

**SITUATION OF HEALTH AND WELFARE IN GEORGIA IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT AND SUSTAINABLE MARKETING****Babulia MGHEBRISHVILI***Ivane Javakhishvili Tbilisi State University, Georgia  
babulia.mgebrishvili@tsu.ge***Abstract**

*The article provides study of one of the sustainable development goals – situation in the country with respect of health care and welfare, in the context of actions performed by the state, businesses and each individual against the background of Association Agreement between European Union and Georgia. The author associates human health, primarily, with healthy nutrition and analyses the laws that directly affect supply of safe products to the population. In addition to the laws, the article focuses on number of programs adopted by the government of Georgia that deal with human health protection, whether directly or indirectly. Role of businesses in ensuring human health care is evaluated in two respects: on one hand, the attention is focused on compliance with the requirements of adopted legislative acts by the companies operating in the business sector and on the other – work performed for corporate social responsibility is described. In the author's opinion, to protect own health and achieve prosperity of the entire society, people should properly understand their roles in sustainable development and by making correct buying decisions, stimulate the companies to perform their activities with social responsibility. The author positively evaluates the lawmaking work performed in Georgia, in the context of health care and ensuring welfare of the entire society, but regards that more extensive work is required to ensure compliance with the legal requirements and to further improve social and environmental thinking in the society.*

**Keywords:** *health and welfare, Georgia, sustainable development, legal framework, corporative social responsibility*

**JEL Classification:** I10, I11, I18

**I. INTRODUCTION**

The conception of sustainable development links with one another three very important spheres of contemporary society – environment protection, social responsibility and economic development. Sustainable development must ensure equilibrium between these spheres. And this is possible through achievement of sustainable development goals. These include: poverty alleviation; famine relief; health and welfare; quality education; gender equality; pure water and hygiene; availability of clean energy; employment and economic growth; industry; innovation; infrastructure; inequality reduction; dealing with the results of climate change; preservation of the aquatic world; life on the land; peace; justice; strong institutes; global cooperation. Goals of sustainable development are linked with one another and achievement of each of them influences achievement of the other ones. Goals of sustainable development are oriented towards dealing with the social and environmental problems. Thus, they are directly associated with social marketing. Their achievement requires sustainable marketing approach that should ensure meeting of the demand of consumers and businesses so that not to harm the natural environment and not to contribute to its degradation. In addition, achievement of the sustainable development goals should ensure that the future generations will be capable to satisfy their requirements.

Achievement of the sustainable development goals is possible through dealing with the certain objectives. Nature of these objectives depends on the country implementing sustainable development conception, as well as on the problems in one or another sphere that delay achievement of the stated goals and objectives.

The Georgian government commenced nationalization and prioritization of the sustainable development in 2015. All 17 goals and 98 objectives were set as the national priorities and by the document of nationalization of sustainable development goals were established the indicators of achievement of the objectives for years 2020, 2025 and 2030. The document provides for elimination of poverty and hunger, improvement of the health care and education systems, promotion of equality, cities sustainability, dealing with the climate changes, protection of the oceans and forests, building of the accountable and inclusive institutes at all levels.

It is hard to discuss all seventeen goals of sustainable development in one article. Therefore, in this paper we shall limit discussion to analysis of the situation in Georgia with respect of providing health care and welfare of the population and seeking of the ways that would contribute to dealing with the problems existing in the country based on the principles of sustainable marketing.

We commenced studying of the health and welfare issues in Georgia, primarily, from the analysis of laws and other legislative acts of these spheres in the country. We paid proper attention to the studies and articles issued by Georgian scientists working in the marketing in the population health care sphere that deal with such significant issues as: influence of social marketing on health care, behavior of Georgian consumers with respect of healthy food, health care funding policies, supply of safe food to the population, labeling of food products etc. (Verulava, 2016; Mghebrishvili, 2018; Mghebrishvili, Urotadze, 2016; Todua, 2017; Todua, Mghebrishvili, 2018; Todua, Mghebrishvili and Urotadze, 2016; Todua, Jashi, 2018). For this article they played the role of theoretical-methodological basis.

Why do we start discussion of sustainable development and sustainable marketing in Georgia from studying of the works performed for achievement of health and welfare goals? In our opinion, protection of human health and achievement of welfare of the entire society is the very goal, on implementation of which depends achievement of the remained goals of sustainable development. Only physically and psychically healthy people can properly fight to achieve sustainable development in the country. Therefore, in the state program for 2018-2020 prevention of diseases is regarded as the priority in the health care sphere. The mentioned document emphasizes that the focus must be switched from the mode of response to diseases to the mode of preventive measures and early diagnostics of diseases and avoiding their further complications. Though, this is the fact, as well that achievement of the goals of dealing with the poverty and hunger has the primary impact on health care and welfare goals.

The state, as well as businesses and each individual have to play their roles in achievement of the goals of human health protection and welfare of the entire society.

The role of the state with respect of health care and ensuring welfare of the entire society, primarily, includes development of the legal framework and control over compliance. Development of the legal framework is the first step of the state that has to contribute to implementation of the sustainable marketing. In addition, the state structures should promote formation of the social and environmental thinking in the society and for this, the legislative activities are not sufficient, advocacy of healthy life style by the relevant state authorities is required.

Business has to make its contribution to health care through compliance with the legislative acts that directly deal with human health and compliance with which directly or indirectly is associated with maintenance of health of each individual. At the same time, businesses have social responsibility to the society as well, though this is not mandatory by the law. Corporative social responsibility is the good will of the business entities, their voluntary choice. It is possible that passiveness of business sector in this area could impact the business itself. Currently, the prudent businessmen understand this clearly. Therefore, all over the world, the company with normal reputation cannot exist that is not active with respect of social responsibility. Understanding of social responsibility to the own employees, customers and entire society is a widespread form of business activities. This is the active marketing instrument for gaining advantages at market as the products acquire additional social value (Chiladze, 2017). Therefore, in Association Agreement “improvement of awareness in the sphere of social responsibility and support of the dialogue” was named as one of the possible issues of cooperation between the parties and there was emphasized that the parties would promote corporative social responsibility and accountability and encourage responsible business practices...” (13, Article 352).

As for the role of each individual in health protection and ensuring welfare of the entire society, in our opinion, in this respect, role of each individual is of great significance. People can fight to protect their interests, both, individually and as groups, based on the principles of sustainable marketing. And for this, it is necessary to provide required information to the customers. Fight of the properly informed customers to protect their own interests and environment can play significant role in achievement of sustainable development as consumerism and environmentalism are important components of sustainable development.

Hence, protection of human health and providing welfare of the society is not only one of the goals of sustainable development but also one of the determining factors of sustainable development as well. Protection of human health is directly associated with development of the relevant legal framework and its implementation. We relied upon this idea and commenced study of the issues of human health care with studying of the relevant legal framework in Georgia and this resulted in writing of this article.

## **II. RESEARCH METHODOLOGY**

In the process of studying of the legal framework in the sphere of health care and society welfare we have used the method of analysis. Based on it we have studied the laws and other legislative acts directly or indirectly affecting health care, article by article. By comparing the legal framework requirements with the practice we attempted to evaluate their implementation status. To evaluate compliance with the laws and implementation of number of programs we used welfare indices published by the international organizations. In formulation of final conclusions we relied upon the processes of judgment and clarification of consistency of the evaluation of the factual situation, as well as the method of synthesis. In the process of work we have also used the methods of grouping and building of the dynamic series.

### III. GENERAL ANALYSIS

Development of the legal framework for health care in Georgia goes on actively and includes both, laws and legislative acts directly dealing with health care and the laws and normative documents implementation of which whether directly or indirectly affect health care and welfare. Activation of the activities in this sphere is obligatory for the country by virtue of the EU Association Agreement. The document states: “The Parties agree to develop their cooperation in the field of public health, with a view to raising the level of public health safety and protection of human health as an essential component for sustainable development and economic growth” (13, Article 355).

Healthy life, primarily, depends of consumption of healthy food products. Therefore, Georgian government has adopted numerous laws, technical regulations and rules in this area. One could say that in Georgia the process of legislature approach with the European Union in the health care sphere is very extensive. As a result, Georgian laws dealing with the food products become more and more thorough.

The laws (14, 15, 16, 17, 18) and government resolutions (19, 20, 21) adopted in correspondence with EU food legal framework regulate the issues of food labeling, food safety, compliance with the sanitary and hygienic regulations in food production and distribution, composition, state control and other issues. In addition, Georgian government has adopted number of technical regulations dealing with the food products significant for human nourishment (meat, milk and dairy products...).

Compliance with the requirements of food legal framework ensures supply of safe food to the population. Laws and other legislative acts within the food legal framework ensure performing the companies’ activities in accordance with the principles of sustainable marketing. Thus the products supplied to the population are not only pleasant but also good for health. (Kotler, 2016).

Labeling provided in accordance with the law “will necessarily fulfill its key functions and allow protection of the consumers’ interests. Adequate labeling of the food products provides to the consumers the required information and causes their interest to the products and stimulates buying” [Mghebrishvili, B., Urotadze, E.(2016), pp.]. But to ensure that the consumers are able to protect their interests, timely enactment of the draft laws dealing with the protection of consumers rights is required (Mghebrishvili, Urotadze, (2016). Association Agreement also obligates Georgia to develop politics to be implemented in relation to the consumers. The document states: “The parties shall cooperate in order to ensure a high level of consumer protection and to achieve compatibility between their systems of consumer protection” (13, Article 345). Irrespective of the above, in Georgia the law on protection of the consumers’ rights has not been enacted yet. Though, after suspension of the mentioned law certain works have been performed in the country. Failure to enact the law on consumers’ rights should be regarded as significant weakness of Georgia, with respect of compliance with the requirements of Association Agreement. Certainly, protection of consumers does not imply only adoption and enactment of the relevant law. It is significant also to ensure safety of the products, existence of the information exchange system, consumers’ awareness/informing... (13, Article 346). For the purpose of supplying safe food products to the consumers significant works are performed in Georgia, not only through development of the required legislation but also with respect of compliance with the existing legislations. In supplying safe food to the consumers, compliance with the requirements of Georgian Law – Code of Safety of Food/Animal Fodder, Veterinary and Plants Protection by the companies is of particular significance. Compliance with the said law observance of the principle “from the field to the plate” will be ensured to supply sound food products to the population.

To achieve human health care and welfare of the population, in the long run, it is of particular significance to determine the negative impact on future generations in finding out the food safety (13, Article 13. According to this provision, the law and ensuring compliance of the companies therewith directly respond to the principles of sustainable development and sustainable marketing. The fact that the law imposes equal obligations on the food producers and distributing companies (business operators) with respect of food safety is of significance as well. This stimulates them to watch activities of one another and control them and this contributes to implementation of the law.

Compliance of the companies with the requirements of Georgian Law on Environment Protection can play significant role in supplying safe food to the population. Taking requirements of this Law into consideration would protect agriculture from undesirable influence of business and this would allow production of ecologically pure agricultural products, as well as processed food. Such products would ensure healthy nutrition not only in the current period but also in the long run as the wastes will not pollute the environment. Hence, overall outcome of the environment protection is healthy nutrition directly influencing human health. Through cooperation in the environment protection issues the parties to Association Agreement would contribute “to the long-term objective of sustainable development and greening the economy. It is expected that enhanced environment protection will bring benefits to citizens and businesses in Georgia and in the EU, including through improved public health, preserved natural resources, increased economic and environmental efficiency...” (13, Article).

Together with the Environment Protection Law, for the purpose of implementation of the requirements of Association Agreement, today, Georgia has adopted and implements the Third National Program of Environment Protection Actions 2017-2021. Its adoption was provided for by Association Agreement (13, Article 304). The program includes action plans for the water resources (23, Chapter 3, Section 5), wastes (23, Chapter 5, Section 5), use of chemicals (23, Chapter 6, Section 5), forest resources management (23, Chapter 8, Section 5), atmospheric air (23, Chapter 4, Section 5), soil (23, Chapter 9, Section 5), natural environment protection (23, Chapter 7, Section 5). Third National Program for Environment Protection focuses on such significant issues of current time as radiation safety (23, Chapter 12, Section 5) and formation of green economy (23, Chapter 13, Section 5). i.e. the Program, with its contents is intended for protection of the natural resources, mitigate environment degradation process and contribute to the sustainable development of the country. But for this it is required that the representatives of the state authorities, businesses and individuals clearly understood significance of achievement of the long-term goals in the environment protection sphere and fight for their achievement. In our opinion, the state authorities should play the leading role in the process of ensuring of awareness in necessity of achievement of the long term goals. They have to ensure awareness of both, businesses and individuals in necessity of achievement of the environment protection goals. And this should be done through experts of the relevant profiles.

Currently, advocacy of natural environment protection in Georgia is provided in different ways. The Ministry of Agriculture and Ministry of Environment Protection, with the support and participation of international organizations, annually issues the reports on the activities performed in the sphere of environment protection. Center of Environment Protection Information and Education, to promote sustainable development, organizes the sessions and meetings dealing with the different issues of environment protection. National Agency for Environment Protection publishes the bulletins each month, with only few exceptions. The bulletins offer brief overview of information about environment pollution in Georgia, for selected cities.

Georgian state structures play certain role in popularization of healthy life style. This is evidenced by the measures taken for causing interest to the healthy life style and tobacco consumption reduction. For example, at the public schools the wide campaign was implemented in this respect. Information was published through press, internet, the TV commercials were made etc. The state structures use such approach to improve public awareness in healthy life style and this will inevitably play certain role in sustainable development of the country. Though, it should be emphasized that more activities are required in the area of advocacy of healthy life style. Currently, children and adolescents and in many cases the young people and even adults are fond of computer games, gambling and other non-physical entertainment that is harmful for health.

The state health care programs, approved every year by the government of Georgia, play significant role in ensuring population's health care and welfare. The mentioned programs focus not only on treatment of various diseases (infectious, occupation diseases, drug abuse...) but also on promotion of health.

Health promotion components in the programs of years 2017 and 2018 are identical and include the following (24, Article 3):

- √ Strengthening of tobacco consumption control;
- √ Awareness in healthy nutrition;
  - √ Improvement of awareness in excessive consumption of alcohol;
  - √ Promotion of physical activity and promotion of the population's awareness;
  - √ Prevention of hepatitis C and promotion of the population's awareness;
  - √ Support to psychological health and prevention of drug dependence;
  - √ Popularization and strengthening of support to health [24, Article 3 (2017, 2018)].

In the plans for previous years there are only few differences in the lists of health promotion components, compared with the programs for years 2017 and 2018 (24, Article 3 (2015, 2016, 2017, 2018)).

In our opinion, law making activities in the sphere of health promotion in Georgia deserves positive evaluation, but implementation of the adopted laws and other normative acts sometimes is only formal. As an example we can provide work in the sphere of tobacco consumption control. Though the law on tobacco consumption control was adopted in 2003, actually no any significant steps were made until 2018. Though, this does not mean that in Georgia there were not conducted any works in this sphere at all. Until 2018, in the country, the taxes for tobacco products were increased, the regulations dealing with tobacco content were made stricter, number of medical warnings have increased as well, the national program for tobacco control was developed etc. In addition, in 2006, Georgian government has ratified WHO Tobacco Control Framework Convention. Georgian Law on Tobacco Consumption Control was amended several times. And in 2010 it was cancelled. Irrespective of implemented measures, in our opinion, tobacco consumption control in Georgia was of formal nature until year 2018. Supposedly, to certain extent, this was caused by the fact that the most part of a society is not ready to understand necessity of tobacco consumption restriction. Therefore, the results of tobacco consumption in Georgia are indeed concerning. According to the data of the National Center for Diseases Control and Public Health, about 94% of deaths in Georgia are caused by the diseases caused by tobacco consumption in Georgia, while this indicator in the world is about 60% and 84% in Europe. In this respect, the

situation in Georgia is much more tragic – the indicator is 22%. Such diseases as: cardiovascular diseases, cancer, chronic obstructive lung diseases, diabetes are associated with tobacco consumption. Certainly, it is impossible that the people knew this information and still consumed tobacco, especially in the presence of children. Cases of diseases caused by second hand smoking are frequent as well. According to the data of National Center for Diseases Control and Public Health, in Georgia, about 3000 deaths are caused by second hand smoking in Georgia.

Certainly, the level of public awareness in harmfulness of tobacco should be improved in Georgia and measures of social marketing should play significant role in this. At the same time, the relevant authorities should help people in making timely decision on smoking cessation. In this respect certain steps have already been made in the country. For example, in Georgian online space there is widespread the application “I Give Up.” The application was developed for android systems. The application can be operated in Georgian language. The application was developed by the tobacco control research division of US International Cancer Institute. Georgian version was developed at the National Center for Diseases Control and Public Health. This organization, to accelerate the process of restriction of tobacco consumption, shall expand its work with the public and primarily in the part of the society that should serve as example (physicians, teachers ...). For this, work should be deepened in the context of sustainable marketing principles. To ensure the right of future generations to health, in our opinion, improvement of public awareness on harm of tobacco and implementation of adopted laws would yield positive results. By giving smoking up, people would not only protect health of their own but also health of the people surrounding them (non-smokers) and primarily, take care of the lives of children.

New law on tobacco consumption details where individuals can smoke and what will be the penalty in case of non-compliance. Though, in our opinion, the law should determine the place for smoking in the closed premises, otherwise, such dramatic restriction of smoking can, to certain extent, result in stimulation of smoking. After May 2018, central streets of the capital city became the arena for demonstration of smoking. After assigning and arrangement of special areas for smoking in the buildings and streets, in our opinion, the sanctions should be made even stricter and compliance by the organizations and individuals should be regularly controlled. According to our observations, only few people have given up smoking after imposing stricter requirements to tobacco consumption. At the same time, people comply with the law requirements but, they waste time in seeking place for smoking. They spend much more time for this process than earlier and in our opinion, in many cases, smoking takes place at account of work time. Though, observations over the process of smoking are required to develop proper recommendations on the basis of the findings.

To reduce smoking, together with making stricter laws and their implementation, advocacy of healthy life style should be activated and the business companies and their marketing departments should play special role. They should conduct various campaigns, to protect interests of their employees, consumers and entire society. Conducting of such campaigns independently or participation in the sustainable marketing campaigns arranged by the state would allow businesses to make certain contribution to solving of social and environmental problems facing the modern society.

Currently, many Georgian companies perform their activities with corporative social responsibility. By the incentive of Corporative Social Responsibility Club (CSP Club) and Georgian network of UN Global Agreement (UN Global), in 2018, the companies were awarded for the first time for the projects implemented in this sphere. Goal of these activities was stimulation of Georgian companies to perform their activities with social responsibility. The companies have submitted projects in three categories to the jury composed of national and international experts. These categories were as follows: protection (respect) of human rights, environment protection and successful partnership for sustainable development. In the category of environment protection jury awarded the project of waste waters treatment facility of the company Natakhtari . Within the scopes of this project the company treats consumed water and discharges it into the environment and for this it operates separate plant. It is clear that management of Natakhtari is well aware in the fact that pure environment is a powerful factor impacting maintaining health of individuals and entire society, part of which it is as well.

Identification and awarding of the best project between the ones implemented in the category of social responsibility provides great example for the other companies. Arrangement of such events and their advocacy would stimulate the companies to perform their activities in accordance with the international standards that would improve their reputation and this would contribute to their profitable work. Work for promotion of corporative social responsibility should be further activated not only at the nongovernmental organizations but also in the state structures.

As mentioned above, each individual can make his/her own contribution to providing health care and welfare of the society. First of all, people choose their life styles themselves. In case of choice in favor of healthy life style they will be able to maintain their health. Second, healthy nutrition plays significant role for human health and frequently this depends on incomes. Currently, in Georgia, most part of the population is not provided with proper regular nutrition [Todua, 2018). Therefore, in many cases, healthy nutrition cannot be ensured. And yet, even in such situation people should make attempts to care about healthy diet, to the extent possible. They

should not consume products that are not good for health. According to one of the surveys “Georgian consumers reveal buying attitude to the healthy nutrition by paying attention to the information provided on the packages of food products”. Though, it should be stated that the consumers “... perceive the purpose of the food products labeling of the differently, in relation to healthy nutrition” (Todua, 2018). Third, the consumers should understand that making choice in favor of healthy products in the buying process they support the companies with social responsibility in further expansion and profitable operation. Sustainable consumption conditions sustainable development. Wide society should understand this and promotion of the sustainable marketing principles should play significant role in this. Thus, consumers’ marketing should be sustainable as well and this would be a good lesson for the companies that fail to be responsible and stimulate them to perform their business with social responsibility.

Irrespective of work performed by the state and businesses in Georgia, with respect of the population’s health care and providing public welfare, there still is much to do and this is confirmed by the prosperity index published by the Legatum Institute, London. The mentioned Institute initially measured the degree of prosperity by 8 indices. These are: economic quality; business environment; governance; personal freedom; social capital; safety and security; education; health. In 2016, one, 9<sup>th</sup> index was added to the above – natural environment protection. i.e., Legatum Institute does not measure prosperity by material indices only. It regards that personal and social welfare are of significance as well and we regard that this is absolutely right.

The role of health care measures in providing social welfare is indeed great. Legatum Institute evaluates situation in healthcare sector in three areas: physical and psychological health, healthcare infrastructure and prevention. Prosperity indices for Georgia are published by Legatum Institute since 2012. Table 1 illustrates change of prosperity indices in Georgia from 2012 to 2017.

**Table 1. Legatum Institute Indices for Georgia in 2012-2017**

	2012	2013	2014	2015	2016	2017
Economic quality	132	99	91	119	94	95
Business environment	76	72	70	71	66	70
Governance	53	44	42	43	54	52
Personal freedom	79	73	56	72	79	87
Social capital	140	138	139	139	139	140
Safety and security	59	60	62	57	78	71
Education	66	67	79	66	54	58
Health	83	92	92	82	96	90
Natural environment	-	-	-	-	124	124

Source: Materials of Legatum Institute (The Legatum Prosperity Index™ Rankings 2012, 2013, 2014, 2015, 2016, 2017)

The table shows that in Georgia the best situation is in the spheres of governance, safety and security and education. Data of social capital are particularly weak. Indices of health are low as well. In addition, in the period from 2012 to 2017 development of the healthcare sphere was unstable – situation in the sector changed to worse or better and vice versa. Overall, according to the prosperity index, in 2012, Georgia was at 94<sup>th</sup> position, in 2013 – at 84<sup>th</sup>, in 2014 and 2015 at 80<sup>th</sup> and in 2016-2017 – at 84<sup>th</sup> position. Situation in Georgia, with respect of protection of natural environment is not very good as well. Today Georgia is 124<sup>th</sup>, among 149 countries. By Legatum index, Georgia is at better position than many former soviet republics and this can be clearly seen from Table 2.

In 2017, compared with year 2012, by Legatum index, situation in Georgia has improved while in many former soviet republics (Azerbaijan, Belarus, Moldova, Russia, Tajikistan, Ukraine, Kazakhstan) the situation has worsened. The Baltic countries have the best rankings. These countries are distinguished with respect of development of the healthcare and natural environment protection spheres.

**Table 2. Dynamics of Legatum Indices in Former Soviet Republics in 2012-2017**

	2012	2013	2014	2015	2016	2017
Azerbaijan	94	81	79	71	103	106
Belarus	54	58	53	63	98	95
Estonia	35	36	32	31	26	27
Latvia	47	48	44	40	37	37
Lithuania	43	43	42	41	42	41
Moldova	84	89	89	92	96	98
Russia	66	61	68	58	95	101
Georgia	93	84	80	80	84	84
Armenia	98	95	95	93	99	96
Tajikistan	86	94	94	91	100	102
Ukraine	71	64	63	70	107	112
Uzbekistan	64	63	57	57	-	-
Kazakhstan	46	47	55	56	82	72
Kyrgyzstan	88	80	74	66	77	82

Source: Materials of Legatum Institute [The Legatum Prosperity Index™ Rankings 2012, 2013, 2014, 2015, 2016, 2017]

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As illustrated in Table 3, in 2017, in the health care sphere, according to the data of Legatum Institute, among the former soviet republics, the best situation was in Estonia. Though, compared with year 2012, the situation, with respect of health care, has worsened. In this respect, in 2017, Kyrgyzstan and Kazakhstan had good achievements as well. In addition, in Kyrgyzstan, in 2017, compared with 2012, the situation has improved, in comparison with the other countries. Situation in health care sector, according to Legatum Institute data have improved in 2017, compared with 2012, in Azerbaijan, Armenia and Tajikistan as well while in Belarus, Lithuania, Moldova, Russia, Georgia and Ukraine the situation has worsened.

**Table 3. Health Indices in Former Soviet Republics with Respect to Legatum Index in 2012-2017**

	2012	2013	2014	2015	2016	2017
Azerbaijan	89	91	89	68	76	71
Belarus	40	39	38	38	89	86
Estonia	39	41	39	40	55	57
Latvia	50	45	50	47	82	78
Lithuania	46	43	43	44	80	67
Moldova	84	81	80	83	103	105
Russia	48	44	44	42	101	102
Georgia	83	92	92	82	96	90
Armenia	98	87	87	86	100	97
Tajikistan	94	96	98	96	67	80
Ukraine	69	86	77	79	111	135
Uzbekistan	72	65	60	62	-	-
Kazakhstan	60	60	58	51	75	60
Kyrgyzstan	81	73	71	71	61	58

Source: Materials of Legatum Institute [The Legatum Prosperity Index™ Rankings 2012, 2013, 2014, 2015, 2016, 2017]

The situation in health sector, to certain extent, depends on the measures implemented for protection of natural environment, in the other equal conditions. According to the data of Legatum Institute, in 2017, Georgia was 124<sup>th</sup> among 149 countries with respect of the quality of natural environment, its protection and conservation. Of all former soviet republics only in Azerbaijan and Moldova the situation was worse than in Georgia. With respect of environment protection the Baltic countries are distinguished not only among former soviet republics but also among world's leading countries as well. In 2017, with respect of environment protection Estonia was 7<sup>th</sup>, Latvia was 5<sup>th</sup>, and Lithuania – 33<sup>rd</sup>, while Germany was 12<sup>th</sup>, Canada – 18<sup>th</sup>, Belgium – 26<sup>th</sup>, USA – 34<sup>th</sup>, Japan – 43<sup>rd</sup>, and Italy – 65<sup>th</sup>. Experience of Baltic countries in the environment protection sphere should be studied and taken into consideration.

To evaluate welfare of the society social progress index is used as well, wherein the social development sphere is evaluated by 50 indicators. These indicators are classified into three groups: basic human needs; foundations of well-being and opportunity to progress.

In 2016-2017, by social progress index, Georgia was at 54<sup>th</sup> and 53<sup>rd</sup> positions, respectively. In 2017, US organization Social Progress Imperative has calculated the mentioned index for 133 countries and in 2017 – for 128 countries. Though Georgia has better position, compared with the former soviet republics, with the exception of Estonia, Latvia and Lithuania, this does not mean that the situation in the country is satisfactory. For example, in 2017, Georgia had high rankings in availability of elementary education availability (99.26 points), food and health care (95.96 points), water and sanitary (90.26 points), personal security (82.87 points), accommodation (79.48 points) but evaluation of the following was quite low: tolerance and inclusiveness (26.3 points), education availability (55.8 points), personal freedom and choice (57.87 points), environment quality (58.74 points), health and welfare (62.8 points). It is clear that much should be done in Georgia for improvement of human health and environment protection quality.

#### IV. CONCLUSIONS

Study of the issues of health care and public welfare in Georgia, in theoretical and practical respects, in the context of sustainable development and sustainable marketing allowed us to make the following conclusions:

√ Work in Georgia for health care and thus improvement of the population's welfare is performed by the state structures, as well as businesses and individuals. Their activities, especially after signing of the Association Agreement between European Union and Georgia have become particularly active;

√ Association Agreement obligates Georgia to approach legislature with European Union and this includes the health care sector as well. Therefore, Georgian government has made significant legislative decisions to improve the situation in the health care sphere, including development of various laws and other normative documents. Their enactment allowed making positive steps towards supplying safe food to the population, causing public interest towards healthy nutrition and healthy life style. Though, sometimes, implementation of the adopted laws, governmental decrees and various programs are of formal nature only or delayed in time.

√ State structures play certain role in formation of social and environmental thinking in the society and for this they apply the social marketing instruments. Though the state structures should be more active in this respect. For further development of social and environmental thinking it would be reasonable to stimulate the scientists to conduct studies and introduce the obtained results to wide society.

√ Businesses play significant role in population's health care. By compliance with the requirements of the legal framework, the business enterprises' behavior is correct, in the ethical point of view, as the normative documents specify the actions that are acceptable and unacceptable for the society. Though, this is not sufficient for gaining positive image. Therefore, the companies' social responsibility grows in Georgia, implying that management of many companies make more and more frequent attempts to protect the interests of the entire society. Many companies understood that operation with corporate social responsibility is a powerful marketing lever for ensuring profitable business. In our opinion, it would be good, if the state structures work more extensively, together with the NGOs, with respect of identification and popularization of social and environmental projects.

√ Individuals can play significant role in health care and achievement of common welfare. Though, by the reason of low life standards in Georgia many people are unable to do this, irrespective of their desire. Even in such conditions, we regard that more extensive advocacy of healthy life style and healthy diet in the mass media would help people to make certain steps towards healthy life, even in case of low incomes.

√ Though the Association Agreement obligates Georgia to protect the consumers and the law on protection of consumers' rights could play significant role in fulfillment of this obligation, such law has not been enacted up to present. The law should be enacted as soon as possible to ensure that people protected their rights legally, with respect of safe food supply and information.

√ Georgia has made significant step to control tobacco consumption and to protect the interests of entire society. Though, in our opinion, certain work, in legislative area still should be done. At this stage, in our opinion, it would be correct to assign places for smoking even in the buildings and impose stricter sanctions for non-compliance. By assigning places for smoking (in the buildings, streets) the streets will not look like the arena for demonstration of smoking. Currently, to certain extent this serves as propaganda of smoking.

√ Significant measures should be taken for environment protection as well. Without healthy environment promotion of healthy life style cannot yield any positive results.



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