**Landscape approach to ecosystem services assessment in the field of nature conservation**

Formation of a network of nature protected areas is one of the key challenges for the conservation of landscape and biodiversity, habitat of species of wildlife and plant communities. However, in Ukraine the effectiveness of the implementation of this task depends on the following factors: the partial withdrawal of natural land and related resistance of the powerful industry structures, landowners and land users; the difficulties with the formation of a representative network of natural protected areas due to the lack of applicable researches; the limitations of modern methodical support in terms of design and creation of a network of environmental facilities; the low level of awareness of the public about the advisability of wildlife protection and reservation of certain areas; "artificial" improvements of indicators of reserved areas due to an unsystematic increase in the number of natural reserve fund objects, with a loss of quality in their organizational and functional structure, etc.

All these problems are largely related to the low level of information support of the decision-making process, which indicates a need for new "pragmatic" directions, allowing to fill the information vacuum regarding the ecologic and the economic value of certain natural systems.

The ecosystem services concept is an interface that aims at improving all stakeholders understanding about the benefits of nature conservation for society. However, transition of policy to practice remains a major challenge.

One solution to this problem is the use of the landscape ecological approach as a basis. The essence of this approach is the ability to most deeply uncover the potential of the territory in relation to ecosystem services, based on the study of the background of natural and man-altered functional characteristics of natural complexes in their spatial differentiation.

If we look at the landscape as the basic formula of the analysis and the study of ecosystem services, the value of the most of the studies on various aspects of the evaluation of ecosystem services will increase because they may be extrapolated through similar natural systems, but in other parts of the world.

The optimization task, namely, is how to choose and evaluate from a set of ecosystem services those that are best suitable to the landscape organization of the territory and the existing degree of economic development, and are capable of comprehensive cooperation to preserve and increase the ecosystem capacity of a particular territory.

Development of a national methodology for assessing ecosystem services, based on the landscape approach, can be seen as a valuable tool to improve the national environmental policy and is a prerequisite for the real integration into the international conservation community.