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GREEN ECONOMY AS THE NEWEST TYPE OF WORLD ECONOMY

In 1989, the term «green economy» was introduced for the first time in a report prepared by a group of leading scientists: D. Piars, A. Marcandia, and E. Barbier in the UK Government's report «The Green Economy Concept» as part of consultations on ensuring sustainable development and its measurement [1].

Already in 2008, the term «green» economy was actively used in the context of discussing anti-crisis policy: in the face of the financial crisis and the threat of a global recession, the OECD advocated the idea of «green» stimulation – above all those sectors where large-scale public investment can give impetus to the foundations of «green» economy [1]. This has inspired a number of national governments to introduce green stimulus packages as part of economic recovery measures.

In the current context of international economic relations, the green economy is such a new type of global economy that leads to improved human well-being and reduced inequality, without exposing future generations to significant environmental risks and environmental deficits [2]. In practical terms, the green economy also becomes a process of transformation that counterbalances the imbalances and dysfunctions of the modern world economy, which results in the well-being of humanity and equitable access to resources for each member of society in the context of the ecological and economic integrity of the world community.

Thus, in fact, the «green economy» is seen as a path to sustainable development, which aims to create an effective environment for economic and social development, based on minimizing the negative impact on the environment and efficient use of natural resources while maintaining a decent standard of living in the world economy.

The concept of «green growth» is to identify environmentally friendly sources of production and manage structural change for the transition to a «green» economy, the creation of new technologies and jobs. In turn, sustainable development in a green economy means that the current generation has a duty to keep the future generations

with sufficient social, natural and economic resources to ensure that they have no less than well-being the one that exists now [3].

Many countries use different green economy tools in their national policies and development strategies. For example, a pan-European Economic Recovery Plan was adopted in the European Union, which envisages an infusion of € 400 billion in aid to increase purchasing power, stimulate economic growth and create jobs.

Thus, thanks to international economic relations, the introduction of a «green economy» is possible at the expense of the foreign policy of a benefit-oriented country: all states are parties to multilateral negotiations to secure their national interests. That is why the evolution of the development and emergence of a «green economy» is reflected in international agreements. However, some countries fear that openly recognizing their high incomes will automatically oblige these countries before the international community to make additional commitments, such as reducing greenhouse gas emissions.

In this area, UNEP calls for maximum attention to be paid to the five key areas:

- energy efficiency of construction;
- Transition to renewable energy sources, including wind, solar, geothermal and biomass;
- sustainable development of transport;
- ecological infrastructure of the planet, including fresh water, forests, soils and coral reefs;
- development of sustainable agriculture, including organic production.

Ukraine is also involved in the transition to a green economy. It occurs under the influence of both internal and external factors: various environmental pollution, which have a negative impact on human life; factors related to Ukraine's transition to the international European community, etc. All of these factors have an impact on intensifying the process of reaping the benefits of a green economy in Ukraine.

References:

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3. Auty, Richard M., 2003. Natural Resources, Development Models and Sustainable Development. IIED. Stevanage, U.K.: Earthprint Limited. URL: http://www.iied.org/docs/eep/dp_03_01.pdf. (дата звернення 06.03.2020)