

**ALTERNATIVE REGULATING INSTRUMENTS FOR ENVIRONMENTAL POLICY DESIGN AND IMPLEMENTATION IN RUSSIA: ROLE OF INSTITUTIONAL FRAMEWORK**

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Following the world tendency of substitution direct governmental regulations with more flexible, non-coercive and more efficient policy instruments, government authorities still prefer command-and-control practices of environmental regulation. At the same time successful practices of environmental self-regulation and co-regulation on the industry level guided by industry associations in U.S.A, Sweden, Germany should be mentioned. The main goal of the study is to demonstrate that the introduction of various environmental policy instruments is strongly dependent on the whole institutional framework and arrangements of a country and to question the issue whether and to what extent some of the policy instruments can be addressed to non-governmental institutions.

In this research the theoretical basis of policy-designing is studied to conclude the best matching administrative, economic and reputation policy instruments with corresponding stakeholders in order to achieve legitimacy, efficiency and accountability that characterize good governance. On the other hand, empirical results of implementing different policy instruments is examined in continuity with legal arrangements, regulatory structure and patterns of Russian institutional establishment. Cases are given on the industry level and concern practices of self-regulation and co-regulation in construction and pharmacological industries for the time being. The study is on-going.

Finally, the question of regulation initiative and its legitimacy is raised when it comes to non-governmental agents. In this part of research different groups of interests are being interviewed including public authorities, NGOs, industry associations and businesses as an object of regulation measures. Different policy instruments are tested for being transferred to non-governmental organisations from governmental agencies either being implemented as an overcompliance practices by companies itself, or industry groups. Comparative analysis of benefits, costs and risks of all stakeholders including society is being run. Regulating of NGOs activities are being taken into consideration as well.