

PERSPECTIVE MECHANISMS OF COOPERATION IN SPHERE OF THE SUSTAINABLE DEVELOPMENT MAINTENANCE

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Search, discussion and choice of the best ideas assume presence of the appropriate information, information channels of its transfer and a target audience.

Conditions for their creation:

- 1) An openness of the information;**
- 2) Relevance of the information;**
- 3) Timeliness of the information (its preliminary submission);**
- 4) Availability of the information;**
- 5) Concentration of the information;**
- 6) Accuracy of reports of information;**
- 7) Preliminary awareness (even in the main) the potential consumer of the information.**

Until recently such conditions it is not created. While we have:

- 1) Closeness of the information;**
- 2) Distortion or inadequacy of the information;**
- 3) Delayed receipt of the necessary information;**
- 4) The complicated access to the necessary information;**
- 5) Disordering of the information;**
- 6) Ambiguity reports of information;**
- 7) Weak awareness of potential consumers in an opportunity of reception of the information necessary for them.**

The marked lacks of much also have provoked today's financial and economic crisis.

Effective mechanisms of ecologic-economic development assume presence of alternatives. Alternative opportunities of development in present conditions provide economy of resources, strengthening of an intellectual component, formation of new structures, creation of new materials, the goods and so forth.

As one of the basic alternatives to traditional forms of co-operation for creation the transnational innovational clusters is offered. What it can give?

Positive results of functioning transnational innovational clusters consist in increase of potential of development for the account:

- 1) Attraction of additional resources;**



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2) Creations of new opportunities for development, for example due to approach commodity markets and the capital;

3) Displays of synergy effect due to optimization of accommodation of elements of potential and improvement of their use;

4) Creations of conditions for reduction of threats to development.

As a first step for creation such cluster follows on the basis of one of polytechnic universities to create the permanent centre of revealing of the most important transnational problems. On the basis of their monitoring it is necessary to generate their list. At the following stage with attraction of experts from different fields of knowledge it is necessary to be defined with priorities (including in time). Further it is necessary to be defined with alternative ways of the decision of available problems. For attraction in the given processes of potential participants it is necessary to create a business - incubator providing the real help in realization of initial steps on adjustment of communications between participants of cluster and realization pioneer researches. In the subsequent it is important to start mechanisms venture and business-angel financing. At the given stage and further at realization of the best projects of development of territories it is necessary to provide and attraction of budgetary sources of financing.

It is important to create conditions for formation of such future where alongside with interests of a society requirements of ecological systems would most full be taken into account. Similar approaches assume development of new mechanisms which would promote prevention of negative consequences of an ecological balance disruption. As a first step it is important to update legislative and normative base with the purpose of its reduction conformity with requirements of sustainable development. Important steps are also stimulus for application of non-polluting technologies and the precautionary control on the part of local authorities and the public.

On fig. with the help of set Edjuort-Pareto it is reflected a number of possible approaches to formation and estimation variants of development open cluster systems. The area 1 on fig. reflects the approach, particularly requirements to a level of efficiency use of resources due to narrowing area of allowable values. The area 2 assumes higher requirements to a level of efficiency of use of resources that demands in turn significant investments. The area 3 is enough undesirable as thus are reduced not only cumulative charges (on development of manufacture, preservation of the environment), but also are simultaneously reduced



requirements to efficiency of use of resources. The continuous line means a trajectory of possible development, as in a direction of maintenance of sustainable development, and observance of principles of efficiency. In practice at modeling the appropriate processes it is necessary to provide, that development has cyclic character. Therefore development and introduction of new technologies demands in the beginning the big charges that conducts to time decrease of efficiency, but at development of technologies feedback from their use grows, that provides also increase of efficiency.

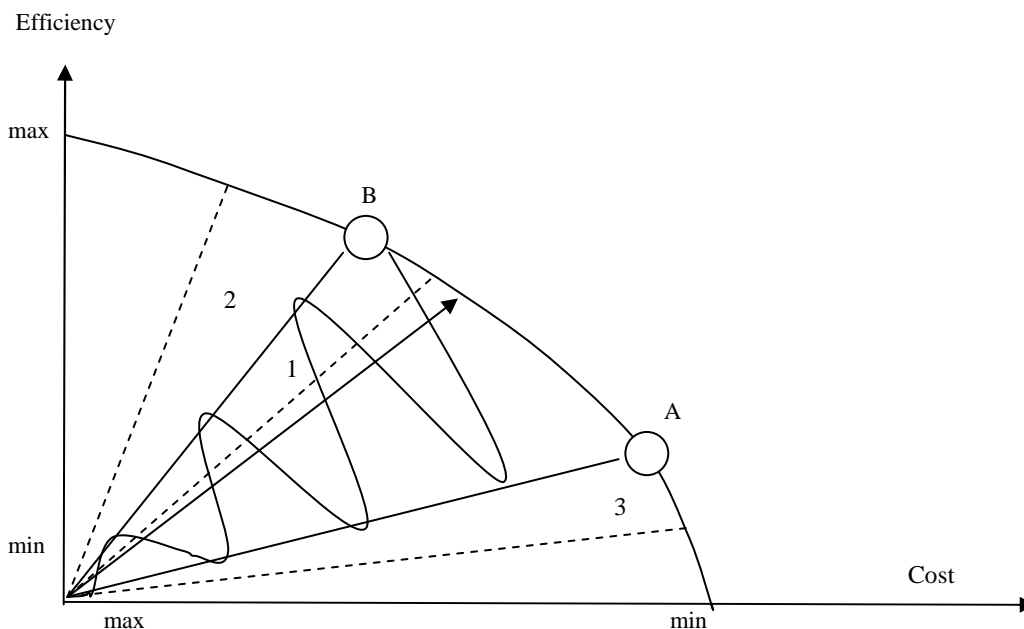


Fig. Formation and estimation variants of development of open systems

From positions of ecologically focused economy it is important to provide increase of investment appeal of separate territories. Thus for increase of potential for development it is important to give business certain preferences and privileges, providing thus additional receipts from development of region. For the successful decision of tasks in view in a basis it is necessary to put in pawn a program-goal method. It assumes

formation of goal-complex programs on problems of wildlife management and social-economic development of regions.

In a basis of action of mechanisms of an establishment of steady development the problem of reduction of negative spillovers lays.

There are different ways of the sanction of the given problem. Among them:

- 1) Reduction of scales of activity of the person (economic mechanisms consist in increase of taxes, in particular, on the added cost;
- 2) Introduction of alternative decisions (economic mechanisms should promote transition to new ways and technologies).

Maintenance of steady development consists in a presence of an optimum combination of the given ways.

The purpose of regional development consists in increase of cost of territory and a labour. A basis of development - adjustment of new economic relations (with an external world and inside region).

Clusters (M.Porter) are the advanced economic cells which promote development of branch with the help:

- 1) Increases of productivity due to such factors:
 - The best access to a labors and suppliers,
 - Access to the specialized information,
 - To supplement products which become attractive to consumers,
 - Access to institutions and the public goods,
 - The best motivation of heads which want to receive respect of local colleagues;
- 2) Stimulations of innovations with which provide:
 - The best vision and understanding of the market;
 - Ability to introduce fast changes and sufficient flexibility,
 - Lower price of experiment.

Long competitive advantages in global economy are in local things - knowledge, relations, motivation.

In a basis of management development of separate regions should be Programs of economic development which promote creation and realization of plans and programs of social and economic development of each territory.

This process should have information base as the computer aided system of the economic data which provide strategic economic planning and will enable business to spend marketing researches of the market - to learn(find out) about reality places raw and manpower resources, communications and the important Point consists in formation of precise investment priorities for перенаправления investments on strategically important directions which development creates conditions for the general steady development of economy

The principle of competition should be put attraction of investments on a returnable basis.



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