

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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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,

the trend of producing zero-waste paper has become so popular that companies are trying to make their business more “green”, and as a result, ecological thinking has just become normal for both entrepreneurs and ordinary people.

Eco-art is one of the forms of avant-garde contemporary art, covering both historical approaches to nature in art, as well as more recent ecological and politically motivated works. One of the most harmful industries, from the point of view of ecology, experts recognize the leather industry, as well as the production of shoes and fur [1].

According to official data, 87 % of sewage enters the waters untreated. Synthetic substances adversely affect ecology: the level of oxygen in water is decreasing, heavy metals are rising up from the ground. Fast fashion provided by the mass market is pretty short-lived: tons of clothes are turning into garbage every season, no one recycles these clothes. Solution to the problem of fast fashion can be decreasing mass market companies, and transitioning from synthetics to more eco-friendly materials [2].

Paints and varnishes have a detrimental effect on our health like damaging our lungs, digestive system, also they cause allergic reactions. Airlite has developed a paint that improves ambient air quality by breaking down air pollutants. With the help of the Airlites paint the energy consumption of air conditioners can be reduced by 30 % [3]. “Hunting Pollution” murales created in Rome in 2019 is the largest piece of street art in Europe, created using natural, environmentally friendly materials that can purify the air [4].

Stationery goes through its life cycle very quickly and ends up in a landfill, which is not environmentally friendly. The FSC sign on the stationery is the sign of environmentally-friendly products [5] Botswanian inventor Wada Kealotswe has started the company Eco Zera Pencils which has processed more than 8,000 newspapers and produced 40,000 pencils from recycled old newspapers [6]. Danish startup Sprout has invented pencils that are made entirely of eco-friendly materials down to the capsule containing the seeds. As a result instead of buying a tree and encouraging deforestation you can grow your own tree and it will be harmless for the environment [7]. A company called Luxirare made edible crayons from walnuts and hazelnuts, chocolate chips and citrus peel, dried vegetables and fruits and various spices [8]. The company Leitz Recycle has created an almost completely environmentally friendly line of office supplies from nearly 99,5 % recycled materials [9].

The simplest way to learn about environmental friendliness and the importance of this problem is art installations that attract the attention of the public. Here we will observe some of the most fascinating of them:

1. Photo project “Gods of garbage” by Fabrice Monteiro captures surreal characters made from garbage against the backdrop of African landscapes [10].

2. Photo project “Hungry waste people” by Ksenia Dubyago and Olesya Besperstova shows the problem of overconsumption [11].

3. Photo project “Mermaids against garbage” by Benjamin Von Wong represents pollution of water bodies and shows what it can lead to [12].

4. Photo project “Seven days of garbage” by Gregg Segal shows people of all ages surrounded by a week’s worth of their rubbish [13].

To sum up our presentation, we want to say that supporting of eco-organizations and eco-initiatives is quite important and can be really paid off. And through the distributing such alternatives we are improving not only business and economy but also our standard of living.

Moreover the eco-art installation needs to encourage and call for something, cause strong emotions, otherwise, there is simply no point in this installation. And in general, the effectiveness of such installations is not only about being show-stopping and “loud-speaking”. These installations should be eco-friendly in an ethical way and not harming our environment for the attention to the problems of it: ecological not only in practice, but also in morality.

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DEVELOPMENT OF ENVIRONMENTALLY FRIENDLY TRANSPORT

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Every year, the population expands and, as a consequence, the need to use more resources increases. This leads to an increase in waste, toxic gas emissions, global warming, water pollution, deforestation, land degradation, etc. Environmental protection today is not given enough attention, that's why we have chosen one of the current environmental issues – the problem of ecology of road transport, as the need of society for mobility will enlarge due to globalization and several other reasons.

The purpose of this research is to analyse and evaluate the benefits of using eco-transport for society and the environment, as well as to formulate possible solutions for reducing the environmental impact of motor transport and greenhouse gas emissions.

We should generate electricity from wind, solar, hydro, geothermal, and other non-carbon-based sources. The challenge is how to realize these visions on