

потенциал за счет продукции высокой степени переработки. Для достижения этой цели очень важно обеспечить рациональное использование минерально-энергетических ресурсов, способствовать организации высоких технологических укладов во всех отраслях промышленности, содействовать технологической кооперации и развитию высокотехнологичных производств. В Казахстане необходимо развивать такие отрасли как электроэнергетика, тяжелое машиностроение и электротехническое производство, нефтепереработка, что позволит изменить структурные диспропорции в сторону увеличения обрабатывающего сектора. Информатизация промышленности, нарастание инновационного потенциала, рост значимости интеллектуальных производств в структуре промышленности – все это качественно меняет ее современный облик.

Литература

1. Есекина Б.К. Устойчивое развитие экономической системы в условиях глобализации. – Алматы, 2004. - С. 12;17.
2. Маркс К., Энгельс Ф. Сочинение. - Т. 24. - С. 43-44.
3. Шумпетер Й.А. Теория экономического развития: Исследование предпринимательской прибыли, капитала, кредита, процента и цикла конъюнктуры. - М., 1982. – 58 с.
4. Ноув А. Какой должна быть экономическая теория переходного периода? // Вопросы экономики. - 1993. - № 11. – 23 с.
5. Кейнс Дж.М. Общая теория занятости, процента и денег // В кн.: Антология экономической классики: в 2 т. – М.: Эконов. – 1992. – Т.2. – 211 с.
6. Лившиц В.И., Виленский П.А., Смоляк С.А. Теория и практика оценки инвестиционных проектов в условиях переходной экономики. - М.: Дело, 2000. - 27 с.
7. Игонина Л.Л. Инвестиции. - Москва: Экономист, 2004. - С. 20-24; С. 32-33.
8. Шарп У., Александер Гордон Дж. Инвестиции / пер. с англ. – М.: Инфра-М, 2004. – 1 с.
9. Самуэльсон П. Экономика. - М.: НПО; «Алюл» ВНИНСИ.- 1992. - Т. 1. – 333 с.
10. Самуэльсон П., Нордхаус В. Экономика, шестнадцатое издание. - М.; СПб.; Киев, 2003. – 389 с.
11. Макконел К.Р., Стэнли Л.Б. Экономикс. - М.: Республика. - Т. 2. – 388 с.
12. Сакс Дж., Лаурен Ф.Б. Макроэкономика. Глобальный подход.- М.: Дело, 1996. – 148 с.
13. Гитман Л. Дж., Джонк М.Д. Основы инвестирования / пер. с англ. - М.: Дело. – 1997. – 5 с.
14. Четыркин Е.М. Финансовый анализ производственных инвестиций. -М.: Дело, 2001. – 21 с.
15. Сергеев И.В. Экономика предприятия – М.: Финансы и статистика, 2000. - 147 с.
16. Закон Республики Казахстан. «Об инвестициях»: утв. 8 января 2003 года.
17. Маренков Н.Л. Инвестиции. - Ростов-на-Дону: Феникс, 2003. - 448 с.
18. www.invest.kz
19. Kazinvest.kz

Ibraimkhanova A.E, second-year student (Karaganda State University named after E.A.Buketov)

Scientific director - senior lecturer Salauatova D.M.

INTERPENETRATION OF BUSINESS AND ECOLOGY SPHERES

At the beginning of the 20 century it became obvious that the economy can't be controlled only by the principles of scientific and technological rationality[1,p.157,160]. The concept of sustainable development was invented as a way of solving the global problem: the treat of economic, social and environmental crises, which emphasized the fact that developing countries mustn't follow the way developed countries have reached their prosperity. The concept showed the importance of coordination of the main goals of ecology, economy and the social sphere.

The concept of the sustainability of economic system involves the sustainable development of companies, their orientation on modern and future needs. Though the objective of conservation of the natural resources imposes restrictions, it also provides additional development opportunities, because the decrease of ecological risks causes the decrease of costs.

Kazakhstan has great prospects for developing the “green” economy. The new model of the development of the country will cause the developing of new sectors of ecology-orientated business, additional workplaces.

According to “Tabigat” ecological union, waste recycling business is one of the most perspective spheres of ecological business in Kazakhstan. 700 million tons of waste are generated every year. According to table 1, though in 2014 year comparing to 2010 year less waste was formed, but the trend of increasing index can be noticed due to the results of 2015 year.

Table 1
Waste generation in the Republic of Kazakhstan

The index	2010	2011	2012	2013	2014	2015
The waste of all the sectors of economy, 1000 tons per year	914135,3	424587,3	359540,8	184157,2	151782,7	254801,1
Dangerous waste, 1000 tons per year	910350,6	420668,3	355952,5	180605,0	148336,3	251565,6
Note – created by the author according to the Committee on statistics of the Republic of Kazakhstan[2]						

Nowadays technologies recycling almost all the types of waste were invented. But this sector isn’t well developed in Kazakhstan. Companies and factories recycling waste often face many problems. The paradox of the business is the shortage of raw materials and a great amount of generated waste, one of the main reasons of it is an absence of waste sorting culture in the country. Only 5% of the total wastes are recycled[3].

According to the table 2, we can notice that both the quantity of generated waste and the quantity of recycled waste have been increasing for two years, but since the 2013 the quantity of the generated has been changing much, though the quantity of recycled waste was approximately at the same lever.

Table 2
Generation and recycling waste

Indexes, 1000 tons per year	2010	2011	2012	2013	2014	2015
Total amount of waste	24019,6	48947,1	99166,3	85880,8	114308,9	78122,5
Recycled waste	1428,2	2153,1	3328,0	3596,0	3507,3	3432,1
Note – created by the author according to the Committee on statistics of the Republic of Kazakhstan[2]						

That demonstrates the shortage of recycling factories in Kazakhstan and the fact that new recycling technologies are needed.

The lack of financial support of the government is the second reason of the “unpopularity” of the recycling business. The striking example is waste recycling factory in Almaty city, which was counted as one of the biggest among the post-Soviet countries and stopped working in a

little bit more than three years. However, about million tons of waste are generated in the “southern capital” every year.

At the moment there are about 500 specialized companies in the sphere of recycling . But that isn't enough for the vast territory of the country. The biggest one is “Altyn TET”, it is situated in the capital and specializes in municipal solid waste sphere. «SAF», recycling glass, «KazakhstanWasteRecycling» - paper and cardboard, «Promothod» - electronic waste are also big companies. The director of the “Assistance of the sustainable development” centre remarks that the companies were created and continue their work without government support, almost without investment help, that decreases the efficiency of the production, an ability of using innovative methods[3].

More eco-friendly products are needed in Kazakhstan now. That is why the market of ecologically clean products is developing fast. More than 100 domestic companies produce eco-friendly goods, they are – “Ordabasy kus”, «KazInTechnology», “Eurasian Food Corporation” and many others. They produce milk, meat products, water, bread and several industrial goods.

Special marking and labels were created for eco-friendly productions. «Eco» is used for the products made without pesticides. «Bio» may be used for food, biologically active additives and for cosmetics, furniture, clothes. «Organic» label means that ecological control was practiced at all the stages of the producing. GMO is an organism whose genotype was changed by methods of genetic engineering. «Non GMO» label can be used for plants, animals, microorganisms. The labels are shown at picture 1. Usage of the labels increases customers' trust, that is how the influence of the market on constant improvement of the environment is stimulated [4].

However, nowadays the market of eco-friendly goods is only at the stage of its developing. Entrepreneurs face such problems as costliness of projects, complexity of finding investments, an absence of ecological culture of the society.



Picture 1. The labels of eco-friendly products

Note – made by the author according to the source[4]

Many entrepreneurs realized that though ecology-orientated business they can not only solve ecological problems, but get big profits too. Investments made into the ecological sphere have increased for 38% comparing 2012 and 2014 years[2].

But a lot of problems are still not solved and need the help of the business sphere.

One of the main modern problems is pollution with plastic bags. They were invented at the middle of the last century, became popular because of their low price, light weight and turned into a global problem already in 80s. They are dangerous because they are made from nonrenewable resources, they decompose in 100 years. Burning, they form toxic gasses. Plastic constitutes approximately 90% of the trash floating on the surface of the Pacific Ocean.

The global community is searching for the way of recycling or utilizing them. Some countries imposed high taxes for producing, selling the bags, in several countries they are prohibited by laws, other countries try to find alternative materials.

“LifeBag” company, located in Kazakhstan, Almaty city, produces eco bags made from spun bond. This material decomposes in 12-18 months, the process may take three years if it is hidden from the Sun, decomposing, it doesn't produce toxic gasses. Lifebag bags are reusable,

durable and 100 % recyclable, they withstand temperature changes. The entrepreneur family that launched Kazakhstan's first production of eco-fabric bags notice that all the global community is gradually rejecting from plastic bags usage[5].

A spun bond factory located in Kazakhstan contributed the creation of the company. The company cooperates with several shops and supermarkets. The entrepreneurs explain that, unfortunately, ecological business is only on its way of developing, many people don't understand harmful consequences of using plastic bags, so they use them often because of their cheaper price and in most cases they are available free of charge in any store. But the entrepreneurs count their business competitive; the main advantages are the fact that their company is almost the only firm in this segment of the market using domestic raw materials, the environmental friendliness of their products, lower prices comparing to paper bags. Due to the national currency devaluation the company became competitive to Turkey and China productions and started to sell abroad. The production is represented by three kinds of bags[6].

The main problem of effective interpenetration of business and ecology is their conflict of interest. The purpose of ecology is nature habitats preservation; the goal of economy is orientated to the satisfaction of ever-growing needs of societies, and as a result increasing influence on the nature. So the reason is in necessity of the development of economy and its consequences for ecology.

Another reason of the conflict is a comparative insularity of companies, where they have ownership of natural resources. The incompatibility of productions can be very dangerous for the environment too.

One group of economists considers that the economic growth causes bigger amount of generated waste, so the growth must be controlled and held back. But that would hold back the development of business sphere too. So another group of economists suppose that pollution is a product of wrong price formation. Legislation has a major role in solving this problem[7,p.407-408].

Not articulate laws cause problems in cooperation between the government and business sphere which can be a reason of decreasing number of companies working in ecology sphere. And that causes a decline of ecology situation.

Many firms trying to decrease their production costs influence badly on the environment. The government should stimulate ecology-orientated business, because the problem can't be solved only by moral principles.

Another problem business sphere often emphasizes is an ecological illiteracy of the society, the lack of ecology knowledge is the reason why people don't usually understand the consequences of their actions, how that affects on our nature. That also have an effect on difficulties for ecology-orientated business in finding sales market.

Government support influences on ecology culture, can solve most of the problems though a correct policy.

UNESCO emphasizes the importance of ecological knowledge and its development, that makes people feel their personal responsibility for saving environment. Kazakhstan can use rich experience of such countries as Finland and Sweden, they got the first and the third places in Environmental Performance Index countries list, Kazakhstan got the 69th place. This is a method of quantifying and numerically marking the environmental performance of a state's policies[8].

In Finland approximately 200 schools take part in an international ecological project. Its main goal is solving the problem of pollution of the Baltic Sea. Special ecology-themed manuals and textbooks for students and professors are published in Sweden. Both of the countries use their educational systems as an instrument for preserving nature. Recycling and second-use centers are also wide spread in the countries. People have an opportunity to buy things cheaper and that reduces the amount of waste. That is how business sphere, ecology-orientated policy and ecological culture coordinate[9].

One of the problems – the allocation of resources - can be solved by public private partnership, where the society, the government and the business sphere cooperate. Nowadays

public private partnership is developing fast in the country, for example, building electricity supply stations, water treatment plants. In 2016 year the decision of building recycling factory in Astana on the principles of public private partnership with a guarantee of the government supply the factory with waste was announced. That is how it helps to solve ecological problems.

Cooperating, economy and ecology spheres can influence on each other's development, making the principles of the concept of sustainable development come true in the country.

Literature

- 1 В.И.Данилов-Данильян, К.С.Лосев. Экологический вызов и устойчивое развитие: учебное пособие.- М.: Прогресс-Традиция,2000,с.416
- 2 The Committee on statistics of the Republic of Kazakhstan [electronic resource].- www.stat.gov.kz
- 3 Н.Салыкжанова. Проблема переработки отходов остро стоит в Казахстане[electronic resource].- <http://namig.kz/news/problema-pererabotki-othodov-ostro-stoit-v-kazahstane>
- 4 Международная Академия экологии[electronic resource].- www.eco-kaz.kz
- 5 «ДС Продакшн», «Lifebag» company: <http://lifebag.kz/>
- 6 Спецпроект «Сделано в Казахстане». Как семейная пара наладила производство экологической упаковки: <http://specials.nur.kz/madeinkz-ecobag>
- 7 Р.С.Оразбаева, Ж.И.Инкарова, Ж.К.Масалимов, Ж.У. Бакешова. Экология и устойчивое развитие: учебно-методический комплекс/-2-е издание.- Алматы:Эпиграф,2016, с.640
- 8 Список стран по индексу экологической эффективности,2016.-<http://epi.yale.edu/reports/2016-report>
- 9 Кольский экологический центр. Экологическое образование и устойчивое развитие – опыт северных соседей[Электронный источник].- <https://kec.org.ru/570/>

Акишева Е.К., Адилжанова Ж.Ө. (Л.Н.Гумилев атындағы ЕҰУ)

ҚАЗАҚСТАНДАҒЫ ЭКОЛОГИЯЛЫҚ ТУРИЗМНІҢ ҰЛТТЫҚ ЭКОНОМИКАҒА ӘСЕРІ

«Қазақстанның үшінші жаңғыруы: Жаһандық бәсекеге қабілеттілік» атты Елбасының Қазақстан халқына Жолдауында Қазақстанның халықаралық аренада жоғары беделге ие болғанын және саясатымыздың дұрысытығын көрсетеді. Қазақстан 2050 жылға қарай әлемдегі ең алдыңғы қатарлы 30 мемлекеттің қатарына қосылуға тиіс. Біз осы мақсатқа қарай табандылықпен ілгерілей береміз. Жаһандық бәсекелестіктің өсуі және әлемдегі тұрақсыздық жағдайында, 2012 жылы халқыма ұсынған «Қазақстан-2050» стратегиясының өзектілігі арта түседі деп елбасымыздың ел халқына арнаған жолдауында экономикамыздың басымды жақтарын атап көрсетті.

XX ғасырдың екінші жартысындағы қоғам мен табиғаттың өзара қарым-қатынасы негізінде біздің елімізде күрделі табиғат жағдайы қалыптасты. Материалдық өндірістер көбейді, барған сайын шикізатқа сұраныстың өсуінің нәтижесінде жерасты мен үсті қазба байлықтары жеделдетіп игерілді. Ғылыми-техникалық прогрестің нәтижесінде жасалынған табиғатқа әсер, экожүйенің өзгеруі, дауылдар, су тасқындары, жер сілкіністері сияқты табиғи құбылыстармен тепе-тең жағдайға жетті, тіпті олардан асып түсті десе де болады. Олар табиғаттың келеңсіз әсерін шұғыл күшейтіп, биосферадағы табиғи жағдайдағы энергия мен зат алмасуды бұзды. Адамның табиғатты өзгертуі өте қауіпті жағдайға айналды. Бұл құбылыс дүние жүзі бойынша экологиялық сипат алды.

Көптеген ғалымдар экология ғылымының мәнін, мағынасын, салдарын әр түрлі түсінеді. Көбі экология ғылымың жаңа ғылымның саласына қосады. Эрнест Геккельден бұрын да ғылымдар экология жайлы өзіндік зерттеулер жүргізген. Әйтсе де оның бастауына неміс ғалымы Эрнест Геккель биологиялық экологияға берген анықтама тұрғысынан қарайды, ал шындығында XXI ғасырдың экологиялық проблемалары қатыспайтын бірде-бір ғылым саласы жоқ. Сондықтан да экология ғылымы ғылымдардың ғылымы сипатына айналды. Себебі, олар барлық ғылым салаларының нәтижесіндегі ғылым жетістіктерінің табиғаттың тепе-теңдігінің бұзылуына жауапты бола отырып, оның шешімін табуға ат салысу керек. Бұл ғаламдық проблема.