

**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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*Liu Xueyao, PhD student  
18215686524@163.com  
BSU (Minsk)*

## 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.

The factor endowment hypothesis suggests that comparative advantage arises mainly from relative factor endowments. And pollution-intensive industries are often also capital-intensive or resource-intensive. Therefore, they tend to be located in areas rich in capital and resource. The pollution haven hypothesis believes that environmental regulation exerts an important influence on the geographical distribution of pollution-intensive industries. Regions with lower environmental standards have a comparative advantage. Therefore, with marketization pollution-intensive industries will be concentrated in areas with weaker environmental regulations. In addition, there are theories that both transport costs and economies of scale are likely to be factors influencing the geographical distribution of pollution-intensive industries in the context of globalisation.

In order to verify the factors influencing the geographical distribution of pollution-intensive industries, an analysis was conducted based on data from 30 provinces in China in 2019. The study first calculates the pollution intensity index of each industry based on the pollution emission intensity and the pollution emission scale. It helps to identify the pollution-intensive industries. Besides, the study verifies the influences of factor endowments, globalization, and environmental regulation on the geographical distribution of pollution-intensive industries. Factor endowments, globalization and environmental regulation were all identified as important factors influencing the geographical distribution of pollution-intensive industries. Further, the geographical distribution of pollution-intensive industries is significantly related to the capital element of the factor endowment, to international market potential in globalization, and to water and solid waste pollution control in environmental regulation. These factors combine to influence the geographical distribution of pollution-intensive industries in China at this stage.

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*Н. М. Маркусенко, канд. экон. наук, доцент  
markousenko@mail.ru  
БГЭУ (Минск)*

## ОБУСТРОЙСТВО СЕЛЬСКИХ ТЕРРИТОРИЙ КАК ФАКТОР ЭКОНОМИЧЕСКОЙ И ДЕМОГРАФИЧЕСКОЙ СТАБИЛЬНОСТИ

В качестве одной из основных задач, обеспечивающих достижение человечеством целей устойчивого развития, выступает оптимизация территориального размещения городских и сельских поселений и их взаимного позитивного влияния на социально-экономические процессы, протекающие на урбанизированных территориях и территориях, где природный ландшафт претерпел минимальные изменения. Следует подчеркнуть, что в основе анализа взаимодействия сельских и городских территорий, а также разра-