

Prioritizing public health and well-being through reducing environmental pollution and improving access to clean air, water, and food, the «green» economy can create healthier living conditions for urban residents through sustainable urban planning.

To sum up:

– The green economy represents a comprehensive approach to addressing interconnected issues of environmental degradation, social inequality, and economic instability. To achieve its goals, it requires cooperation and commitment from governments, businesses, and individuals.

– The green economy offers a vision of a world in which people and the planet can thrive together in harmony.

– The green economy paves the way for a more sustainable and prosperous future for all.

– Ending local wars on the planet that contribute to environmental pollution and deteriorate the quality of life for the population.

УДК 338.242

## **GREEN ECONOMY: THE PATH TO SUSTAINABLE DEVELOPMENT**

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The green economy is a model of economic development aimed at improving the state of the environment and reducing the destructive impact of human activities on the environment, assuming responsible human attitude towards Earth's resources.

Such a model of economic development as the green economy has become particularly relevant in recent decades. This is due to the global pollution of the environment caused by human activities. In recent years, the number of natural disasters that bring destruction to all areas of human life has also significantly increased. In light of these negative trends, humanity

must take significant measures to improve the ecological situation in the world in order to preserve the planet for future generations. One of these measures is the introduction of a green economy.

Like conventional economics, the green economy extends its effect to all spheres of human life. At the same time, green economy significantly increases the standard of living, as it is aimed at harmonious relationships between man and nature. In order to understand how the green economy helps society develop, we can consider some areas of its operation

Let's start with green energy. It involves a transition to alternative energy sources, which is beneficial for both the economy and the environment. First, it reduces dependence on exhaustible and environmentally harmful fossil fuels. It can also lead to lower energy costs and improved energy efficiency, benefiting both businesses and consumers. Secondly, the use of alternative energy sources, such as solar, wind and hydropower, can significantly reduce greenhouse gas emissions and air pollution, which will lead to improved public health and lower health care costs, which improves the social situation in the world. It can also help mitigate the effects of climate change, which can have negative economic and social impacts.

In addition, investments in renewable energy technologies will provide new jobs, this will stimulate economic growth in the green energy sector and, on the contrary, will lead to the disappearance of environmentally harmful energy sectors.

Another area in which the introduction of a green economy is necessary is agriculture. Since, according to statistics, agriculture consumes about 75 percent of fresh water reserves and emits 13 percent of the total volume of greenhouse gases. The green economy and development in this area presupposes the introduction of progressive technologies and the refusal to use production factors that have an adverse effect on the environment. Improving the condition of the soil by taking into account its characteristics in a certain area. Also encouraging the development of environmentally oriented farming, this will bring benefits to both individual farmers and the population.

Humans play an important role in the implementation of a green economy. First, consumers can choose environmentally friendly products and services, thereby supporting companies using green technologies. This will create demand for such products and encourage companies to develop green innovations. In addition, people can actively participate in environmental initiatives such as waste sorting, energy conservation and

the use of public transport. This also helps to reduce the negative impact on the environment and create favorable conditions for the development of a green economy. So, human participation in the implementation of a green economy is a key element for the success of this process and can significantly influence economic and environmental outcomes.

Thus, we can conclude that the introduction of a green economy is of great importance for sustainable development in all spheres of human life and preservation of the environment. In addition, the introduction of a green economy can bring significant economic benefits, because this helps create new jobs, increase population incomes and improve the socio-economic situation around the world.

## **GREENWASHING: HOW THE GREEN ECONOMY TURNS INTO A GREEN SCAM**

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Greenwashing is the act of misleading consumers about the environmental impact of a company or product. It is a growing problem in the green economy, where companies are increasingly using environmental claims to promote their products and services.

There are many different ways that greenwashing can be done. One common tactic is to use vague or misleading language. For example, a company might claim that its products are «eco-friendly» or «sustainable,» without providing any specific information about how they are better for the environment.

Another common tactic is to focus on minor environmental benefits while ignoring major problems. For example, a company might claim that its products are made from recycled materials, but fail to mention that they are still manufactured using harmful chemicals [1].