

the face of the world economy, relations between countries and regions. The importance of scientific and technological progress lies in the fact that thanks to it there is a development and improvement of the labor force, means and objects of labor, organization and management of production. The result of scientific and technological progress is innovation or innovation.

The third trend is post-industrialization. Post-industrialization refers to the transition from an industrial society to a post-industrial one. The new economy has become one of the manifestations of post-industrialization. It refers to the economy formed by information and communication technologies. Information and communication technologies expand and reduce the cost of connections between economic agents. Postindustrial society strives to move to such economic growth, which would be based on the use of knowledge and labor resources. The intellectual development of society is becoming an important part of life, which is determined by constant innovation. Attention to information and knowledge leads to what the post-industrial society has called informational.

Having studied several trends, it can be concluded that they are united by the development of information technology and innovation. Currently, innovation is an important link in all spheres of society. Innovation and information technology play an important role in the development of the economy. They ensure the economic growth of countries in the long term, help stimulate competition, increase market share, and expand the group of buyers.

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## **WHAT IS GREEN ECONOMY AND WHY DO WE NEED IT**

### **Что такое зеленая экономика и почему мы в ней нуждаемся**

The main aim of this work is to consider the importance of green economy, because the primordial model of the economy, which people used to call resource-intensive, can provoke an increase in costs and a deterioration in productivity. Constant crises confirm the guesses that it is necessary to form the idea of a new model, which is now called the «green economy», where material well-being is not guaranteed inevitably due to increasing environmental risks, environmental deficits and social inequality. Most scientists tend to say that green economy involves the

following concept: ecosystems, economy, well-being of the population and all types of capital are closely related.

The vision of a green economy can be defined as following: low-carbon, socially inclusive and with high resource efficiency. In this economy, things like employment and income growth are a consequence of public and private investments in economic activities, assets and infrastructure, which, in turn, causes an increase in energy and resource efficiency, a reduction in carbon emissions and pollution, as well as the prevention of biodiversity reduction. The United Nations Environment Organization is developing a direction that accepts natural capital to be one of the most significant economic assets, as well as a source of public goods, primarily for people whose livelihoods are directly based on natural resources. The role of the green economy should be essentially examined for stable development in the following points:

- sustainable use and production are aimed at improving production processes and consumption practices so that resource consumption is reduced, waste and emissions are generated during the entire life cycle of processes and products;
- the very efficiency of resource exploitation should extend to how resources are used to create value for society, and should be aimed at reducing the number of necessary resources, emissions and waste generated per unit of product or service;
- providing a macroeconomic approach to robust economic growth with a key focus on investment, employment and skills.

Green economy is founded on unification and social justice, building trustfulness and collective bonds, and encouraging human rights, the rights of laborers, autochthonous peoples and minorities, and the right to sustainable development. This contributes to the empowerment of MSMEs, social projects and sustainable livelihoods.

It recognizes the limited fungibility of natural capital with other capital, applying the precautionary principle to avoid losing critical natural capital and violating environmental restrictions. It invests in the protection, cultivation and restoration of biodiversity, soil, water, atmosphere and natural systems. It recognizes the «social minimum» in consumption of basic goods and services needed to ensure human well-being and dignity, as well as unacceptable «peaks» in consumption.

This green economy requires public participation, prior informed consent, transparency, social dialogue, democratic accountability and freedom from vested interests in all institutions – public, private and civil society – for enlightened leadership to be complemented by the demands of society. This contributes to the decentralization of decision-making for the local economy and the management of natural systems while maintaining strict common centralized standards, procedures and compliance systems. It builds a financial system with the goal of prosperity and sustainability, designed to safely serve the public interest.

Thus, green economy is a universal and transformative change in the global status quo. This will require a fundamental change in government priorities. This change is not easy to grasp, but it is necessary if people are to ever achieve the sustainable development goals.

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## **INTERNET MARKETING AND ITS BENEFITS**

### **Интернет-маркетинг и его преимущества**

Internet marketing is an online campaign technique that aims to get a product or an attentive service to publicize that product (page) on the web and to effectively promote it for sale. Integrated Internet Marketing takes all possible advertising perks and the promotion of resources on the web to increase website traffic and sales.

The main tools of internet marketing: SEO optimization (advertising on search engines), e-mail internet newsletters; advertising on social media; contextual advertising; advertising banners; more. Effective online marketing consists of collapsible elements. Promotion contains a full arsenal of tools – SEO, contextual, interactive and banner advertising, working with social networking communities and blogs. The selling point is the website itself. A functional resource must already have well-designed, high-quality navigation. Other Targeted Services, Management Management: Advisory Group (Content), Visitor Shareholders in Marketing Processes.

Important, blocking and modern internet marketing workshops are the following ones:

1. Information content. The consumer also acquires the necessary information about the services and in order to be interested in the information about the product, when it only has to be necessary but original (unique).

2. High. Selling with advertising Conventional media and poster advertising are expensive and not: the reach of users is large, profitable, but unproductive. The promotion of goods and services on the internet happens at the point in time that such advertisement is found and participates in the process while you make it specific and safe in the shipping environment.

3. Large. Reach the target group. Buying a product interactively on the web is not news now, there is a website for us, a website where one can access your goods and services.