

wide audience, while outdoor advertising will attract the attention of people who are on the move.

To promote the platform among people who care about their health and nutrition, television and print advertising will be effective channels of advertising distribution. Television will reach a wide audience, while print advertising will attract the attention of people who are interested in health and nutrition.

Thus, the market for organic food and farm products continues to expand in Belarus, and online platforms have the potential to grow, provided they meet the needs and expectations of consumers.

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PROSPECTS FOR DEVELOPMENT OF PUBLIC TRANSPORT

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In response to the urgent global problem of climate change and realizing how important city transportation is for taking care of the environment, a new era of one-of-a-kind development in public transportation is happening. Cities all over the world are actively embracing some new and fancy trends not just to make things work better but also to reduce the pollution from public transportation by using new, special, and eco-friendly ideas.

Powering Up Vehicles:

Right at the center of this big change is the widespread switch to using electricity for buses and trains. Cities are working hard to use special electric buses and trains that run smoothly on renewable energy. This shows a strong commitment to cutting down on the gases that harm the environment. Cities and fancy technology makers are working together to create strong places to charge these vehicles.

Mixing Things Up:

To quickly reduce how much bad stuff goes into the air, a clever mix of traditional fuels with special electric power has come into play. This mix is

making public transport vehicles use fuel better and produce fewer harmful things in the air. Imagine special buses that easily move around in the city and between cities – this is what the transportation experts are aiming for to balance doing good for the environment with being practical.

Encouraging Moving Around:

Knowing that being kind to the environment is not just about cars and buses, cities are spending money on things like bike lanes, paths for walking, and good programs for sharing bikes. By telling people to walk and ride bikes more, cities are not just reducing pollution but also making sure people are healthier.

Smart Planning for Routes:

The heart of making public transport better is using smart systems. These systems, using cool technology, plan the best routes and schedules to save time and fuel. By doing this, public transportation becomes not just faster but also does less harm to the environment by making less pollution.

Support for Green Travel:

Leaders in charge are using special rules and rewards to make sure public transportation becomes more environmentally friendly. These include giving special advantages to electric vehicles, reducing taxes for companies using eco-friendly methods, and treating eco-friendly fleets better than others. All these rules are part of a bigger plan to make sure everyone – the companies and the people using public transportation – makes choices that are good for the environment.

Eco-Friendly Changes to Buildings:

Apart from the buses and stations, making places where people get on and off the buses more environment-friendly is part of the plan. This includes using green roofs, energy-saving lights, and materials that don't harm the environment. Adding special solar panels to these places also shows the commitment to using clean energy just for what is needed.

In Conclusion:

In wrapping things up, the new ways of developing public transport, with a special focus on being good to nature and reducing pollution, show a big change. This careful change, led by smart city planners, governments, and people who create new technologies, is pushing city transportation toward a special future. This future is about being good to the environment, working well, and feeling responsible for the world we live in. By working together, everyone involved is not just changing how cities move but is also building a tradition of taking care of the environment that will be remembered for a long time.

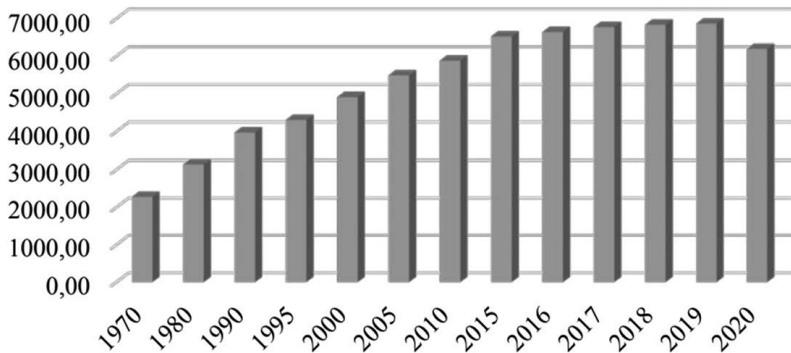


Fig. 1. World CO₂ emissions from transport, metric tons (Crippa et al., 2021)

Eurasian Rail Alliance Index

Table 1. Total CO₂ emissions from cargo transportation by different modes of transport in 2021, thousand tons

Mode of transport	Direct emissions	Direct and indirect emissions
Rail transport (actual value)	46,2	2047,4
Maritime transport (average value)	220,8	241,9
Automobile transport (average value)	4114,2	4862,2
Air transport (average value)	24406,00	29831,00

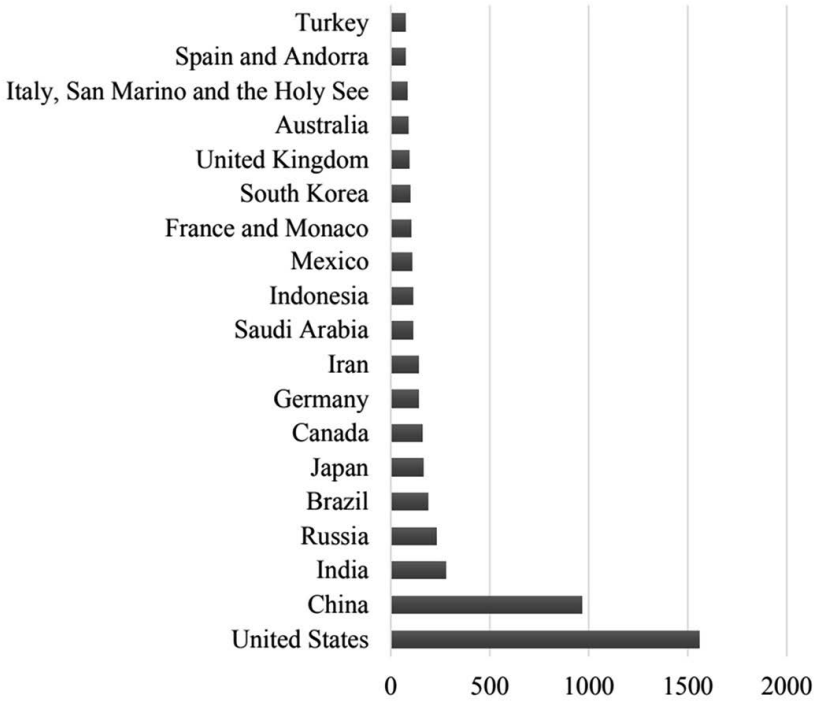


Fig. 2. Top 20 countries by CO₂ emissions from transport (metric tons), 2020.
 Sources: based on data derived from <https://index1520.com/en/emissions-co2/>,
 accessed on 28, January, 2022