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**UDC 334.012.3****THE SHARING ECONOMY: TO CREATE POSITIVE ECOLOGICAL CONSCIOUSNESS IN BELARUS****E. PETERBURTSEVA**

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**Notion.** The sharing economy (the collaborative economy) is the collective use of goods or services without transfer of ownership [3]. The sharing economy is a world high ranked business model. It has already created a new culture of consumption and changed the attitude towards property value in its traditional sense. Moreover, the sharing model (or “collaborative consumption”), once being a weirdo, has stood the test of the pandemic and demonstrated its relevance to modern society in an unstable economic situation. The sharing economy is a new way of doing business and building income.

**Economy.** The main advantage and simultaneously the main weak point of sharing services is that sharing companies do not enter a new marketplace, but challenge the shaped traditional sectors of the economy. The sharing model has been developing rapidly in many service sectors, especially in transportation and hospitality. Sharing services make it possible for the involved to stay mobile, reduce costs and earn additional income. Although one can make certain that in most

cases the sharing economy means a loss-making business due to the high costs of aggressive promotion in the market. But still the sharing economy market is rising.

**Ecology.** Sharing itself is environmentally friendly and economical. It goes without saying, that year by year resource consumption rise not without reason. Fast fashion and slavish adherence to it make people want more and producers perform at a new race to satisfy people's present and future needs, contributing to greenhouse emission. The ideas of sharing economy to save the world from ecological crisis are well spread. Due to sharing, overproduction will begin to come to naught, and as a result, the negative impact on the environment will decrease. As for transport sector, co-ownership has a positive impact on the environment once reduces exhaust emissions. A shared apartment is much greener than renting a luxury hotel. Therefore, the sharing economy should be considered to be a vector around which they are formed and which itself forms a whole set of global environmental trends. This is a "smart city" concept with the development of an intelligent transport and housing system, the rational use of resources, responsible consumption and the creation of new business models. It must be seen as a beacon of hope that more and more people share positive ecological consciousness deliberately [4].

COVID-19 was a health crisis all over the world, but studies show that humans actually started to worry more about environmental issues as well. Sustainability is trending. People started to raise money to stop ecological problems from spreading. People are buying shoes and clothes made of recycled plastics. Each makes his own first step to maintaining the habit of positive ecological consciousness [1].

The motivated ones who care about the environment support regular initiatives such as charity shops and social markets, where people donate, exchange their old things, giving up driving, plastic bags or bottled water [2].

**Psychology.** Due to the Internet technologies sharing itself turned up from tiny personal circle of communications into a global scale. The idea of the sharing economy leads in many ways to the idea of a conscious disclaimer of responsibility, or rather its delegation, whereas previous generations struggled to take on as much personal responsibility as possible to relatives and society. Any large property has to be serviced and fixed, in addition taxes are to be paid, which makes a property's owner a "taxpayer", that is, a full-fledged citizen. For many young people and teens, responsibility becomes a burden even to the family, not to mention the state. People tend to avoid responsibility when it is possible [5].

**Communication.** The sharing economy is gaining increasingly powerful global force. Cooperation between the involved parties is primarily based on online services that help establish direct connections between consumers and suppliers of goods and services. This fundamental concept links security and trust to the fore. Thus online projects provide trust, helping their users to see the needs of others. That forms personal relationships which have not existed before. But those set personal relationships are so fragile. The sharing economy is declared

to be a self-regulating system, in which the both parties are being rated. The deal offender is supposed to be punished or disqualified from the process. But one should admit that rating or scores may be bought or the system can be hacked. As a result, the principle of transparency may be discredited, the trust may be undermined and the sharing model may be failed.

**Government.** The state has always been interested in supporting the owners, since anyone who owns the means of production became an element of the economic system, producing goods or services and paying taxes. It is believed that the state should provide equal opportunities for every market participant. It is hard to undertake this equality: traditional “old” business must follow a number of rules, such as high requirements for the recruited, insurance, licenses, paying taxes and high quality standards. While the “new” ones are not being regulated by the State so directly. That causes unfair competition between the “new” and the “old” ones. The core principle of antimonopoly regulation is to provide equal opportunities for each.

Another important issue is cybersecurity. Personal information security is a team game, its performance depends on both parties, when the pillar of security provided by the government added to clear and reasonable thinking of citizens.

**Belarus peculiarities.** Despite the active development of this approach in Europe, America and East (China) Belarus it is not actively involved in sharing services, especially if small towns and villages are considered. However, Belarus has already made some initial steps. They are strategic policy documents: The national strategy for sustainable development-2035, The program of socio-economic development of the Republic of Belarus for 2021–2025, The national action plan to promote the green economy until 2025 and other initiatives [6].

Notwithstanding the foregoing pros and cons of the sharing economy one is to decide on his own - to share or not to share.

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### **“GREEN” ECONOMY AND ITS PROSPECTS**

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The problem of interaction between the economy and the environment has traditionally been given insufficient attention. At the same time, it is difficult to dispute that ensuring economic growth is associated with an increase in pollution and environmental degradation. This is reflected in the depletion of natural resources, the imbalance of the biosphere and climate change, which limits the possibilities of further development.

Experts of the United Nations Environmental Protection Organization (UNEP) consider the “green” economy as an economic activity “that promotes the well-being of people and ensures social justice and at the same time significantly reduces the risks to the environment and its integration” [1].

The “green” economy focuses on meeting human needs, taking into account interaction with the environment, the welfare of future generations is a priority. In other words, a “green” economy is a system of economic activities related to the production, distribution, exchange and consumption of goods and services that lead to an increase in human well-being in the long term. Future generations are not exposed to significant environmental risks or environmental scarcity.

The theory of the “green” economy is based on three axioms: the impossibility of infinitely expanding the sphere of influence in a limited space; the impossibility of meeting infinitely growing needs in conditions of limited resources; everything on Earth is interconnected [3].

In the “green” economy, a system of directions is distinguished:

1. Introduction of renewable energy sources (hereinafter – RES). Note that, according to environmentalists, more than half of all combustible minerals should remain undiscovered in order to avoid significant climate change on the planet.