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# SUPPORTING GREEN BUSINESS IN EUROPE: ENVIRONMENTAL POLICY INSTRUMENTS

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JEL category: **H, O, H23, K32, O13, O29**

**Summary:**

*The article is devoted to the analysis of European countries financial policy in supporting green business development. Special attention is paid to the definition of the role of the state in maintenance of environmental goods and services market growth, that envisaged analysis of the main directions of environmental taxation, environmental expenditures and other environmental policy instruments. The carried out research enabled to determine countries, which invest the most financial resources in the improvement of the environment that assists to create better living conditions for the society. Also shown the economic expediency of green business development that helped to make the conclusion that this activity has sufficiently high profitability and creates a significant contribution to development of national economies.*

**Keywords:**

*green business, environmental goods, environmental services, environmental taxes, environmental expenditures, public-private partnership*

**How to cite this article?**

Style – **APA Sixth Edition:**

Stepanenko-Lypovyk, B. (2013, 01 15). Supporting green business in Europe: environmental policy instruments. (Z. Čekerevac, Ed.) *MEST Journal*, 1(1), 58-64. Retrieved from [www.meste.org/mest/MEST\\_1\\_2013/\\_06.pdf](http://www.meste.org/mest/MEST_1_2013/_06.pdf)

Style – **Chicago Fifteenth Edition:**

Stepanenko-Lypovyk, Bohdana. "Supporting green business in Europe: environmental policy instruments." Edited by Zoran Čekerevac. *MEST Journal* (MESTE NGO) 1, no. 1 (01 2013): 58-64.



Style – **GOST Name Sort**:

**Stepanenko-Lypovyk Bohdana** Supporting green business in Europe: environmental policy instruments [Journal] = Supporting green business in Europe // MEST Journal / ed. Čekerevac Zoran. - Belgrade - Toronto : MESTE NGO, 01 15, 2013. - 1 : Vol. 1. - pp. 58-64.

Style – **Harvard Anglia**:

Stepanenko-Lypovyk, B., 2013. Supporting green business in Europe: environmental policy instruments. *MEST Journal*, 15 01, 1(1), pp. 58-64.

Style – **ISO 690 Numerical Reference**:

*Supporting green business in Europe: environmental policy instruments. Stepanenko-Lypovyk, Bohdana.* [ed.] Zoran Čekerevac. 1, Belgrade - Toronto : MESTE NGO, 01 15, 2013, MEST Journal, Vol. 1, pp. 58-64.