

2) Care concept

In terms of clothing care, customers can be encouraged to use the product for as long as possible and provide opportunities for reuse and recycling, rather than discarding it. By providing intelligent and effective cleaning tips through Clevercare labels and mobile applications, we aim to instill the Take Care Concept in our customers, extend the lifespan of our clothing, and achieve environmentally friendly results in use.

3) Infiltrate environmental protection concepts into consumers

As more and more fast fashion brands begin to launch their own eco-friendly series and package their brands with popular marketing terms, people are also questioning whether these brands are engaging in a marketing campaign disguised as eco-friendly jackets? Duo Duo mentioned, «Nature does not necessarily mean environmental protection. The key lies in quantifiable indicators and their production methods.» However, this also puts higher demands on consumer education for sustainable fashion. «At present, the market education for sustainable fashion is still in its early stages, and many people do not know the source of materials.» A survey by Yiou Think Tank also showed that in China's footwear, clothing, luggage and other products, the comprehensive penetration rate of sustainable consumption products is 43.5%, and nearly 60% of young people have never purchased or used sustainable consumption related products, indicating that the market still needs a long period of education and penetration.

УДК 330.15

ENVIROMENTAL ASPECTS OF THE GREEN ECONOMY

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The emergence of environmental problems in recent years has led to the fact that global scientific research is increasingly focusing on the interaction between the environment, human health, economics and ecology [1, p. 77]. In this direction, both in developed industrial countries and in the

Republic of Belarus, there is a revision of values aimed at significantly reducing environmental risks and scarcity of natural resources, as well as improving the welfare of the population and social justice. As an alternative concept, the «green economy» is increasingly supported, focused on ensuring the coordinated development of three components – economic, social and environmental – in order to ensure the sustainable development of the country [2, p. 38].

According to the documents of international organizations, the «green economy» is an economy that improves human well-being and social justice while significantly reducing risks to the environment and scarcity of environmental resources. Experts note that the basic principles of the «green economy» stem from the well-known concept of sustainable development and are formed in accordance with it. At the same time, they emphasize that the achievement of the Sustainable Development Goals directly depends on the implementation of the principles and the introduction of elements of the «green economy» [3, p. 11].

The main objectives of the green economy are:

1. Increasing the level of social well-being, fighting for social justice, overcoming shortages and reducing threats to the environment.
2. Effective resource management, reducing carbon emissions and ensuring social responsibility.
3. Increasing public resources dedicated to carbon abatement, as well as creating green jobs.
4. A decisive bet on energy efficiency and biodiversity.

The main characteristics of the «green economy» can be formulated as follows:

1. Little use of fossil fuels (oil, coal, diesel, etc.) and increased use of renewable environmentally friendly energy sources.
2. The efficiency of the use of natural resources.
3. Implementation of approaches and processes aimed at social integration and poverty eradication.
4. Financial injections and renewal of agriculture, optimization of the waste management system.

A number of conditions are necessary to create a «green economy». Legislation aimed at this type of economy, increased public investment and private sector projects, the so-called «green sector», are needed [4, p. 2].

The green economy is based on such methods as:

1. Formation of legal and organizational conditions for rational environmental management.

2. Creation of scientific and technical potential for the transfer of the economy to a nature-saving basis.

3. Creation of closed production cycles and minimization of production waste.

Environmental needs are of great importance in our time. After all, the world cannot always withstand the negative effects of man. Therefore, environmental needs should be considered in the context of a pyramid of needs. The main content of environmental needs is to form and maintain an environment of existence that is required for human reproduction. To do this, it is necessary to institutionalize the concept of environmental development, the so-called «green economy», and integrate the norms of environmental development into laws, regulations and other legally binding instruments. For example, legislation on waste management, as well as in the field of production and circulation of organic products, minimizing the impact of industrial enterprises on the ecosystem, promoting «green» marketing strategies in the field of sustainable production among organizations that promote products by making advertising statements about the environmental friendliness of the product or the organization implementing the promoted product [5, p. 145].

The development of the «green economy» is recognized as the most important tool for achieving sustainable development. Attention to it is growing all over the world, and the Republic of Belarus is no exception.

Our country clearly expresses its support for the principles of the «green economy», which is enshrined in national policy documents, including the National Strategy for Sustainable Socio-Economic Development until 2030. Thus, in the first stage of the strategy (2016–2020), the priority goal is considered to be the transition to high-quality balanced economic growth through its structural and institutional transformations, taking into account the principles of the «green economy». This approach includes the priority development of high-tech industries, which will become the basis for increasing the country's competitiveness and improving the quality of life of the population. The main goals of the second stage (2021–2030) are the further development of the «green economy», the transition to sustainable development and the achievement of high-quality human development based on the accelerated development of high-tech industries [6, p. 24].

The importance of the green economy and human impact on the environment is due to the fact that it is impossible to demand satisfaction of infinitely growing needs in conditions of limited natural resources. Thus, research in the field of green economy focuses on the study of

environmental aspects, since taking into account the impact of economic decisions on the environment plays an important role in the search for sustainable development models. The arguments presented in this formulation emphasize the need to integrate environmental principles into economic policy in order to achieve a balance between the social, environmental and economic aspects of social development.

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