredy.htm](http://studme.com.ua/115105134175/ekologiya/ratsionalnoe_prirodopolzova_nie_mery_ohrane_okruzhayuschey_sredy.htm).



obligations in environmental protection. These obligations are formed based on international agreements such as the Paris Agreement and the Convention on Biological Diversity, and require states to adapt national legislation to international standards.

States and enterprises that cause environmental harm should bear legal and financial responsibility. The program will provide mechanisms for holding parties accountable through litigation or international arbitration procedures, including through an International Environmental Arbitration Court established based on international treaties.

The program provides special support for developing countries, offering them additional resources and technical assistance to achieve environmental sustainability. States with low levels of economic development will receive priority access to funds and technologies that align with the principles of international law.

All stages of project implementation, from financing to monitoring, should be open and transparent. This will be ensured through international oversight and the publication of project results in open access. International organizations will oversee compliance with international environmental standards.

A special Green Investment Fund will be established to finance environmental projects, composed of contributions from participating states, international organizations, and private investors. The program will provide financial stability and guarantees for investors, taking into account the provisions of international financial agreements.

It is necessary to create a register of projects that meet international environmental standards. This register will serve as a public monitoring tool, ensuring transparency and compliance of projects with sustainable development criteria.

All projects receiving funding under the Program will undergo independent evaluation for compliance with international standards of environmental sustainability. The results of the evaluation will be publicly available, ensuring accountability and transparency.

To stimulate private investments in environmental projects, an international insurance system will be introduced to protect investments from risks associated with political or economic instability in specific regions.

The possibility for investors to appeal to the International Environmental Arbitration Court in cases of breaches of obligations by states or other entities should be provided. Such arbitration will operate based on international treaties, such as the Washington Convention on the Settlement of Investment Disputes.

Participating states must implement the provisions of the Program into their national legal acts, adapting them to international environmental standards. This will ensure legal consistency and the possibility of resolving disputes at the national level.

The program should foresee the establishment of an international coordination council composed of representatives from the governments of participating countries, international organizations such as the UN, the Global Environment Facility (GEF), the World Bank, and the private sector. The main function of the council will be to ensure effective coordination of the efforts of all participants to achieve the environmental goals of the Program.

In the event of international or intergovernmental disputes regarding the fulfillment of obligations under the Program, parties may resort to arbitration or the International Court of Environmental Affairs. This will ensure effective conflict resolution and contribute to maintaining international stability.

## **2. International Agreements and Marketing Tools as a Vector for Improving National Environmental Policy**

The environmental policy of any country is shaped by both internal and external factors, among which international agreements and standards hold an important place. In the case of Ukraine, which faces serious environmental challenges due to intensive industrial activity, insufficient funding for environmental initiatives, and challenges related to military actions in the eastern part of the country, international agreements and marketing tools can become powerful levers for shaping an effective environmental policy.

Ukraine is a participant in several key international environmental agreements that set the direction for the country's environmental policy. Among the most important are the Paris Agreement, the UN Framework Convention on Climate Change, the Kyoto Protocol, the Convention on Biological Diversity, and others. The significance of these agreements lies in their establishment of specific targets and obligations for participating countries in the areas of reducing greenhouse gas emissions, conserving biodiversity, rational use of natural resources, and adapting to climate change.

The Paris Agreement, signed in 2015, is one of the most significant global environmental initiatives that imposes obligations on Ukraine to reduce greenhouse gas emissions and develop national climate change plans. This encourages the country to implement clean technologies and energy modernization. Additionally, international agreements provide access to environmental financing and technological solutions that can be used to implement "green" projects in Ukraine.

Participation in such agreements also opens up opportunities for Ukraine to integrate into global markets for environmental goods and services, which,

in turn, will promote economic growth and reduce dependence on resource-intensive sectors. However, to achieve real results, it is essential to effectively implement the norms of these agreements into national legislation and ensure their enforcement at all levels of government.

Marketing plays a vital role in changing public attitudes and behaviors in the field of ecology. Environmental marketing encompasses a range of measures aimed at promoting eco-friendly products and technologies and fostering environmentally responsible behavior among citizens, businesses, and the government.

The effective use of environmental marketing tools can be a key factor in stimulating demand for "green" products and services in Ukraine. Green information campaigns will be necessary. To change population behavior, it is essential to raise environmental awareness through large-scale educational campaigns. These can include government programs aimed at promoting energy conservation, reducing emissions, conserving water resources, etc. Social media, television, and radio programs can also be used to reach a wide audience.<sup>12</sup>

The development of corporate social responsibility through partnerships between the state, businesses, and environmental organizations is also crucial. This will enable investment in sustainable development projects and contribute to the formation of a positive image of the country on the international stage.

Businesses that utilize eco-friendly technologies or produce environmentally friendly products can employ green advertising to build a positive company image. This will help increase consumer trust in the brand and expand its market share.

Collaboration among the state, environmental organizations, and businesses can promote the development of corporate social responsibility in the ecological sphere. This includes the design and implementation of sustainable development programs within enterprises, reducing environmental impact, and supporting ecological initiatives at the regional level.

The effective implementation of Ukraine's international environmental obligations is only possible with the active use of marketing tools. International agreements establish an overall strategy and set the regulatory framework for environmental policy, while marketing instruments help

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<sup>12</sup> Хвесик М. А., Степаненко А. В. Екологічна криза в Україні: соціально-економічні наслідки та шляхи її подолання // Економіка України – 2014. – № 1. – С. 74-86.

communicate this policy to the population, businesses, and civil organizations.<sup>13</sup>

Furthermore, international environmental standards can become an important argument for Ukrainian businesses when entering international markets. Many European and global companies are increasingly focusing on environmental criteria when selecting partners and suppliers. Therefore, integrating such standards into the marketing strategies of Ukrainian companies can open up new opportunities for development and export.

Ukraine's environmental policy has significant potential for development through the integration of international agreements and the use of modern marketing tools. However, international agreements alone do not guarantee change without proper implementation and support from the state, businesses, and citizens. International agreements and environmental marketing tools can serve as an important vector for improving Ukrainian environmental policy.

Thanks to international agreements, Ukraine has access to cutting-edge technologies, funding, and expertise in the field of ecology, enabling the country to implement ambitious environmental conservation projects. At the same time, the active use of marketing tools contributes to raising public awareness, fostering responsible business behavior, and attracting investment in "green" projects.

The legal aspect of environmental marketing is becoming increasingly important in the context of Ukraine's integration into the European legal system. For instance, legal analysis of funding instruments for green projects, such as the European Investment Bank and its financial mechanisms for supporting sustainable development, indicates the need to strengthen legal mechanisms for monitoring and controlling the implementation of international environmental obligations.<sup>14</sup>

## CONCLUSIONS

The establishment of an International Green Investment and Sustainable Development Program is essential for addressing the complex and urgent environmental challenges faced by the global community. This initiative, grounded in existing international legal frameworks, seeks to integrate legal, financial, and technical mechanisms to ensure the effective implementation of eco-oriented projects on a global scale. The program's foundation lies in the principles of international environmental law, as enshrined in treaties such as

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<sup>13</sup> Наукові основи національної стратегії сталого розвитку України ; [за наук. ред. акад. НААН України, д.е.н., проф. М. А. Хвесика]. – К. : ДУ ІЕПСР НАН України, 2013. – 40 с.

<sup>14</sup> Ладиченко В.В. Державна політика в сфері забезпечення права людини на питну воду // В.В. Ладиченко // Наукові записки Інституту законодавства Верховної Ради України – 2016. – № 3. – 39-43.

the Paris Agreement, the UN Framework Convention on Climate Change, and the Convention on Biological Diversity. These treaties provide the legal basis for states' environmental obligations, particularly in reducing greenhouse gas emissions and promoting sustainable development.

One of the core contributions of the program is the creation of legal accountability mechanisms to ensure compliance with international environmental commitments. The proposal to utilize international arbitration and the International Court of Justice as dispute resolution mechanisms represents a significant step forward in strengthening the enforcement of environmental obligations. This legal framework ensures that both states and private enterprises are held accountable for failing to meet environmental standards, providing a deterrent to non-compliance. The possibility of establishing an International Environmental Arbitration Court would create a specialized forum for resolving disputes arising from environmental harm, ensuring more efficient and expert-led adjudication of cases.

The legal flexibility embedded within the program is another critical aspect, recognizing the need to adapt to evolving environmental challenges, particularly the rapid development of eco-friendly technologies. Legal frameworks must be sufficiently dynamic to accommodate these innovations while ensuring that environmental standards are not compromised. This adaptability is crucial for fostering an environment that encourages sustainable investments in technologies aimed at reducing carbon footprints and promoting renewable energy.

In terms of financial mechanisms, the creation of a Green Investment Fund offers a structured, multilateral approach to financing environmental projects. This fund, supported by contributions from participating states, international organizations, and private investors, provides the necessary financial stability for long-term projects. Importantly, the program emphasizes the need for financial guarantees to attract private investments, including the development of an international insurance system to mitigate risks related to political or economic instability. This strategic financial infrastructure is designed to stimulate investments that align with the Sustainable Development Goals (SDGs), particularly those related to clean energy and climate action.

Furthermore, the program's focus on international cooperation is aligned with principles outlined in key legal instruments, such as the UN Charter and the Charter of Fundamental Rights of the European Union. By fostering the exchange of knowledge, technologies, and resources, the program promotes a collective effort towards mitigating environmental degradation. Such coordinated efforts are vital for ensuring that all participating states, especially developing countries, can access the resources necessary for achieving sustainability. The provision of technical assistance and priority access to

funding for these states underscores the program's commitment to equitable environmental development, in accordance with international law and the principles of common but differentiated responsibilities.

An additional strength of the program lies in its commitment to transparency and accountability. The establishment of a public register of projects ensures that all projects funded under the program meet international environmental standards. Moreover, independent evaluations of these projects, with the results made publicly accessible, will foster a culture of transparency and international oversight. Such measures are critical for building public trust and ensuring that the program's objectives are met in a manner consistent with the principles of good governance and environmental justice.

The integration of environmental marketing tools also plays a pivotal role in advancing the program's objectives. The case of Ukraine's environmental policy demonstrates the efficacy of combining international agreements with marketing strategies to drive behavioral changes at both the public and corporate levels. By promoting green technologies and fostering awareness of the benefits of sustainable practices, marketing can be leveraged as a powerful tool to shift consumer demand towards environmentally responsible products and services. In this context, marketing serves not only as a means of communication but also as a mechanism for promoting compliance with environmental standards, particularly within the European legal system.

Finally, the program's emphasis on sovereignty and international obligations is a key legal principle. While respecting the sovereignty of states, the program ensures that participating countries remain bound by their international environmental commitments. This balance between national sovereignty and global responsibility is crucial for the legitimacy and effectiveness of international environmental governance. States are encouraged to adapt their national legislation in line with international standards, thereby ensuring legal consistency and harmonization across jurisdictions.

In conclusion, the proposed International Green Investment and Sustainable Development Program represents a holistic approach to addressing global environmental challenges. By combining robust legal accountability mechanisms, dynamic financial instruments, international cooperation, and innovative marketing strategies, the program offers a sustainable and legally sound framework for promoting global environmental governance. The program's alignment with international legal standards, along with its commitment to transparency, financial stability, and adaptability, positions it as a critical mechanism for fostering the transition

towards a greener global economy and ensuring the protection of the planet for future generations.

## **SUMMARY**

International cooperation is a decisive factor in ensuring the success of international environmental protection programs, particularly green investment and sustainable development initiatives. It enables the achievement of synergy among various countries, which is critical for effectively addressing environmental issues. Participation in such programs should be accompanied by opportunities for experience and resource sharing, helping to avoid the repetition of past mistakes.

Creating international platforms for knowledge and technology exchange is an essential element in enhancing the effectiveness of environmental project implementation. These platforms should bring together representatives from the public sector, private businesses, and civil society organizations, allowing for the consideration of diverse viewpoints and needs, as well as fostering the development of legal aspects, including environmental law.

Environmental law plays a vital role in shaping the legal frameworks for implementing international programs. It regulates relations between states, organizations, and individuals in the context of environmental protection and sustainable development. Legal regulation must include norms that support the integration of international treaties and the financial backing of environmental technologies.

The implementation of marketing strategies is also significant, as it can stimulate the development and adoption of innovative technologies. Effective advertising and promotion of environmentally friendly products and services among consumers can include information campaigns aimed at raising public awareness of environmental issues and the benefits of sustainable development.

In summary, an international green investment and sustainable development program has the potential to become a powerful legal tool for addressing global environmental challenges. However, to achieve success, it is essential to focus on the financial, legal, and innovative aspects of the program, as well as to ensure active international cooperation. Only under these conditions can the program fulfill its objectives and significantly contribute to sustainable development by integrating cutting-edge technologies that reduce the negative impact on the environment.

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