

widespread in Belarus. Only a few projects have been implemented, the most striking of which are factories for the production of office paper from waste paper in the city of Borisov; for processing waste oils in the Krupsky district of the Minsk region; for processing wood waste into biofuel in Brest (“Kommunalnik”); existing services for renting housing, cars, bicycles and scooters; biogas energy complexes based on the processing of agricultural waste in a number of agricultural organizations; implemented innovative projects for the introduction of low-waste technologies at industrial and metallurgical enterprises, etc.

It can be concluded that there are favorable conditions for the introduction of the principles of a circular economy in Belarus: the introduction of new technologies, changes in legislation in the field of waste management, aimed at greening industry. Therefore, to effectively monitor the circular economy, system-wide approaches are needed to track the effects of implementing a circular economy strategy, and this requires developing a set of key indicators that reflect the environmental, economic and social aspects of the circular economy. The implementation of the above measures will allow the Republic of Belarus not only to fulfill a number of socially significant projects, increase the competitiveness of the national economy but also ensure the environmental and partly energy security of the country.

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IMPACT OF CLIMATE AND ENVIRONMENTAL FACTORS ON BUSINESS STRATEGIES IN DIFFERENT PARTS OF THE WORLD

Влияние климатических и экологических факторов на стратегии бизнеса в разных частях мира

Modern companies are now more often realizing the importance of developing strategies that aim to reduce the negative impact on the atmosphere and the environment. Climatic and environmental factors are the main elements that influence the strategies of companies.

First of all, it is worth mentioning climate and environmental factors as determinants of business strategies. With climate change and deterioration of the environmental situation, the modern world has faced the need to adapt to new conditions. To protect themselves from further environmental disasters, to reduce the consumption of resources, in different parts of the world these factors may manifest

themselves in different ways. This system determines the specifics of strategic planning.

In Europe, sustainability strategies have become major elements of business planning. Various companies are trying to make emissions safer. Companies such as Audi and BMW are trying to switch to electric engines every year, producing fewer internal combustion engines. Various companies are actively exploring ways to replace traditional technologies (like internal combustion engines) with more environmentally friendly options.

In Asian countries, where there are many problems of air and water pollution, renewable energy is being undertaken. These strategies are solar and wind energy. Asian countries are also trying to introduce technologies to recycle plastic and garbage, thus making their own production more environmentally friendly.

In North America, many companies are also actively investing in reducing greenhouse gas emissions and transitioning to renewable energy. Many companies are seeking LEED (Leadership in Energy and Environmental Design) certifications that will validate the environmental responsibility and performance of businesses. Also in North American countries, water treatment systems are being actively implemented, as well as improving the efficiency of water use in production processes.

African countries have much worse climates. Soil degradation, uneven distribution of resources and socio-economic inequalities are occurring. In such countries it is necessary to control resources, develop education and improve the qualification of people. Also, when doing business, it is worth taking into account various climatic changes in the form of floods and droughts.

To summarize, in the face of various climatic environmental changes, companies that want to continue to function steadily in the market must be prepared to make various changes to suit certain regional characteristics. All of this will allow companies to introduce new strategies that will further enable them to contribute to the preservation of ecosystems and improve overall well-being.

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