

themselves: in terms of the Belarusian economy, we are talking not just about the possibility, but rather about the need to implement the Lean concept.

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DOWNTOWN REVITALIZATION

The purpose of the work is to highlight the issue of moving people from small towns.

According to the latest data of population census, 77.5% of Belarusians chose to live in cities rather than in towns, this is exactly the level of urbanization in Belarus [1, p.1]. Our republic is not the only country that faces this problem. Internal migration in Belarus reflects the global trend towards urbanization. America is also looking for the ways to return to a full life in towns. In Washington for the purpose of downtown revitalizing “A guidebook for revitalization” was made [2, p.1-2]. It includes 7 several steps for to re-invigorating and strengthening neighborhood centers of economy, culture, and history through a smart growth approach to development. It can expand economic opportunity within your community, and create a culture of engagement, help your region grow without compromising open land or working farms. It can also make your town stand out within your region as a destination to shop, dine, visit, move to or invest. They are as follows:

STEP 1 Understand your community. The first step in any revitalization process is to understand your community’s context. First, look at the past. What is your

community's history and heritage? Ask what your community wants to become. What is the vision for your town? What kind of place do you want to pass on to your grandchildren?

STEP 2 Create an attractive, walkable place. Once you have a strategic plan in place, it is time to put that plan into action and change the built environment. This second step involves five strategies: make the area clean and safe; activate empty spaces in the short term; facilitate redevelopment in the long term; improve public spaces; and provide multiple transportation options.

STEP 3 Diversify the downtown economy. Diversifying the types of activities in your downtown gives people many reasons to come to the neighbourhood. Economic development professionals talk about creating an "18-hour" place – that is, a neighbourhood bustling with activities in the morning, afternoon, and evening, seven days a week. To do that, focus on jobs, housing, and retail.

STEP 4 Build in equity. The best revitalization work brings new people and energy downtown – and makes sure the people already living there also benefit from these improvements. This means creating jobs at all skill and salary levels, keeping existing homes affordable (both rental and ownership), and creating new homes at a variety of price points.

STEP 5 Improve government regulations and processes. Improve public processes to facilitate the outcomes you want. First, make sure government regulations and procedures do not stand in the way of downtown revitalization goals. Even better, create new programs or assign staff to support the work moving forward.

STEP 6 Finance projects. Revitalizing downtowns is about creating a durable economic asset for your community, and those kinds of assets require investment.

STEP 7 Establish on-going place management. Once buildings are renovated, new homes are built, and new businesses move in along Main Street, it is important to have a long-term steward for the neighbourhood. Much like a house that needs regular upkeep, a downtown needs continual investment, maintenance, and on-going management to keep it vibrant. That means giving people reasons to come downtown repeatedly. It means creating a culture of hospitality for companies, and continuously pursuing and promoting redevelopment. It means hosting events in public spaces, and inviting new people and businesses who have never been there before to come downtown.

If to speak about Belarus, Ministry of Economy with the support of UN are realising a project "Green cities of Belarus" [3, p.2]. Pilot cities of the Project are Navahrudak, Polatsk, Navapolatsk. Long-term vision of the city, as well as strategic tasks for each priority area of municipal economy with an emphasis on environmental aspects. It includes efficiency of urban transport (Polatsk, Navapolatsk) Sustainable Urban Mobility Plan + Infrastructure Projects: (decrease of CO2 emissions – 77,8 ktonnes) Energy Efficiency of the city (Navahrudak) Sustainable Energy Development Plans + Infrastructure Projects.

Key indicators of the Action Plan for Sustainable Energy Development of Navahrudak are as follows:

- The total budget of initiatives is up to 70 million Euros;

- The main sources of financing of the Plan are local and national budgets, own funds of organizations and the public, attraction of loan funds from the EBRD, the World Bank, EU funds distributed through various programs;
- Analysis of legislation;
- Developing public transport.

Till 2022 12 districts of the country are expected to be renovated that will provide them innovative development plans, modern skills and knowledge, new jobs and income generation opportunities [4, p.2].

Unfortunately, few people know about such programs. They are not promoted or shown on TV. We should let people know about them: through advertisements on the bus stops or video clips on the Internet. To ensure more involvement in the problem invite the young to participate. The most active and concerned about the future, the young would be really engaged in the process of revitalizing if they see the possibility of making life better in their own mother town, to show the importance of their actions. And in 10-20 years a new generation of newcomers, much more concerned, will grow. The first step is to be made today.

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WORLD TRENDS OF ALTERNATIVE ECONOMY DEVELOPMENT IN FOREIGN COUNTRIES AND THEIR ADAPTATION IN BELARUS

In the process of improving government procurement, many European companies have accumulated significant experience of cooperation with the state specifically in the