

Adopted in 1999 in France "innovation Law" regulates the complex activities of direct and indirect nature, primarily through the formation of a new innovative business. Thus, in particular, it involves improving the mobility of research staff public research centers. The increasing links between universities and industrial enterprises in the sphere of development of small innovative business; simplification of procedures for creation of high-tech business [6, p. 154]. In the UK the issue of granting tax privileges in the field of innovative activity are governed by the following normative legal acts: the Law on income tax and corporate tax (1988); the Finance Act (2000); Law on Finance (2002), leadership DTI (2004), containing criteria for the assignment of activities to innovation.

Thus, at this stage of the innovation process, fundamental research should apply the maximum preferential treatment with the usage of budgetary funds, as scientific research and innovation entities only if such research and innovation can yield positive results and high profits in short period of time. The tax stimulation of innovative activities should be actively applied at the stages of applied Sciences.

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THE CONCEPT OF SUSTAINABLE URBAN MOBILITY DEVELOPMENT OF NOVOPOLOTSK

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The article represents the concept of stable urban mobility of Novopolotsk, main goals, objectives and mission. We offer possible solutions and means to make Novopolotsk more convenient for life.

In 1990s public transport occupied a very high percentage of the whole urban movement structure in Central and Eastern Europe. In some cities 80-90% of travels were those of public transport. This situation has changed for the last 15 years and the share of public transport is considerably smaller then it was before. The reason for this is not only the larger number of cars, but also the infrastructure backwardness, public transport wear as well as old ways of exploitation and lack of resources. So in order to stop the decline of passenger traffic it is necessary to make public transport attractive. Constantly growing share of private motor transport results in air pollution, makes negative impact on the climate, increases noise, traffic jams ruin peaceful life of the citizens. That's why these problems must be solved sharing experience and knowledge [1, p. 6].

European countries as well as all other countries pay much attention to the development and implementation of the urban mobility concept. Novopolotsk is not an exception.

Stable urban mobility concept for Novopolotsk has been developed as a sixth stage of the "German Federal Government Support Program of Belarus". This Program has been implemented by both Dortmund and Minsk educational centers. The Program has been an important part of the Belarusian-German cooperation for ten years. It greatly contributes to the development of understanding between people as well. The "pilot" projects of the Program showed that non-governmental organizations, based on its experts' competence can really help public authorities to solve problems in some Belarusian cities and regions.

The concept of stable urban mobility for Novopolotsk is a perspective view, made up by representatives of local authorities, relevant organizations and independent experts. It is based on the principles of stable development. It is a logical continuation of the Local Agenda-21 "In the interests of present and future generations", adopted by Novopolotsk in 2010 [2, p. 4].

The policy of stable mobility has a new look not only at the development of transport system, but also at the future of Novopolotsk as a city convenient for life. This will help to define the priorities and select the

Economics

mobility management instruments that will take into account economic, social and environmental requirements as well as the interests of the population. The Concept development represents the first stage of the stable mobility planning process, but it has the communication platform assignment. There must be a common understanding of the desired future and a clear definition of the priorities which is important for the constructive cooperation between concerned parties. Specialists of Novopolotsk City Council, representatives of the individual institutions and enterprises of the city, public organizations were involved into the development and implementation of the Concept [2, p. 37].

The main targets for stable urban mobility are [2, p. 41].

- To form safer and cleaner urban space by means of reducing negative impact of transport on human health and environment;
 - To improve the accessibility of urban facilities, including places of work and study due to their rational placement;
 - To increase speed communication and comfort levels of public transport, to make it more attractive for urban mobility;
 - To create comfortable conditions for walking and biking;
 - To protect residential and public areas from excessive presence of private vehicles;
 - To consider interests of people with limited mobility;
 - To provide transport and environmental safety, which is important for the health of the residents.
- Table shows possible solutions, means of transformation Novopolotsk into comfortable for life town.

Table – Means of conversion Novopolotsk into a comfortable for life town

| Possible solutions | Instruments |
|--|---|
| 1. Novopolotsk is a safer and "greener" town by means of reducing the negative impact of transport on human health and the environment | <ul style="list-style-type: none"> – to increase significantly bus transport speed. To give it priority on the main streets of the city; – to create more attractive and comfortable conditions for the trams passengers; – to limit the use of private cars inside the town; – to encourage car pooling to travel to work and for other purposes; – to raise people knowledge about the benefits of alternative means of transportation for their health and environment; – to optimize the management of parking lots, transfer them on a paid basis in the center of the city; – to create areas (residential courtyards, walking streets and squares) with low noise and pollutant emissions from transport in the town; – to teach skills of "green" driving and promote "green" transport behavior |
| 2. Novopolotsk is a more affordable and socially just town for its residents because of the reducing distances and travel time | <ul style="list-style-type: none"> – to develop the network of "step" available urban sites, to expand the territory of mixed use; – to optimize public transport network "from door to door" including the first and the last segment of the path (road approach to public transport stops); – improve the efficiency and integrated use of the territories located around the tram tracks and the main transport hubs (terminals and stations); – to update public transport schedule by means of intelligent transport systems, according to its connection with long-distance trains and buses timetables; – to use more flexible (demand-driven) forms of transportation services; – to equip bus stops and train stations with benches and sheds, fix the information and timetable stands; – to make the public transport information available via the Internet; – to create conditions for independent movement of the "limited mobility" population groups forming a path with no obstacles to public transport gradually, as well as creating a "pool security" within urban areas |
| 3. Novopolotsk is a convenient town for walking and cycling | <ul style="list-style-type: none"> – to encourage non-motorized mobility like cycling to the shops and other places that provide paid services with different types of discounts; – to initiate and support the campaign for creating safe routes to schools; – to form safe and convenient infrastructure for walking and cycling gradually, including cycle paths separated from roads and sidewalks; – to conduct information campaigns for cycling promotion and other activities supporting European initiatives in the field of stable mobility |

Source: own research based on [2].

The analysis of Table 1 shows that the Concept provides a number of activities that contribute to the creation of urban logistics, increasing the attractiveness of Novopolotsk and promote its further development. At

the same time special attention should be paid to the behavior of the passengers. At present Novopolotsk is working hard to change the behavior of the inhabitants of the town. This work is aimed at making walking and cycling more popular particularly during special events. The work is carried out in cooperation with Belarusian Union of Transport Workers. As a result our town has more cyclists now. The authorities are going to continue this work, because bicycle is a stable transport with low greenhouse gas emissions. Moreover cycling improves air quality, increases the ecological potential, and improves health and well-being of the population.

Thus, Novopolotsk will be the town providing its citizens equal opportunities and social partnership if:

- it purposefully influences the changes in ecological awareness, including transport preferences;
- takes into account needs and interests of all population categories while developing urban mobility policies;
- involves more citizens in the process of developing effective solutions in the field of sustainable mobility;
- gives stable mobility status to town movement as an important part of urban policies;
- gradually implements the policy of comfort and convenience for people but not cars.

Urban mobility is an important part of urban conception, because it promotes not only the convenience of living in the cities in terms of reducing congestion and pollution, but also provides the effective movement of people, promotes the development of economic potential. Besides available cities promote the transition to more stable means of transport and encourage more people to leave their cars and give preference to trains, buses, bike paths and sidewalks. It is vital to develop our urban space stable and right way in the environment that lacks many things. It is essential to make future cities well-planned, stable and accessible to everyone.

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CITY LOGISTICS AS AN INDEPENDENT SCIENCE: KEY ELEMENTS OF THE METHODOLOGY

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The article describes the subject, object, goals, objectives of urban logistics, functions it performs, the subject at which the impact is aimed, performing constituent elements of the methodology of the scientific and practical activities.

Nowadays logistics has become the object of close study as an independent science. It has an interdisciplinary scientific direction connected with the search for new opportunities to increase the efficiency of flow processes of any nature by introducing advanced management principles into practice organizations. Logistics has been developing in scientific and practical direction for a long time and is known as city logistics abroad. In post-Soviet area urban logistics is one of the new trends of modern logistics. It became a separate functional area not long ago.

We understand city logistics as a complex of solutions and processes aimed at consolidation, coordination, optimization of human, material, information, finance and service flows according to the market conditions of the metropolis life safety.

City logistics as an independent science must have its subject, object, goals, objectives, functions it performs, subject at which the impact is aimed. These are the elements of the scientific and practical activities methodology. However, the analysis of scientific publications (M.I Churilov, Y.U. Tyurin, N. Kucherenko, E. Reitz, A.S Burnas, T. Crainic, N. Ricciardi, G. Storchi et al.) shows all these elements have not been studied properly.

According to the Great Soviet Encyclopedia [1]:

- object confronts the subject in its subject-practical and cognitive activity;