

# Зеленый менеджмент. Магистралли развития

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## ВАРИАНТЫ РЕШЕНИЯ СОВРЕМЕННЫХ ЭКОЛОГИЧЕСКИХ ПРОБЛЕМ

### OPTIONS FOR SOLVING MODERN ENVIRONMENTAL PROBLEMS

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**Аннотация.** Статья посвящена острым проблемам экологии и способам их решения. Наша ответственность по отношению к природе и планете, к миру, в котором мы живем, а также к будущим поколениям заставляет современное общество вплотную заняться экологическими проблемами. Решениями таковых могут считаться 1. Переработка, поскольку ее результаты впечатляют; 2. «зеленые» технологии в сферах сбережения ресурсов, экономичных по потреблению технологий; 3. Изменение общественного сознания, когда «безвредный для окружающей среды означает модный, современный и к тому же прибыльный»; 4. Прозрачная политика в отношении окружающей среды; 5. Использование передовых и современных сельскохозяйственных технологий с целью решать экологические проблемы, как то восстановление минеральных веществ в почве до уровня нормы, увеличение биомассы и пр; 6. Использование альтернативных видов источников энергии; 7. Изменение общественного сознания в плане ответственного отношения к окружающей среде. Таковы экологические проблемы, которые мы должны тщательно изучить и решить.

**Summary.** The article is about vital environmental problems and ways to tackle them. Our responsibility towards nature and the earth, towards the world we live in as well as towards our descendants makes the society to use environmental brainstorming. It may include the number of the newest trends. They are 1. Recycling for its results are impressive; 2. «green» technologies such as resource saving, less consuming technologies; 3. Changing our mind to be eco-friendly, i.e. fashionable and beneficial both; 4. Transparent environmental policy; 5. Using the newest agricultural technologies to solve the environmental problems — to restore minerals, to increase biomass etc.; 6. Alternative energy as a nice choice; 7. Changing our mind to be eco-responsible. These are the tasks we are to brainstorm and to tackle.

**Ключевые слова:** острые экологические проблемы, природа, решение экологических проблем, переработка, «зеленые» технологии, ресурсосбережение, экономичные по

потреблению технологии, передовые сельскохозяйственные технологии, альтернативные виды источников энергии, эко- ответственность.

**Keywords:** vital environmental problems, nature, environmental brainstorming, recycling, «green» technologies, resource saving, less consuming technologies, the newest agricultural technologies, alternative energy, eco-responsible.

A healthy environment is a safe environment. With the increasing use of technology, industrial waste is at its peak. This leads to global warming, which is harmful to the environment.

Every year more and more people begin to think about the fate of our planet. The Covid-19 pandemic has turned the lifestyle upside down. Global changes have taken place not only in the minds of people, but also in the ecological situation of the world as a whole. Due to the decrease in human interference in natural ecosystems, they began to recover, the level of industrial waste in water and air decreased, and animals returned to their habitat. However, another problem has appeared – “Corona virus plastic”, which pollutes fertile soils, waters of the seas and oceans. With such garbage, which the majority of the population does not hand over for recycling, mankind will have to struggle for a long time.

The most common problems that increase the environmental crisis include:

- pollution arising from the excess capacity of enterprises. Gas pollution and smog negatively affect not only plants and animals, but also people;
- depletion of natural resources occurs due to the release of chemicals from industrial and agricultural production into water and soil;
- an increase in the number of landfills, since only a small amount of waste is recycled;
- acid rain;
- greenhouse gases;
- shortage of drinking water and the like.

Eco Trends 2021

Trend 1: Vector for recycling. One of the main trends after the pandemic in 2021 will be waste recycling and disposal, says Tatyana Sukhareva, owner of Polymerny Machine Building Plant LLC, founder of the ECO SKILLS community.

According to TASS, over the past 10 years, the number of search queries in Yandex on the topic of separate waste collection has increased more than six times, interest in proper disposal – 2.7 times.

At the same time, most users want to know how to recycle electronics and household appliances, clothes and shoes, books and paper, thermometers, batteries and accumulators, car tires, glass, light bulbs and plastic.

Yandex notes that the attitude of users towards garbage disposal changed during the self-isolation regime. In the spring of last year, the number of requests for recycling tires, clothes and books decreased, but in the summer there were more requests for recycling of refrigerators. As for waste recycling

For several years in a row and garbage, a system of waste recycling and disposal has been established in the world. From recycling waste paper, plastic bottles and caps. Recently, the

Swedish industry recycles all people use at home and creates a variety of furniture from them, including tables.

Trend 2: “Green” offices and “clean” technologies Industrial enterprises have been engaged in environmental upgrades for several years. Thus, by the end of 2020, Russian companies invested 78 billion rubles in the modernization of production in order to reduce harmful emissions into the atmospheric air. As a result, emissions were reduced by 71 thousand tons. Business implements resource-saving technologies in its production facilities, participates in the development of the territories of its presence, and creates “green” offices. Companies are converting their premises into energy efficient green spaces, with separate waste collection and various sensors that use less energy and resources, which ultimately saves money.

Also among the trends experts note the environmental responsibility of the company’s personnel and the introduction of “green” standards in business.

Trend 3: Eco-movement in business More and more often, Russian business is using the tool for organizing the environmental movement, the community to promote and create a sustainable company image. Being eco-friendly now is not only fashionable, but also strategically beneficial for every company. “Green” promotion technologies, “green” marketing give an excellent result for positioning a business in the market, says Tatyana Sukhareva, owner of Zavod Polymernogo Mashinostroeniya, founder of the ECO SKILLS community.

Trend 4: “Transparent” policy At present, the number of citizens’ appeals about accumulated environmental damage objects, unauthorized dumps, plastic pollution of water bodies to the administrative authorities is growing. Therefore, ecological business is of particular value, which brings not only profit, but also benefits to the environment, society, the planet, believes Tatyana Sukhareva, founder of the ECO SKILLS community. Openness and transparency of the company’s information policy in waste management, the use of modern monitoring IT-technologies every day becomes an important mechanism for the formation of a long-term competitive advantage of a business.

According to Rosprirodnadzor, in 2020, the department received more than 54.9 thousand applications from citizens, of which about 47.6 thousand to the territorial bodies, 7.3 thousand to the central office. At the same time, more than half of the received applications related to pollution issues. The environment by emissions and discharges of various enterprises, as well as authorized and unauthorized disposal of all types of waste.

In November 2020, Russian President Vladimir Putin signed a decree to reduce greenhouse gas emissions. So, by 2030, the government must ensure a reduction in greenhouse gas emissions by up to 70% compared to the 1990 level. In addition, the head of state instructed to create the necessary conditions for the implementation of measures to reduce and prevent these emissions, taking into account the specifics of the sectors of the economy.

Trend 5. Plant revolution. Introducing and spreading plant-based nutrition innovation is a great opportunity in 2021. The development of economically sustainable and ecologically loyal agriculture is urgent, to minimize the degradation of arable land, the destruction of living organisms, and this will slow down irreversible climate changes. It is crop production that plays a leading role in solving environmental problems: the restoration and supply of minerals to the upper layers of the soil, an increase in biomass and strengthening of agricultural land, and the like. In

particular, new methods for editing the plant genome have been actively developed over the past few years. Science is approaching the time when we can easily control mutations in plant cells and tissues. This will facilitate the work of enterprises that create food from plant material,

#### Trend 6. Alternative energy

This industry is developing in order to replace the extremely harmful sources of electricity for the environment: thermal power plants and nuclear power plants. It uses the energy of the sun, wind, ocean tides, gases formed during the decomposition of living biomass, geothermal energy, etc.

Trend 8. And the last but not the least — our mental modes to follow the trend. It may include 2 ways – cost savings and reasonable Consuming. Moving to a minimalist lifestyle saves you a lot of money: you no longer need a lot of things, which means you won't spend a lot of money. Everything is simple and logical. In addition, many retail chains additionally stimulate buyers to rational consumption – they offer to hand over old things and equipment for recycling, and in return get a discount on new ones. Or I charge bonus points for purchasing a craft paper bag instead of a plastic one. Some supermarkets are actively testing pandemics – devices for receiving aluminum and plastic bottles. Discount coupons are awarded for using the machine. Feeling involved in saving the world is good in itself, and if you still receive bonuses for it, it becomes doubly pleasant.

Self-awareness of every modern person and his or her understanding of the correct behavior in relation to nature. People do not know well enough where they can be eco-friendly, they do not understand how important it is to take care of our planet.

Even if you are skeptical about the latest news about melting glaciers and global warming, you cannot deny the obvious: there are serious problems with the environment. There will soon be more plastic than fish in the ocean, and the air in cities is so polluted that one day you will have to wear masks all the time and not at all because of the corona virus. We feel environmental problems on ourselves: environmental pollution affects our health. In such a situation, the desire to make the world in the literal sense of the word cleaner is not surprising. Let us try not to be late.

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