

### СЕКЦИЯ 3. СОЦИАЛЬНО-КУЛЬТУРНАЯ СРЕДА МЕЖДУНАРОДНОГО БИЗНЕСА

#### АНГЛИЙСКИЙ ЯЗЫК

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#### **KALILASKA – BELARUSIAN ECOLOGICAL AND CHARITY ORGANISATION**

#### **Калиласка – белорусская экологическая и благотворительная организация**

The aim of this paper is to show one of the ways of how we can fight the overproduction and help the needy at the same time, along with to make people think about their purchases and to arouse their interest in local social projects.

Despite the fact that more than 700 million people live in extreme poverty, tons of clothes and products are destroyed every day in the world. People just throw away unnecessary things in a good condition, or keep them for ages, even if they don't use them.

Kalilaska is a social project that helps the needy. It is an ecological project that fights the over production. How does it work?

- Firstly, you collect unnecessary things,
- Then bring them to Kalilaska,
- They collect them and sort
- And deliver to people in need.

However, Belarus already has organisations where you can donate things to charity, for example, Red cross. What is so special about Kalilaska?

Kalilaska sells a tiny part of things at their market, or at garage sales, they arrange. All money goes on needs of the project and charity. This way, the project works on its own and does not need any financial subsidies.

It should be mentioned that this organisation gives us another a great opportunity to fight the overproduction – do not buy new clothes, buy it from Kalilaska. Also, this way it is easier for people to learn about Kalilaska and to become interested, to start doing charity work. Moreover, there are plenty of ways to support the project: bring things, become a volunteer, buy things in the shop, make a

donation or just tell your friends about Kalilaska and share posts from their instagram.

One more point is that Kalilaska helps to change people's lifestyle: the project aims at making people think carefully if they really need something, they are going to buy.

In addition to the above-mentioned facts, Kalilaska arranges various campaigns and collaborates with commercial organisations. Thus, one year ago the shelf of unnecessary things was opened in the shopping center galleria. It was collaboration of Kalilaska and marcformel. The idea is simple: you bring unnecessary clothes to marcformel shop and get a discount on purchase of new clothes, and clothes you've brought is send to people in need.

Or, for example, Kalilaska was collecting masks for Pukhovichsky psychoneurological boarding school this spring and packing school bags for factory striker's children, as they could have had financial problems this August.

Summing up, Kalilaska has numerous functions: charity work, fighting the overproduction, encouraging to start a conscious lifestyle. In addition, it gives people a great opportunity to tidy up their houses and get some cheap things. Also this organisation works on its own and doesn't get any financial support from government.

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## **COMPARATIVE ANALYSIS OF VOLUNTEERING IN BELARUS AND GERMANY**

### **Сравнительный анализ волонтерства в Беларуси и Германии**

The purpose of my research is to compare volunteering in Belarus and Germany. The comparative analysis was performed according to the following criteria: types of volunteering in both countries; quantity of people interested in volunteering; purposes of volunteering; importance of volunteering experience in the job seeking process.

Students, university teachers, and people of various professions participate in the volunteer movement. The financial state of volunteers plays little or no role in their desire to help: many are quite well-off and respectable, but they prefer to spend their time off-work actively creating. Volunteer camps are of various types: environmental, archaeological, restoration, repair, agricultural, social, and others.