

**UDC 330.15**

**“GREEN” UNIVERSITY:  
A CONCEPT OF THE FUTURE OR A REALITY?**

**P. D. KHROL**

Scientific supervisor – Vasilevskaya L. I.  
Belarusian State Economic University  
Minsk, Belarus

Throughout the history a university has always been a community of educated people, evaluating going-on world processes and events from the point of view of a person's interests and the whole mankind. Nowadays it becomes obvious, that for safe sustainable development of our society new knowledge about the environment, new technologies and ways of people's behavior are required. Ecological thinking becomes the basis of ideology of a man of the 21 century. Thus, contribution of each higher educational establishment in creating ecological culture is valuable in the whole system of ecological education.

“Green” university is a model of green economy formed on the basis of a particular higher educational establishment and a model of creating ecological culture. This is a very popular approach at protecting the environment due to introducing specific ecological measures and implementation of ecological projects and programs both at the university and local community level.

There are several steps in creating the concept of ecological education in the university. To our mind, the most important are as follows:

1. Evaluation of a situation. How effective is the current activity on implementing ecological initiatives in the university?
2. Defining goals. For example, increasing the level of ecological culture and responsible consumption among students and staffers of the university.
3. Understanding the target audience of the program. It includes the main target audience – a group of people you directly apply to (students, staff, etc.) and the secondary target audience, people influencing the main target audience (e.g. parents).
4. Determining the tasks of the program. What would you like to change in particular? What actions or habits would you like your target audience to form?
5. Information support. How should the information be delivered to the target audience (e.g. lectures, conferences, meetings, competitions, sites, social networks, announcements, commercials, posters, etc.).
6. Planning time limits. It is important to consider both key dates: external – examination sessions, scientific conferences, holidays, etc, and internal – events and activities you are going to hold.

7. Evaluation of the importance of the program for the university. Will the activities of the program develop the university image, meet its goals and tasks as well as make the internal atmosphere better?

An ecological program must become the basic regulating document of any university, setting directions in implementing and developing ecological initiatives. The target audience of the university should not only know about the activities held within the program, but help in organizing events and participate themselves. It is advisable to create university pages in social networks or use available ones to inform students and staff about the program activities and involve them into the ecological lifestyle. Social advertising is one more way of communication as visual information materials such as posters, commercials, stands, etc. will undoubtedly draw attention to ecological problems and contribute to forming ecological thinking. If university management is aimed at developing ecological culture, staff support seems to be the main component here and all their activity should be consistent with the goals of the university. So, work on ecological education among staff should be carried on.

One of the main tasks of “green” university is that students and university staff should start following “green” advice, as it is not only ecological but also beneficial. Among such pieces of advice the following can be mentioned: use electronic handouts or digital sources of information instead of paper ones, choose means of transport with gas fuel or organise joint car journeys, switch off a computer if you don’t need it for several hours, when buying foodstuffs give preference to those without package, in bulk or in cans, or buy products in the package which can be recycled. “Green” advice is recommendations not obligatory for everyone to follow, but if such practice is introduced into university and is followed by both students and professors, it will promote positive image of the university.

Nowadays there is a tendency in the world to take off the market single-use products. Many fast-moving products (e.g. plastic and paper glasses, containers for food, packages, air balloons, plastic confetti, etc.) have a negative influence on nature. As a result, plastic bags are prohibited in 30 countries of the world, and scores of the countries impose limitations on their use (e.g. taxes on packages, package thickness, etc.) Moreover, production and sales of some products, such as straws for drinks, ear sticks, tableware, have been banned in the European Union since 2021. Thus, if you use durables and choose long-lived products of high quality instead of single-use goods, you economize your money and also choose other different ecologically- friendly ways of reducing garbage.

The concept of “green” university also means taking benefit from collecting different types of waste separately and preventing their formation which contributes to promoting ecological products. Besides the fact that waste collection (with further recycling into useful products) reduces the number of garbage dumps, brings back resources into production cycle and improves ecological situation on

the whole, one can name some other advantages for universities such as reducing the amount of solid waste and economizing on their disposal, receiving an extra profit by delivering secondary raw materials to companies-purveyors, improving university image as an ecologically responsible establishment.

Realization of existing and new opportunities of the university for sustainable development in all fields implies harmonious combination of theory and practice. It is true both for training professionals who will then develop sectors of green economy and for research findings which will be put into practice in the near future.

**UDC 628.2**

### **CHALLENGES FOR WATER SUPPLY AND SANITATION SERVICES**

**Е. Д. ШАВРУК**

Научный руководитель – Рудковская О. Г., к. э. н.  
Белорусский государственный экономический университет  
Минск, Беларусь

Relevance of the study is the growth of problems for water supply and sanitation services of the world sustainable development. The purpose of the study is to study the features of the functioning of this direction in the world. Object of research is water supply and sanitation services in the context of the sustainable development in the world and the Republic of Belarus in particular.

Water's quantity and quality are threatened by problems derived from population growth, industrialization, agriculture and forestry, and climate change. In both urban and rural settlements and economic life, sustainable use of water resources and water services (including sanitation) are vital to overall well-being. In the past, inadequate access to water and sanitation services has also led to conflicts in many societies [1, P. 49].

In the everyday life of communities, water services play a fundamental role. Yet the invaluable role of water services is surprisingly poorly recognized. It is often argued that the services are invisible. However, they can't be invisible as all of us use water and the toilet several times a day. It is instead or primarily when water services fail that they become visible to citizens, policy-makers, and decision-makers [2, P. 27].

Although water is a development sector covering mainly water resources and water services, it is also fundamentally a connector of several water-dependent sectors such as food, health, and environment, as noted that, although water is a highly political issue, hardly any political scientists are involved in water management.