

*Секція: Економіка та управління національним господарством*

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## **GREENING IN THE CONDITIONS OF INSTABILITY OF SOCIO-ECONOMIC DEVELOPMENT**

The processes of globalization, in addition to ensuring economic development, lead to global environmental problems. At the same time, a significant part of the population is below the poverty line and is deficient in food and drinking water. There is a significant level of social stratification of the population. It can be argued that social injustice is growing, because the level of socio-economic well-being of countries is quite differentiated, and the level of damage to the environment is the same. After all, environmental threats and catastrophes do not spread only within the administrative boundaries of the state. The ever-growing population and the law of growing population needs are the driving forces that stimulate the growth of production and consumption of various goods. At the same time, the state of the environment requires an immediate reduction in the number of harmful substances that enter ecosystems. As a result, a situation is created from which it is difficult to find a way out. All this makes the emergence and development of greening processes, both economic processes and social development in general.

The term greening has appeared in the scientific lexicon relatively recently. Therefore, there is no unanimity regarding the unambiguous interpretation of this concept. There are many different approaches to its definition, as the term itself is ambiguous. It can be considered in different aspects.

Greening can be considered as: "the process of penetration of ideas,

knowledge, laws of ecology, ecological thinking in other areas of science, production, in the life of society, the state" [1]. That is the penetration of environmental aspects into all areas of human activity and management. This process should be provided by environmental management methods. By accepting the environmental imperative as the basis for the functioning of society. In this way, it is possible to form a new ethical system of human existence in the modern world as an integral part of it [1].

Greening is a process of continuous environmental improvement aimed at overcoming global environmental problems and a system of measures to protect the environment.

This interpretation traces the main conceptual idea of these measures, which is to prevent negative effects on the environment but does not take into account measures to eliminate negative effects [2]. The effective functioning of the ecological and socio-economic system is impossible without the development of a system of measures to eliminate the consequences of environmental disasters. Because a certain number of these negative manifestations are not controlled and predictable. In addition, the current state of the ecological system needs immediate "recovery" in order to preserve the environment and biodiversity for future generations.

According to some scientists, the main task of the greening process is to make environmental products and services an attractive and efficient commodity for the national economy [1]. This approach is a purely economic mechanism for implementing environmental policy. The basic principles of greening must coincide with the basic principles of the economic system. It is necessary to increase the profitability of environmental goods in order to win a significant share of the consumer market. This will make it possible to harmonize the principles of environmental security and the principles of economic security. But it can be an effective method of the transition of the national economy to the path of sustainable development and the creation of a "green economy".

The term greening is also considered in the sense of greening social development. The greening of social development must ensure a change in society, which will lead to new social relations, the formation of social institutions, moral norms, and values based on the ideas of sustainable development, "green" production, overcoming environmental threats, and creating an environmentally safe environment for current and future generations. The ecological dominant in the system of public relations must become a reality today. Thus, it is necessary to form a system of public views on the moral aspect of limiting the consumption of natural resources and harming the environment.

These definitions consider the process of greening in a broad sense, and aim, above all, to form a new system of thinking and perception of objective reality in the field of nature management and economic development. Thus, the basis of these processes is the greening of education and science, in order to change the prevailing opinion about the use of natural resources. Achieving this effect is possible through the penetration of the idea of greening only in all spheres of human life. This is ensured by the greening of education, the greening of scientific thought the greening of enterprise and industry in general, the greening of regional policy of local executive bodies, the greening of public policy, and the greening of international and global policy. This method involves the voluntary reorientation of the economic system, due to the formation of new regional, sectorial, and state environmental and economic policies.

Since there has been a significant increase in the population of our planet over the past decades, it is logical to assume that in the near future the number of natural resources per person will be constantly declining [3]. Therefore, the greening of the social sphere should provide solutions to the following problems:

- overcoming poverty;
- guaranteeing social and spiritual growth;
- promoting the efficient use of natural resources;
- overcoming global environmental problems;

- ensuring humane regulation of the population [3].

### **References**

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