

В любом случае основная функция интегральных индексов — давать необходимую информацию для лиц, принимающих управляющие решения, т.е. индексы носят прикладной характер и могут быть использованы в качестве аналитического инструментария для реализации государственной политики в области устойчивого развития и повышения качества окружающей среды.

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## FASHION INDUSTRY UNDER THE INFLUENCE OF GREEN ECONOMY

**Introduction.** Ecologization of the economy has an important meaning, as long as the existing models of economic growth continue to deplete the reserves of natural assets and destroy the integrity of ecosystem services, from which depends economic activity [1, p. 176].

Ecological culture should become the axiological basis of design, the basic methodology of design. In the triad of basic cultural values “man — society — nature” design can be a connecting thread and a catalyst for the exit from the ecological crisis, the solution of the problem of sustainable development and ensuring the harmony of society.

“Ecological approach” is designed as a reaction to the synthetic 70s and 80s of the XX century, as a response to the negative consequences of the scientific and technological revolution.

Sustainable development is a set of measures that need to take the branches of industry (for example, the fashion industry) to apply to a less vulnerable environment, which improves the economic and social situation.

**A new business system called “Fast Fashion” and an environmental problem.** According to the UN, for the last 20 years the volume of clothing production in the world has doubled, reaching 100 billion tons.

There is such a concept as “fast fashion” — this is a model of consumption, when clothing is inexpensive, but wears out faster, and therefore requires frequent updates of the wardrobe. Apparently, such an approach is a colossal blow to the environment.

The quality and durability have shifted in favor of cheap prices on clothing, which responds to modern fashion trends, but will be far behind the wardrobe shelves in the coming season. The biggest problem is that the life cycle of such clothes is very short and, most likely, in the course of several years it will come to the rescue.

The most popular fabric used in fashion is polyester. When polyester products are washed in household washing machines, microfibers are released in the oceans, which increases the level of plasticity. These microfibers are a small system that easily passes from sewage and treatment plants to water channels. Because these microfibers do not break down, aquatic organisms, such as plankton that eat microfibers, end up in the food chain of fish and mollusks, which in turn pose a serious threat to humans. The use of toxic chemicals in the cultivation of cotton in agriculture also involves destructive processes.

Textile dyeing is the second largest polluter of clean water in the world after agriculture. The development of sales areas, stores and regular seasonal sales make clothing “disposable”, which has not been seen before.

Economic management tools can be applied to protect the ecological system and reduce the pace of the concept of “fast fashion”: increasing economic responsibility for excessive consumption of natural resources (exceeding certain limits) and environmental pollution; use of budget funds for the provision of subsidies to enterprises and organizations for the implementation of effective nature protection measures; granting economic players the implementation of effective environmental policy, financial benefits and other preferences; differentiation of taxation of enterprises depending on the degree of damage to the environment as a result of their activities and so on.

The textile sector, including cotton, consumes 93 billion tons of water a year. As the world's population grows, these figures will increase, and major cotton exporters are already facing the problem of limited and depleted water resources.

If the current business model does not change significantly, the share of the textile industry in the global carbon budget by 2050 will be 26 %, which will lead to an increase in the average temperature of the climate system by 2 °C.

Another negative impact of the industry on the environment is pollution. Most of the chemical dyes used in the textile industry are toxic, bioaccumulated (can accumulate in the body) and are “hormonal destroyers”. It should also be noted that when washing clothes made of synthetic fibers, especially low-quality, they stratify, and then the oceans become polluted with microplastics, which leads to a decrease in marine biodiversity.

Leather production for the fashion industry also causes serious damage to the environment, primarily due to high levels of greenhouse gases and chemicals used in leather processing.

**“Sustainable fashion” as a new trend in fashion.** Eco-friendly fashion (or eco-fashion) is a trend in fashion that is aimed at caring for the environment. Sustainable fashion pays attention to the health of consumers, the health of the planet (soil, water, energy, gases, waste), the health of animals, the health of people working in the fashion industry.

Eco-fashion is characterized by: the use of organic fabrics; using fabrics with the least negative impact on nature (eco-friendly fabrics); a decrease in the indicators of the ecological footprint from industries (reduction in the volume of water, electricity, various gases, garbage, chemicals used); dyeing fabrics in natural dyes or eco-friendly dyes (with the lowest content of chemicals in the composition); the design of things for long-term use in order to reduce the level of consumption; quality working conditions for people employed in the industry (without discrimination, child labor); restoration of world/regional biodiversity.

However, it is almost impossible to verify brands that claim to be environmentally friendly. Neither in Azerbaijan nor in Western countries there are laws that enshrine the concept of “sustainability” and “environmental” for clothing labeling, which means that everyone can use them as they want [2].

**The new movement is “sustainable fashion”.** “Sustainable fashion” is aimed at making clothes more sustainable by making changes at the design, production, distribution and disposal stages. The task is to get away from the principles of “fast fashion” — high-speed production of clothes, by the way, not always cheap. Speed is needed due to constantly changing tastes and trends, which leads to a one-time attitude towards such things from consumers [3].

With global apparel production doubling over the past 15 years, CO<sub>2</sub> emissions from the textile industry are higher than those of the shipping and international travel industries combined. Cotton and polyester account for 85 % of the raw materials in the production of clothing, and both of these materials are far from environmentally friendly.

Two years ago, 94 firms, representing a combined 12,5 % of the fashion market, signed the Global Fashion Agenda 2020 agreement. According to it, each company has a set of individual goals, while the overall goals are to use water more efficiently, develop sustainable fibers and create new systems. processing. Some brands also have their own initiatives [3].

**Conclusion.** The formation of new foundations of world perception means a transition to a new stage in the existence of man and nature. Environmental ethics as a professional competence of designers is necessary for the harmonious development of civilization, the preservation of life on the planet and the well-being of mankind. In their projects, professionals should pay attention to the impact that design objects will have both on the culture and worldview of people and on the natural environment, broadcast a caring attitude towards nature, an ecocentric consciousness.

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## FACTORS INFLUENCING THE GEOGRAPHICAL DISTRIBUTION OF POLLUTION-INTENSIVE INDUSTRIES

The other side of rapid economic development is usually resource exhaustion caused by excessive consumption and environmental disruption due to pollution. The tradeoff between economic development and ecological security is a hard one that cannot be avoided in all countries. There has been an evolution from resource-consuming to productivity-driven in the industrialisation in countries around the world. This process manifests itself geospatially in the evolution of a gradient transfer of industrial structure. Therefore, the factors influencing the gradient transfer of industrial structure of pollution-intensive industries in the industrialization have become an important topic in various countries, and many theories and hypotheses already are produced.