

actively engaged in the modernization of military equipment, it sells dual-purpose technologies. According to the official source, it is known that not more than 1 % of the country's total budget is spent on defense. There is no real increase in expenses for these purposes in the last 3 years. Demonstrated by the state increase is first of all «jumping the Belarusian ruble relating to the dollar». The budget is «increased» within the limits of inflation.

In our opinion, the military and industrial complex of the Republic of Belarus has rapidly risen from the beginning of the 2000s to the present day, the development of new technologies, combat vehicles, and special equipment contributes to the successful conduct of combat actions. However, the budget that is spent, is insufficient to rearm the army. At the same time, the July decisions of the country's leadership allow forecasting an increase in the military budget and financing of the military and industrial complex.

Reference

1. Презентация нового броневика «Кайман» [Электронный ресурс] // Государственный военно-промышленный комитет Республики Беларусь. – Режим доступа: <http://vpk.gov.by>. – Дата доступа: 26.10.2017.

L. Kvetkovskaya, N. Mazurkevich
Е. А. Кветковская, Н. В. Мазуркевич
БГЭУ (Минск)
Научный руководитель Г. Е. Казючиц

GREEN ECONOMY IN THE REPUBLIC OF BELARUS

«ЗЕЛЕНАЯ ЭКОНОМИКА» В РЕСПУБЛИКЕ БЕЛАРУСЬ

The problem of collecting consumer waste is one of the oldest in human history. The problem of recycling of garbage is relevant all over the world.

The object of our study is the economy of the Republic of Belarus. The subject of our study is the problem of separate collection of garbage as one of the ways of realization of the green economy project. To study the object, we establish the following aim: to attract public attention to the problem of separate collection of garbage. Due to the aim of our research we set the following tasks: to study the scale and urgency of this problem, study ways to solve the garbage problem.

The National Action Plan for the Development of the Green Economy in the Republic of Belarus until 2020 was approved by The Decree of the Council of Ministers of the Republic of Belarus of December 21, 2016 No. 1061.

The concept of a "green" economy is a model that leads to better health and social justice of the population, as well as to a significant reduction of hazardous environmental impacts and a reduction in the ecological deficit.

The national plan identifies the priority areas for the development of the "green" economy in the Republic of Belarus: the development of electric transport; realization of the concept of "smart" cities (Symbio City); there are also such directions as the development of the construction of energy-efficient residential houses and the increase of energy efficiency of housing stock; the reduction of energy intensity of the gross domestic product; the increase of energy efficiency and the potential of renewable energy sources; sustainable consumption and production; the development of ecological tourism.

We want to attract your attention to the issue of creating conditions for the production of organic products and wasteless production. The public initiative "Target 99" was launched in the Republic of Belarus, which aims to inculcate the habit of separate waste collection. The movement was initiated by the agency "Secondary Material Resources Operator" of the Ministry of Housing and Communal Services of the Republic of Belarus. The results of the survey that we have conducted among the residents of Minsk courtyard where containers for all types of recyclables are available, are disappointing. Only 4% said they sort out the waste. The majority – about 65% – noted that they would sort out the waste if not for one or other reasons. And 30% expressed a negative attitude towards separate waste collection because they do not see any benefit from this.

The points of obtaining a revolver glass container or recyclable materials are rare places where the buyer can get "live" money glass, plastic bottles and aluminum cans. And throwing this into containers for separate collection, the buyer does not receive anything for it. If, however, personal care of the environment is a personal economic incentive for all residents of the country, then a separate collection of waste will become more popular. The system about the pledge was discussed several years ago but then it was decided that we are not yet ready for this. Currently, the state program "Comfortable housing and a supportive environment" for 2016–2020 envisages the introduction of this system by 2020. Such systems operate in many developed countries and because of this they collect 80–98 % of the total consumer packaging. Under the new system the value of the goods will be "sewn up" the pledge for packaging. This is the amount that we can return after the bottle is empty. The amount of the pledge is 20 kopecks, and it will be printed on both the price tag and the check. Special automates – taromates – will accept bottles. Collection and recycling of packaging waste will grow from 18–30% to 80%. And the production of new cans and bottles from the "secondary" is cheaper than from the primary raw materials. The country will become cleaner and resources will be spent less.

References

1. Green economy of Belarus [Electronic resource] // Зеленая экономика. – Mode of access: <http://greeneconomy.minpriroda.gov.by/ru/>. – Date of access 25.03.2017.
2. Target 99 [Electronic resource]. – Mode of access: <http://target99.by>. – Date of access: 25.03.2017.

A. Kiraidt

А. А. Кирайт

БГЭУ (Минск)

Научный руководитель Н. А. Новик

DIGITAL MARKETING

ЦИФРОВОЙ МАРКЕТИНГ

Rapid changes of modern technologies facilitate the development of marketing. The subject of my study is digital marketing. The object of my study is the development of digital marketing for the commercial purposes. The relevance of this paper is to show the role and efficiency of digital marketing. The main purpose of my research is to define the role and place of digital marketing in the companies' economy, and in people's lives.

Digital marketing is advertising and selling of products or services by means of digital technologies, mainly the Internet, mobile phones, display advertising, and other digital media.

Since the 1990s, the development of digital marketing has changed the way most companies use technology to advertise and sell their produce. Nowadays, when digital platforms are increasingly incorporated into companies' marketing plans and their production and sale activities, and when more and more people use digital devices instead of just going shopping, the role of digital marketing campaigns is growing. Digital marketing becomes a prevalent and efficient way to enhance sales. Digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games become quite common in our life and in the operation of many companies. In fact, digital marketing now even involves non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones [1].