

companies making specific claims, it's imperative that organizations use data. The data should support the claim and numerically detail the effects of the actions being taken. For example, Ikea want to make healthier and more sustainable living easy. There was a strategy come from Ikea, which is People & Planet Positive. It encourages consumers to be environmentally conscious.

Their sustainability ambitions and commitments are set for 2030 in line with the UN Sustainable Development Goals. The strategy will be reviewed annually to secure alignment with the total IKEA strategic framework.

Using pictures from nature to some how evoke environmental friendliness can be a form of greenwashing when not backed by specific, data-driven claims. The last way – Fact-based statements that are truthful should be the standard for any and all types of marketing or claims about the environment. False statements will be discovered.

Greenwashing is all about misdirection, showing one thing that distracts you from what is really going on. Many companies use greenwashing by accident, as they don't have the expertise to know what is truly environmentally beneficial, and what is not.

In general, the correct understanding by society of greenwashing and its negative effect allow to influence the actions of companies. Nowadays more organizations and individuals are adopting sustainable design and zero waste living practices, and entire communities are banning disposable plastics. It's important to be able to quickly identify instances of greenwashing, and replace them with truly sustainable practices both as a costumers and as an employee. This will bring the entire marketplace to a higher standard and helping the community make better purchasing choices.

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#### **DUTY IS NOT A PUNISHMENT, BUT A WAY TO A HAPPY FUTURE**

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“The earth is overfull” are the realities of our planet. Now the human condition is co-operated with a lot of environmental, social and economic problems. The number of produced and consumed products is growing exponentially, what cannot be said, in turn, about the general situation of welfare, the situation of resources and nature [1].

Therefore, within the Rio Conference, more than 20 States decided to develop the concept of a “green” economy as an important tool for sustainable development [2].

The “green” economy involves transformations not only in the environment, but first of all, in the internal development of a person and the forming of new useful attitudes within the whole society.

All nature strives for self-preservation. But the implementation of this process is quite difficult in the conditions that humanity creates. So, at the moment, the population and consumption are increasing, and little attention is paid to environmental protection. These problems lead to an increase in production, waste, the formation of new landfills and a decrease in the quality of life.

At the present stage, the Republic of Belarus has already taken the first steps to solve this problem. One of the attempts to improve the overall environmental state is the introduction of the article 16.44 to the Code of Administrative Offences of the Republic of Belarus dated 06.01.2021, as well as the introduction of the right to sort waste in the Law “On Environmental Protection” dated December 31, 2021 № 142-Z. Garbage separation (also separate garbage collection, selective garbage collection) is the practice of collecting and sorting garbage, taking into account its origin and suitability for recycling or reuse. Separate garbage collection allows you to separate recyclable waste from non-recyclable waste, as well as to identify separate types of waste suitable for secondary use. However, as the practice of developed countries such as Switzerland, Sweden, Norway or Germany shows, the introduction of law is not an effective and efficient method of environmental regulation. The right establishes the possibility of performing certain actions, while the duty means the existence of a universally binding norm, the non-fulfillment of which entails the responsibility provided by law. Therefore, garbage sorting right should be fixed as a duty so that citizens have sufficient motivation to comply with this rule.

As sanctions, we propose to introduce administrative penalties in the form of fines from 0.5 to 30 basic units (in accordance with the amount of salary and the degree of offense) for individuals and up to 60 basic units for legal entities.

Through the introduction of this norm, our state will be able to reach a new level of “green” development, in connection with that it will be able to minimize the financial costs of maintaining sorting centers, the number of which currently in the territory of the Republic of Belarus is 34 and one in Minsk city. In the nearest future, this will help to move to the extraction of energy from waste recycling.

In confirmation of these words, according to statistics of Swedish scientists, 4 tons of household waste compensate for 1 ton of oil. For example, one station uses about 1 million tons of oil, about 6 thousand tons of garbage per day appear at

the Trostyanetsky landfill every day, 450 thousand tons per month. Consequently, the use of garbage as fuel can reduce economic costs in two times [3].

In addition to the introduction of an administrative penalty in the form of a fine for evading the obligation to sort garbage, it is important to fix the rules of garbage separation at the legislative level. This will help the citizens of the Republic of Belarus to become more knowledgeable in this aspect and to perform the correct sorting according to the instructions set out in regulatory legal acts.

Abroad, separate waste collection is taken much more seriously, as they understand the environmental danger of improper disposal of garbage. In some countries, a system of recycling and recycling of certain types of waste into heat and energy has already been successfully implemented. For example, in Finland, according to statistics, thanks to the work of a complex but effective garbage sorting system, only 1 % of household waste in the country remains in landfills, about 40 % is recycled, and about 60 % is incinerated.

The innovation proposed by us in the form of fixing the rule of general effect as sorting garbage will contribute to a more effective implementation of the activities and functioning of all spheres of society: economic, social, political and spiritual. The business sphere will be also subjected to changes, as the trend towards environmental friendliness and building a green brand change consumer habits and generate demand for new goods and services.

Thus, by securing the right of sorting garbage in the form of a mandatory norm, we will make a step in the development of not only the environment, but also the country as a whole. Changing the initial legal consciousness of the citizens of our Republic won't only help to improve the environment, but will also form useful attitudes, help to reduce employment costs, and in the future reorient our production to "waste energy", what will contribute to the development of the "green economy" in the Republic of Belarus.

By fixing our proposed duty at the legislative level, we will build a way to a happy future.

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