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**IMAGE ENVIRONMENTAL DIPLOMACY AND BUSINESS
IN THE PRESENTATION OF THE COUNTRY**

The article deals with topical issues of image environmental diplomacy and business in providing the country's presentation in the sphere of international economic relations are considered. Formation of a national brand, expansion of diplomatic functions is aimed at identifying the peculiarities of ecological and economic interests of other countries in the form of international dialogue, negotiations, cooperation and activation of business initiatives. The new approach to the understanding of diplomacy in greening aspects of competitive relations in conditions of internationalization and globalization of economic integration space.

Keywords: *environmental diplomacy, brand, sustainable development, international business.*

Бохан Аліна. Іміджева екологічна дипломатія і бізнес у презентації країни.

Розглянуто актуальні питання іміджевої екологічної дипломатії і бізнесу в забезпеченні презентації країни в сфері міжнародних економічних відносин. Формування національного бренду, розширення функцій дипломатії націлено на виявлення особливостей еколого-економічних інтересів інших країн у форматі міжнародного діалогу, переговорів і співробітництва та активізації бізнес-ініціатив. Розглянуто нові підходи до розуміння дипломатії в контексті потенціалу екологізації в умовах інтернаціоналізації глобалізації економічного простору взаємодій.

Ключові слова: *екологічна дипломатія, бренд, збалансований розвиток, міжнародний бізнес.*

Relevance of research topic. The modern space of international business is formed on the principles of the globalization system of human activity. This area of public communication is a certain phenomenon of progressive, risky and innovative nature of activity. The peculiarities of the implementation of projects in the field of

international business testify to the specific features inherent in it in comparison with other levels of its business (private, national, regional). But competition causes complication of business concepts and the use of new mechanisms for their implementation, the state's initiative in presenting national potential in the international arena. Such popularization of countries is characterized by a wide range: cultural, economic, technological, information, etc. The most important of these is environmental – the impetus to integrate all other areas of business. This strengthens the position of the countries in the world markets and unites them to solve the global problems of humanity. In the face of globalization challenges, most countries are aware that their business interests must be correlated with social and environmental responsibility, as this is the key to competitive advantage.

Formulation of the problem. A special feature of our topic is its interdisciplinary content, where different aspects of international positioning of countries are present. Formation of leadership of the countries takes place with the active participation of politicians, diplomats and businessmen. This, in turn, alters the country's branding construct by expanding its content, in which the ecological component is not yet sufficiently disclosed in the areas of external strategies, economic policy, and state-building of the consolidating model. International actors and countries should enlist the support of image-based environmental diplomacy (eco-diplomacy) and be able to integrate it into the business system.

Analysis of recent researches and publications. Issues in the study of image environmental diplomacy are developing. Some of its elements are stated in such a scientific and practical field as: the international image of the country, the image of companies, the national brand, the «green» brand. These topics are presented in a number of scientific works of researchers: domestic (D. Kislov, 2015 [7]; T. Tsygankova, T. Zavgorodnya, 2011 [13]; G. Polishko, 2015 [10] and foreign (D. Akker, 2011 [1]; S. Angolt, 2009 [2]; J. Fan, 2010 [5] and others. In particular, in their opinion, country branding is a complex process of reconciling market actions, political efforts, business strategies, attracting investments and innovations, establishing international communications in order to form an associative model of positive perception of the country. Common to «image» and «brand» is a focus on results that will deliver effects.

Presenting main material. The purpose of updating the characteristics of environmental quality of human life testifies to a change in the ways of its transformation and economic activity. Traditional approaches to the formation of social relations, which are usually considered rational, often acquire irrational characteristics. One of the reasons for the formation of new mechanisms of interaction between the countries is the change of priorities of the development of society both in material and cultural terms.

At the present stage, international competition and integration between states causes a change in their positioning in the world markets and the formation of leadership dominations through the renewal of national branding. One of the important

aspects in this field is the consideration of greening trends in international economic relations, which have the specific implementation. They adjust countries' positions in international rankings and change the performance of the global economy.

For example, foreign experts are paying attention to the issue of «global equality» in various formats of negotiations, international conferences and summits on environmental issues. Scientists have argued that global warming has caused carbon to accumulate in the atmosphere over the last two centuries. This means that industrialization countries have contributed more than others. However, it is precisely those countries that are least guilty of environmental pollution, which suffer the most from the effects of climate change. In order to be able to apply to countries (India, China) with a proposal to apply the principles of equality, North America and Europe have a great deal of responsibility for the environmental situation [8].

In the twenty-first century, there are obvious exacerbations to the emergence of unknown global environmental and social dangers that are initially veiled and then increase their momentum under «comfortable» conditions for them to manifest. In today's context, there is a certain perception of certain cells, territories, regions and countries of the world, where these threats can become widespread. They can spread to other parts of the globe, causing the need for greening business and international business.

In this case, the application by countries of the principle of «preventive» in international politics and business means a set of measures for the timely prevention of ecological hazards and conflicts, the promotion of economic modernization and balanced use of nature, the initiative to promote new eco-innovative development strategies, strengthen the social economy and strengthen the social credibility «green» international business, enhancement of ecological culture and acquisition of ecological image. Evidence of this is the theme of the World Economic Forum (Davos, 2019) on new forms of international interaction, policies for the development of new business models, technologies for innovation and the digital economy, manifestations of the climate crisis and environmental dominance [4].

But even in the face of such multilateral diplomacy, precedents of «environmental polyphony» arise when some politicians discuss ways to preserve the environment and others call for the development of international business in the Amazon rainforest. Such statements, which are deliberately resonant, provocative or unpromising, give rise to a certain environmental image of the country by its representatives. Maintaining a high level of international order in this aspect involves the use of the forces of environmental diplomacy as one of the progressive institutions. It includes an arsenal of tools to strengthen the country's authority / image in the world [3]. International cooperation and aims diplomatic assistance aimed at the development, progress and security, covering three main areas: politics, economics, ecology (figure).

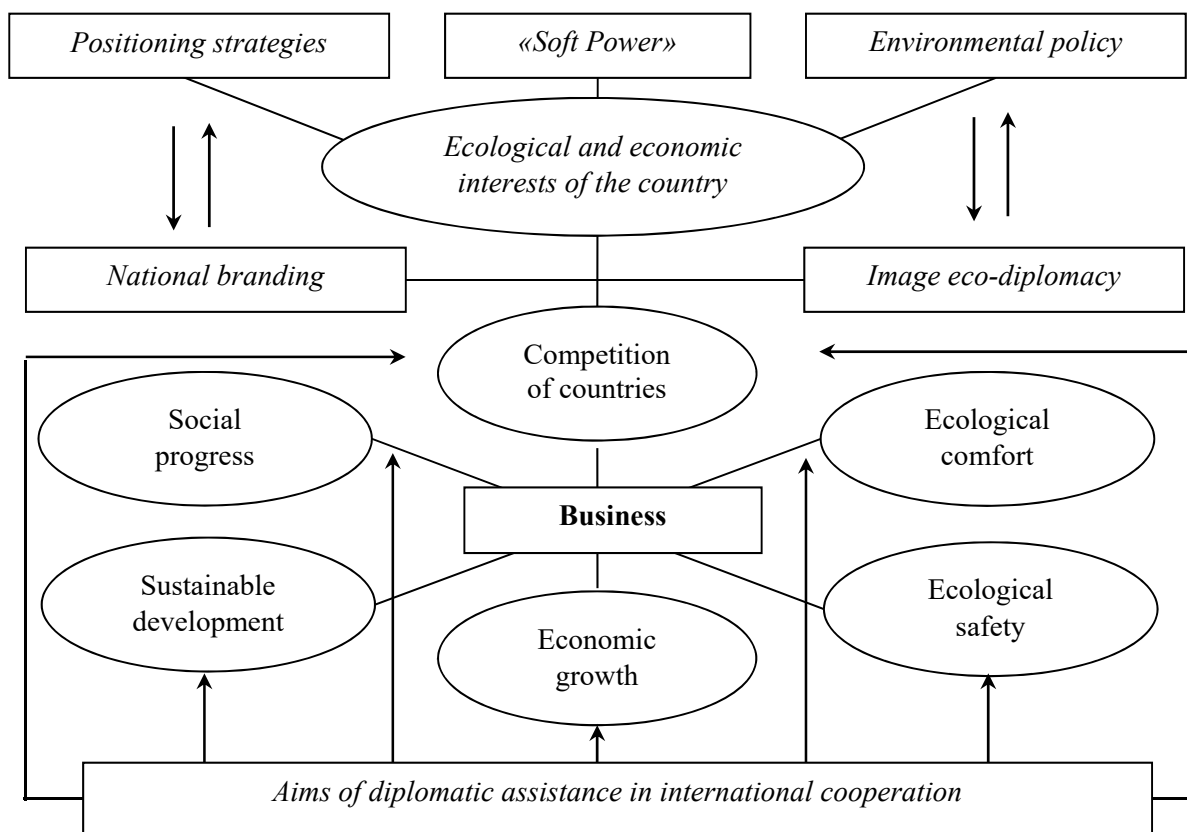


Figure. Systematic of image environmental diplomacy *

(Author's elaboration)

In the context of environmental issues and the formation of a positive image of the country, the term «diplomacy» can be defined as:

- a modern form of representation and protection of the interests of countries that declare to the international community their intentions, opportunities and degree of readiness for active actions with ecological and social effect;
- new models of interaction in various spheres of international relations to intensification of ecological and economic contacts and business;
- measures to respond promptly, tactically and appropriately to countries in the world that reflect positive / negative environmental processes;
- monitoring and analysis of the potential of updating the external image of the country through a new positioning force with a focus on environmental benefits;
- the use of information technology and ecological technologies in diplomacy to synchronize internal and external intentions in positioning the country;
- promotion of eco-principles in the fields of politics, state-building, economy, trade, culture as an important condition for civilized and peaceful relations between countries;
- identification of the country's resources for solving national and global environmental problems, etc.

Admittedly, image environmental diplomacy is an integral part of the national brand, extending the functionality of internal and external diplomacy, the use of

reinforcing elements in the presentation of the country (emotional, natural, original, cultural). The active development of this type of diplomacy should ensure the dynamics of business interactions. Diplomacy contributes to the management of international economic relations. On this scientific parallel, you can also develop the idea of diplomacy in the field of international marketing and world trade.

Image-based environmental diplomacy uses new marketing technologies: 1) determining the specific environmental and economic interests of other countries in the process of international dialogue, negotiations and cooperation; 2) expanding the network of environmental diplomacy to present a national brand in which environmental attributes should enhance its multifaceted dimension and perception using a position in various international ratings (for example, «Brand Finance Nation Brands», «Anholt-GfK National Brands Index», «Environmental Performance Index», «Global Ranking of Soft Power», etc. (table); 3) introduction of ecological knowledge, eco-concepts, eco-innovations, eco-investments and eco-technologies into the sphere of business for presentation or promotion at international exhibitions, forums, business negotiations, etc.; 4) formation of diplomatic efforts and motives for strategic partners to develop international ecological and economic cooperation; 5) participation of politicians, diplomats and businessmen in international environmental projects based on the use of Internet resources and social networks, digital-diplomacy, twitter-diplomacy.

Table

The leaders of national branding and environmental development 2018*

Brand Finance Nation Brands		Anholt-GfK National Brands Index		Environmental Performance Index		Global Ranking of Soft Power	
<i>Rank</i>	<i>Country</i>	<i>Rank</i>	<i>Country</i>	<i>Rank</i>	<i>Country</i>	<i>Rank</i>	<i>Country</i>
1	United States	1	Germany	1	Switzerland	1	United Kingdom
2	China	2	Japan	2	France	2	France
3	Germany	3	United Kingdom	3	Denmark	3	Germany
4	United Kingdom	4	France	4	Malta	4	United States
5	Japan	5	Canada	5	Sweden	5	Japan
6	France	6	Italy	6	United Kingdom	6	Canada
7	Canada	7	United States	7	Luxemburg	7	Switzerland
8	Italy	8	Switzerland	8	Austria	8	Sweden
9	India	9	Sweden	9	Ireland	9	Netherlands
10	South Korea	10	Australia	10	Finland	10	Australia

**Made by the author using [6, 9, 11, 12]*

Conclusion. Image-based environmental diplomacy is an urgency of international economic relations, which aims to unite the efforts of countries in their pursuit of progressive shifts. For Ukraine, it should be associated with new opportunities for its own presentation in the global economic space and improving the environmental level of competitiveness in the world. We are convinced that the unlocking of new levels of international business potential can also be realized through constructive decisions and practical actions by countries to show the world their own

heritage, achievements, successes and positive experiences in the field of protection of cultural and natural heritage, conservation of ecosystems and biodiversity, protection of ecological human rights and fulfillment of obligations to improve the level of ecological safety.

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