

UDC 339.138

**PLASTIC PACKAGING SOLUTIONS:
5 WAYS TO REDUCE POLLUTION**

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Did you know that over a million plastic bottles are bought every minute in the world? And each bottle can decompose for up to a thousand years. Plastic ends up in the seas and oceans, killing thousands of species of fish and mammals. According to World Wildlife Fund, from 5 to 12 million tons of plastic ends up in the world's oceans each year. In recent Commonwealth Scientific and Industrial Research Organization research, scientists discovered microplastics at ocean depths of 3000 meters.

The main purpose of this paper is to raise the topic of excessive consumption of plastic and its harm to our planet. We will also consider the 5 most effective and original solutions to this ecological problem. The problem of plastic use is prevalent all over the world these days. Producers of food, clothing and household appliances are actively seeking alternatives to plastic packaging. The use of alternative packaging in production not only saves our planet, but also reduces the cost of the necessary resources. Let us take a look at 5 interesting plastic packaging solutions that will definitely help save our environment from litter and help brands find new audiences that also wants to help nature.

1. Plantware production.

Kaffeform uses materials that would otherwise go to waste. The designers developed reusable utensils from used coffee grounds. Their website says: "A team of cycling couriers collects used coffee grounds from the best cafes in Berlin and recycles them in small factories in Germany. This material is used to make coffee cups. These reusable cups are practical, lightweight and have a pleasant coffee aroma - perfect for coffee lovers." This development has gained widespread popularity among coffee drinkers and has helped reduce the amount of plastic used for coffee cups.

But it is not just coffee can be used to make dishes. Biofase collects avocado pips from companies that produce avocado oil, then they make dishes in the right shape and size. The advantage of these cookware is not only that they decompose safely in nature, but also that the avocado seed utensils are completely. Avocado seed cookware can be used for a year, and then it will begin to decompose naturally.

2. Production of dry grass egg cartons.

Polish designer Maja Srzypek suggested making egg cartons out of dried grass, which essentially simulates a chicken's nest. Packaging is made from

chopped dry grass using a press. In this way the packaging is very strong, just like the usual packaging.

This invention quickly gained popularity not only because of its environmental friendliness, but also because of its beautiful appearance. Such packages add coziness to the kitchen, which is a great marketing decision. Just imagine how ingenious and simple it is.

3. Production of reusable cloth bag.

Cloth bags are actively used by conservationists. Such popular brands as Dior or Prada already presented shoppers in their shows. But no one has ever seen such an original eco-solution. Puma engaged designer Yves Behar to create this beauty. This bag is made from a small amount of raw materials and can be reused. According to the company, the production of such packaging saves more than 60 % water and energy compared to traditional packaging production processes. Big brands have an audience all over the world, so it is especially important for them to talk about protecting nature. Of course, the bag quickly found its customers. After all, it is so great when big companies talk about global environmental issues.

4. Production of edible packaging.

Edible packaging is becoming popular these days. Many brands are developing innovative products, such as the social enterprise Evoware. They are a group of brands offering a range of eco-friendly alternatives to single-use plastic items, such as edible seaweed sandwich packages. In addition to their mission, Evoware aims to improve the livelihoods of seaweed farmers in Indonesia.

And here is an even more original idea for edible packaging. Notpla is a London-based team of designers, chemists, and engineers whose goal is to reduce global waste through innovative biodegradable packaging using brown algae and other plants. Their latest demonstration is Ooho, an edible and colorless membrane containing liquid. That means you can see it the next time you need a refreshing drink during a marathon or when you pull out your takeout bag to get your favorite sauce.

Another example of edible packaging is the well-known Italian brand Lavazza. They invented an edible coffee cup made of cookies. The sweet glaze inside the cup also helps make the coffee sweet. This ingenious development has already won many awards, including awards for marketing and environmental success.

5. Production of wooden accessories.

There are many small things in our lives that are extremely damaging to the environment. For example, cotton sticks. We do not realize how often we use them, but how much plastic they are! A great alternative to plastic sticks are bamboo sticks. They are absolutely the same in cost, but there is no harm to nature.

Another example is plastic drinking straws. Due to their negative impact on the environment, many cafes and restaurants offer their customers an alternative in the form of bamboo or reusable metal drinking straws.

What about plastic toothbrushes and toothpaste tubes? The famous brand Colgate has already solved this problem by showing the world wooden toothbrushes complete with toothpaste cartons. This is how seemingly insignificant details can save our nature.

All of these environmental solutions are great marketing solutions for businesses. All consumers are interested in making the most profitable purchase and helping not only themselves, but also nature. Green marketing is definitely our future.

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UDC 339.138

TODAY’S ART: ECOLOGICAL ASPECTS

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Nowadays, art has a really huge impact on our lives (our development, our thoughts, our minds), as well as business. However, in our reality, the world has lots of problems and disasters, and the main of them is the ecological one. So what is the connection between these spheres and how we can improve them all without harming our planet?

The main purpose of our paper is to raise the topic of the ecological aspects in today’s art and the importance of awarning people through the art. Also we will cover up the topic of the production of art materials and their ecological alternatives. As far as we can see, business and factories are damaging our planet and our health – that’s why ecology and ecological inventions are significant now. Entrepreneurs are trying to make their business as “green” as possible, so the programs that are provided by green organizations are in great demand. The interest in ecological issues in the art world has been growing as the worldwide crisis of unsustainable development has been harder to ignore.

Public leaders can support economic development and raise public knowledge of current environmental challenges by providing ecological public art. Nowadays,