

- study of the experience of regulators in various countries in the field of creating «green» financing instruments.

To sum up, the conclusion is as follows. Eco-projects, «green» investments are necessary and extremely important for the further sustainable development of any country, but all this will not work without creating an effective system of interaction between society and government.

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FEATURES OF FREELANCE DEVELOPMENT

Особенности развития фриланса

Whether you want to be your own boss, test drive a new career, or have a side hustle that focuses on your passion project, freelancing can be the way to go. The relevance of freelancing is connected with the fact that non-standard employment is becoming more and more widespread every year, while freelancers have become a self-sufficient part of the labour market. Due to COVID-19 the activity of freelancers increased.

The purpose of the work is to identify key features of freelancing, determine the main problems faced by freelancers, as well as conduct a field study in order to find out what is going on at the freelance market in Belarus right now. In simple terms, freelancing is when you use your skills, education, and experience to work with multiple clients and take on various assignments without committing to a single employer.

The key features of freelance are as follows:

The legislation of developed countries has a definition of «freelancer», while the legislation of the Republic of Belarus does not.

In Belarus only UpWork marketplace is registered as a VAT payer, so you have to pay only 15 % tax on the income of foreign legal entities. While working on any other marketplaces you have to pay both 20 % and 15 % taxes.

There's never been more interest in digital nomadism – «people who choose to embrace a location-independent, technology-enabled lifestyle that allows them to travel and work remotely, anywhere in the Internet-connected world».

Freelancing gets through any crisis, because it represents a remote job. 2020 is a real boom for new freelancing users – 230 % growth compared to 2019.

Freelancers face a number of challenges:

- A significant segment of the labour market remains outside the legal framework, the government does not receive social funds and the rights of its workers are violated.

- Freelancer, as a business owner, need to stay on top of taxes, invoices, payments received, finding your own health insurance, and buying every piece of software and technology you need to complete your work.

- Feast or famine syndrome is another real downside to freelancing. Some months you'll be full to the brim with work, while the next month may be a ghost town. Thus, freelancing requires good money management and constant sourcing of new clients.

We have conducted a survey among freelancers in order to assess the situation at Belarusian freelance market. The reference group consisted of 278 people. As a result, we have revealed that 48 % are engaged in the field of graphics and design, 30 % – creating games, 7 % – rewriting texts and translations, 4 % – consulting and legal services, and 11 % – promoting products in social networks. 57 % noted a decrease in the number of clients and customers after the introduction of self-isolation, for 22 % this number did not change, for 21 % – increased. Noted disadvantages: for 49 % – lack of face-to-face communication; for 45 % – a lot of distractions; it is difficult for 40 % to organize a working day; 14 % have difficulties in organizing a workplace.

To sum up, freelancing remains ambiguous in Belarus, since there is no clear legislation that would regulate this activity. Despite this, freelancing is becoming widespread not only in Belarus, but in the whole world. As an example relatively recently – on January 28, 2020, were made amendments to the Labor Code regarding remote workers. Perhaps the changes in the freelance area will not take long to wait.

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PERSONNEL MARKETING

Маркетинг персонала

Nowadays, every company needs marketing personnel. And the main aim of this work is to consider this question.