

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

policy, but also the policy of various companies; it becomes part of all areas of business and part of everyone's life.

The level of awareness of environmental issues and their solutions varies from country to country. So the purpose of our research is to find out what role environmental problems play in the life of the population of the Republic of Belarus, whether Belarusian business is developing towards the production of environmentally friendly and ethical goods and what other opportunities exist to improve the environmental situation in our country.

To figure out how the citizens of Belarus relate to environmental problems and what they personally do to improve the environmental situation in the country, we conducted a questionnaire study and received responses from 50 people aged 17 to 47 years.

The first question was whether the respondents knew the difference between eco-friendly products and ethical ones. Statistics shows that about half of them are not aware of this issue. Actually "eco-friendly" is a concept that can be interpreted as "safe for the environment". When eco-products are created, the health of consumers, the health of the planet (soil, water, energy, gases, garbage), the health of animals, and the health of people working in the industry are taken into account. "Ethical" is a direction that focuses on the care of animals and people working in the production of goods. It also refers to concern of the environment [1].

Our study has shown that Belarusians are really aware of pollution problems. Only 2 of 50 respondents don't think it's necessary to recycle. On the other hand, only 16% of them always recycle, 45% recycle sometimes and 35% want to start recycling.

Everyone becomes especially crazy about packaging since the pandemic has started. The main drawback of this situation is that about 99% of packages are made of plastic. But there is an alternative – bags. It is interesting to know what the respondents have chosen. According to our survey the most popular is a biodegradable one, then it is a paper bag, and the last is plastic. Latest ecological studies have shown that plastic bags in real life can even be better than paper ones [2]. And biodegradable bags are the only bags which meet standards and should be composted under industrial conditions. But still these bags pollute marine water [3].

So what are people to do then? The same things that they have been doing for decades – bring their own packages, reuse them over and over. And our questionnaire has shown that most Belarusians do it.

However, there are some questions most Belarusians are really not aware of. Our research has shown that 61.5% of respondents don't assume that plant-based diet has an impact on ecology. As meat and dairy production pollute waters, air and soil, the diet can be a salvation.

Thus, we conclude that there is demand for eco- and ethical products in the Republic of Belarus. As most of goods are imported and they are too expensive, the average Belarusian can't afford them all. Even if the product is manufactured in a neighbor country, it can be twice as expensive in Belarus due to taxes. There is a niche for eco-business in Belarus and demand for it. One can start business in recycling, vegan food, ethical farming, etc. Local products will be much cheaper, and this fact will involve more people into ecological lifestyle.

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## PROSPECTS FOR THE DEVELOPMENT OF CLEAN ENERGY

At the moment, one of the main energy problems of the present century is the decline in the value of the world's proven hydrocarbon reserves. Against the background of fluctuating prices for petroleum products and coal and a corresponding decline in activity in these industries, renewable energy sources began to come out of the shadows and actively considered as a potential replacement for classical energy sources. Investments in renewable energy have set new records. At the moment, they exceed the global investment in fossil fuels by almost two times and are equal to \$ 286 billion. This is due to the development of technologies in general and, as a result, to a decrease in the price of renewable energy reproduction. The International Renewable Energy Agency expects a further reduction in the cost of renewable energy by 43-59% by 2025 [1].

In addition to the growing competitiveness of renewable energy sources, an important factor in choosing a strategy for the development of the electric power industry with the help of renewable sources is to reduce the level of emissions into the atmosphere by replacing the use of fossil resources with “green energy”. The relatively high cost of renewable energy installations can be partially offset by the lack of environmental consequences from the burning of coal, oil or gas. Thus, over the past decade, the cost of energy production from renewable sources has decreased several times, and in the future, their decline can be traced due to the sharp development of technologies. With the promotion of private investment, the renewable energy sector is quite competitive and may be a good competitor to the oil and gas complex in the future. In some countries, the competitiveness of renewable energy sources has already