

Conscious consumption is one of the first steps in moving towards a more environmentally responsible lifestyle. This means that we must be more attentive to the choice of goods and services, preferring those that are produced or produced with minimal environmental impact. For example, renewable energy products or products packed in biodegradable materials may be selected. The use of plastic disposable products, such as plastic bags or cutlery, can be changed into products made of cleaner materials, such as glass or metal. Support initiatives and programmes to deal with climate change and conserve nature. Accordingly, the trends listed above have led to increased demand for environmentally friendly goods and services, increased renewable energy products. It is crucial to understand that many resources, like oil and gas, are non-renewable, and conserving them can be crucial for ensuring the long-term sustainability of the economy.

These are global challenges that require increased efforts in various areas, including not only economic but also social areas. Public access to education and information on possible changes in lifestyles and consumption habits can contribute to new standards and behaviours. The transition to a more environmentally responsible lifestyle may begin with small changes in the daily lives of each of us, but in the long term the transition to a greener world is a significant challenge for the world economy.

In conclusion, the transition to sustainable development in the environmental aspects of the world economy is a necessity if we are to preserve our planet for future generations. While this entails costs and changes in countries' economies, the transition to sustainable development is the best way to preserve our planet and the economic prosperity of our societies in the future.

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ENVIRONMENTAL BELARUS: THE GREEN FUTURE

Экологическая Беларусь: зелёное будущее

In today's world, more and more people are becoming informed consumers who seek a healthy lifestyle and a sustainable planet. They are looking for products that not only meet their needs and preferences, but are also environmentally friendly. In this context, Belarus occupies a special place, offering a wide range of ecological products that are characterized by high quality and exclusivity.

Belarusian manufacturers adhere to high standards and strict norms of environmental cleanliness. The results of this care are products that are not only

healthy but also environmentally friendly. Therefore, the aim of this work is to study the variety of ecological products produced in Belarus, dive into the world of taste and care for the planet, and find out why Belarusian ecological products have become popular not only on the domestic but also on the world market.

The main purpose of using environmental clothing and cosmetics is to take care of health and the environment. Environmental products are made of natural and organic ingredients and do not contain harmful chemicals that can negatively affect our health. They also do not pollute the environment during production and disposal.

For example, the "Sativa" brand is functional dermatological cosmetics made from natural components. They use self-containing formulations without preservatives and have a limited shelf life. Cosmetics are eco-friendly as they use components that disintegrate in the environment and do not harm the planet's ecological system. Additionally, Sativa uses recyclable packaging and is not tested on animals, as the manufacturer believes in alternative techniques that prioritize the health and beauty of our skin without causing pain. Overall, Sativa is as a conscientious choice for consumers seeking ethical and environmentally responsible skincare options.

There are several other brands of eco-friendly clothing that focus on environmental friendliness and unique design, for example: "Iriskin", "Eco.yeli" and "Happy Junk". These brands use recycled materials such as worn banners, old clothes and fabric finishes to create customized accessories and clothing that do not harm the environment. Each of these brands has its own approach, such as customization, hand-painting or creating unique designs, but they all have a common goal – to promote conscious consumption and turn unnecessary things into art objects.

In general, organic products produced in Belarus represent an important contribution to environmental safety and human health, and contribute to the sustainable development of the country. Their popularity continues to grow both in the domestic and global markets, which demonstrates the high value of these products in today's world.

Belarus strives to be a leading producer of ecological products, and its companies are actively developing to meet the growing demand for such products. When we buy organic products made in Belarus, we don't only take care of our health, but also contribute to the preservation of the environment and the future of our planet.

Therefore, the use of environmentally friendly products is part of the overall movement towards a healthier and more responsible lifestyle. It promotes environmental thinking and awareness of the importance of conservation for future generations.

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INTEGRATION OF DIGITALIZATION PROCESSES INTO THE WORK OF LOGISTICS COMPANIES

Интеграция процессов цифровизации в работу логистических компаний

This research aims to assess the impact of electronic document management on digital logistics, with a focus on improving efficiency and reducing costs in freight transportation.

Today, technological innovation is playing an increasingly important role in all industries, and logistics and supply chain management cannot be left behind. In recent years, the logistics industry has made significant advances in areas such as artificial and augmented intelligence, advanced analytics and automation, to name a few. These technologies are advancing faster than ever, while startups with even newer solutions and innovations continue to emerge at a rapid pace. But these innovations come with new expectations and standards, forcing logistics companies to either adapt or fall behind. Strong pressure comes from customers in the form of individuals and companies, each demanding that their products or services arrive faster and cheaper than ever before. But still the logistics industry is unfortunately lagging behind in terms of digitalization when compared to telecommunications, banking, retail, etc.

As the results of scientific research show, the most important element of digital logistics is electronic document management. Creation of information space of digital