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ROLE AND SIGNIFICANCE OF TECHNOPARKS IN THE CONDITIONS OF DIGITALIZATION

In the context of the development of innovations and the formation of a digital economy, an integral part of any country is the ability to produce highly competitive products in the global market for demanded goods and services. First, this applies to high-tech and innovative industries. The creation of technoparks makes it possible to increase competitiveness, strengthen the international image of the country, improve the organizational, economic and social conditions for the development of modern technologies and increase their exports, attract domestic and foreign investments into this area, and help create the necessary conditions for the organization and development of innovative enterprises.

Technopark (according to the Law of the Republic of Belarus «On State Innovation Policy and Innovation Activity in the Republic of Belarus» dated July 10, 2012 №. 425-3) is an organization with an average number of employees up to 100 people, the purpose of which is to promote the development of entrepreneurship in scientific, scientific -technical, innovation spheres and the creation of conditions for the implementation of legal entities and individual entrepreneurs who are residents of the technopark, innovative activities from the search (development) of an innovation to its implementation [1].

Technoparks, as subjects of innovative infrastructure, make a significant contribution to the country's economy. At the end of 2019, the residents of technoparks produced 2 times more products (goods and services) than in 2016. In 2020, there were 17 technoparks, over the past 5 years their number has increased by 7 (in 2016 there were 10 technoparks) [2].

One of the tasks of technoparks operating in the Republic of Belarus is the implementation of startups (the emergence of an idea, its implementation, commercialization, market entry). In the context of digitalization, the priority of the country's socio-economic development is the IT sphere. Technoparks are able to provide their residents with a place, a developed technological infrastructure, modern equipment that allows them to conduct research, the opportunity to communicate with professionals, a platform for testing ideas, participation in training programs.

The advantages of technoparks as subjects of innovation infrastructure are:

- 1) the ability to develop innovative science-intensive products;
- 2) the possibility of attracting investment resources to the country's economy for the creation and production of high-tech, competitive and import-substituting products;
- 3) leasing modern equipment, warehouse and production facilities to innovative and scientific companies;
- 4) improving production technologies and facilitating human labor;
- 5) recycling of waste and raw materials in order to minimize environmental pollution.

Most of the technoparks in the Republic of Belarus arise and develop on the basis of universities. These include the Republic Innovative Unitary Enterprise «Science and Technology Park of Vitebsk State Technological University» (RIUP «NTPVGTU»).

In the clustering of the regional economy, RIUP «NTPVGTU» can potentially be considered as an entity that provides access to small and medium-sized innovative enterprises in Vitebsk to the full range of modern additive technologies and technologies associated with metalworking. In addition, the technopark specializes in providing such services as engineering and reengineering to residents and enterprises of the region, the development of design and technological documentation, the creation of accurate three-dimensional models of real objects with a high degree of detail, prototyping of products on 3D printers, recycling of light industry waste for enterprises, leasing office and industrial premises [2]. The basis and uniqueness of the activity of this technopark lies in the fact that it makes it possible to visualize various objects, details and ensures the qualified use of modern highly efficient equipment related to the field of additive technologies, and also solves the problem of environmental pollution by recycling waste.

Thus, the activities of technoparks are very important in the context of digitalization. They provide access to modern high technologies and facilitate the work of many industries. Technoparks, as subjects of innovative infrastructure, increase the competitiveness of the national economy, the image of the country, are subjects for the development of advanced technologies.

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ECO-FRIENDLY AND ETHICAL BRANDS: WORLD EXPERIENCE AND ITS IMPLEMENTATION IN THE REPUBLIC OF BELARUS

Today people understand that environmental problems exist and concern each of us. With the help of the United Nations and other environmental organizations governments of almost all countries include the solution of environmental problems in the Sustainable Development Goals. Environmental protection is not only a public