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**RELATIONSHIP BETWEEN ENVIRONMENT AND SPECIALTY:  
BUSINESS ECONOMICS****Grakhov A., Zhuravska N.***Ph.D, prof.*

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**Abstract.** *The work examines the relationship between ecology and the specialty "Enterprise Economics", how the environmental activities of the enterprise affect its financial efficiency and reputation, how the economic decisions of the enterprise can affect the environment, sustainable development in the direction of green technologies.*

*A general description of the problem of the relationship between ecology and economy, the purpose and tasks of the research is given. The main part is devoted to the main concepts and approaches to the assessment of the impact of ecology on the economy, as well as specific examples of the involvement of ecological technologies in business activities for resource conservation and waste reduction. The experience of other countries, the role of state regulation in environmental policy and its impact on the financial results of enterprises, the importance of making economic decisions taking into account environmental aspects are also analyzed.*

*The general results of the study and recommendations for enterprises regarding the involvement of environmental activities and economic strategies are presented.*

**Key words:** *economy, ecology, integration, transformation, environment, enterprise, natural resources, pollution, green technologies, conservation, construction.*

**Introduction.**

The relationship between ecology and economy reflects the complex interactions between economic activity and the environment. The joint development of these two industries is a key factor in the sustainable development of society. There is a wide range of problems related to ecology and economics, which force scientists and specialists from various fields to seek compromises between the achievement of economic goals and the preservation of the environment. Special attention should be paid to the problem of the relationship between ecology and the specialty "Economics of the enterprise". The development of entrepreneurship and the economy is inextricably linked to the use of resources and the production of products that have a certain impact on the environment. At the same time, creating an attractive investment climate, ensuring the competitiveness of enterprises and developing the economy require finding a balance between economic and environmental interests. In this context, it is necessary to consider the economy of the enterprise as a component of sustainable development, in which the preservation of natural resources and environmental protection play an important role [1-11].

The relationship between ecology and the specialty: "Economics of the enterprise". One of the main problems facing humanity in the modern world is the environmental crisis. It is caused by excessive consumption of natural resources, emissions of pollutants and other factors that affect the environment and climate. In this regard, environmental aspects are increasingly included in various spheres of people's life, including the economy.



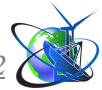
As you know, changes in the surrounding natural environment, which are associated with human activity, are called anthropogenic. The relationship between ecology and economy lies in their interaction. Pollution of the atmosphere, water basin, and soil causes changes in their quality. In turn, the polluted elements of the natural environment (NPS) affect the primary recipients: humans, elements of the material sphere, plant and animal life, causing negative changes in them. These changes lead to negative social, environmental and economic consequences.

The social consequences of NPS pollution are manifested in an increase in the morbidity of the population, a reduction in life expectancy, genetic changes, an increase in population migration, a violation of natural living and recreation conditions, and so on. Ecological consequences - in the degradation of its main components, disruption of ecological relationships, change in the usual conditions of existence of plants and animals. Economic consequences are manifested at the level of individual subjects of economic activity, reducing the efficiency of their functioning and reproduction.

The effect of NPS pollution on the economy of enterprises occurs in the growth of operating costs, a decrease in the amount of the final product, and, as a result, there is a lack of income and profit in the current and future periods. Thus, environmental pollution affects the economy of the enterprise as a result of accelerated wear and tear and premature failure of the main production assets. And the diversion of investment resources from the main activity to environmental protection makes it impossible to invest them profitably in other investment projects. The personnel potential of the enterprise decreases due to the increase in turnover of personnel dissatisfied with the environmental condition of the place of work and/or residence, the increase in morbidity caused by the pollution of NPS at the enterprise or in the region. Lack of income as a result of incomplete use of the company's labor resources and irrationally spent funds for the prevention, elimination and compensation of the negative consequences of pollution significantly reduce the economic assessment of the personnel potential of enterprises. The industrial enterprise's consumption of the natural resources of the territory - water, air, land, mineral raw materials - reduces the reserves of non-renewable natural resources and disrupts the processes of recovery of renewable resources. Pollution of the natural environment by industrial waste negatively affects the quality of natural resources, reducing their productivity or making them unsuitable for use, which reduces the economic potential of the enterprise.

During the war, Russia caused a lot of destruction to Ukraine. After the victory, the development of our state will be one of the most ambitious projects. Renewed post-war cities should become not only more convenient for residents, but also ecological and economical.

Building materials are one of the most dangerous sources of soil and water pollution. The threat lies not only in the diversity of the waste itself, but also in its long-term decomposition in natural conditions. Yes, plastic of different quality will decompose from 50 to 500 years, and glass can lie in the ground for up to several thousand years. Poisonous compounds released during the decomposition of many materials cause damage to the environment.



To date, military actions lead to the production of significant amounts of construction waste, city landfills are full, it is expensive to remove construction waste, and nowhere. From an economic point of view, this is not rational, as it can be processed, saving huge funds in the state budget and in the coffers of many cities, avoiding pollution. With the help of construction waste processing, many materials find a second "life" - wood, roots of uprooted trees, reinforced concrete scrap, plastic, glass, old tires, as well as brickwork and many other materials. The expediency of recycling waste is savings, there is no need to transport used materials from the dismantling site, bear the costs of loading, transportation and unloading, there is no charge for a place at a landfill for burying construction waste. Usually, buyers of broken bricks, secondary crushed stone and other construction waste come to the place of dismantling of buildings in their own vehicles and take away everything they need for construction.

It is also necessary to take into account that where buildings are dismantled, new construction is almost always planned, where there will be a need for these building materials. The secondary use of construction waste, located in the same place as at first, gives savings in matters of both the purchase and transportation of materials necessary for construction. Building materials are already on the site of the future construction. Secondary raw materials are used in building foundations, road works, landscaping and in many other areas (broken red brick can be used as drainage and one of the substrate components for green roofs and landscape design). A construction waste processing plant benefits not only its owner. Competent disposal of this type of waste allows:

- to unload the construction site in a timely manner, which prevents stagnation in work - this simplifies the movement of specialists and equipment, avoids problems with controlling bodies;
- preservation of natural resources through the use of secondary raw materials; the cost of such materials is many times lower, which is beneficial for companies producing construction goods;
- avoid environmental pollution due to mass burial and decomposition of construction waste - the consequences can be very global: preservation of forests and pastures, protection of water, land and air resources.

The recycling approach allows for the reuse of waste in the production of new products, reduces the negative impact on the environment and allows for the efficient use of limited natural resources. Today, the world's leading countries are increasing their potential in the direction of the circular economy. In the near future, this will determine the competitiveness of countries. In European countries and in America, the problem of waste disposal has long been solved at the state level: in some countries, construction landfills are prohibited altogether, and in America and Canada they still exist, but the cost of removing such waste there is much higher than the cost of processing it. In most countries, the share of construction waste processing is on average about 50 % of the total production of building materials. Due to the improvement of technologies and legislation, countries such as Denmark, Holland, and Sweden have been able to achieve a very high level of processing of construction waste, where more than 90 % of waste is currently processed.



In European countries, it is believed that for the full development of technological processes, strong legislation is needed, in which the formation of unauthorized landfills is strictly prosecuted by law, that is, the removal of waste to landfills is either economically unprofitable or prohibited altogether. Therefore, waste processing becomes not only ecologically appropriate, but also economically efficient. For example, in Great Britain, in order to conserve natural resources and encourage recycling, a tax of 1.6 pounds has been introduced on the use of each ton of natural aggregate ("primary raw material"). In the Netherlands, for about 10 years, there has been a law prohibiting the transportation of construction waste that can be recycled to landfills. Other countries, when accepting waste to landfills, require official evidence that the waste brought to them cannot be processed. Today, in almost all European countries, the dismantling and processing of construction waste is a very profitable business. The war in Ukraine brought new requirements to the construction industry. There are many discussions about what kind of housing should be built. Green structures are a promising direction of green construction, which has a significant potential for the recovery of the country after active military operations. To achieve maximum efficiency, systematic implementation of various types of these structures is necessary, which requires an appropriate regulatory framework. Before the start of the war, Ukraine implemented modern environmental developments and initiatives [7].

In 2021, the law "On the Principles of Monitoring, Reporting and Verification of Greenhouse Gas Emissions" entered into force. It provides for state registration of installations that emit CO<sub>2</sub> and other greenhouse gases into the air, monitoring and drawing up reports based on its results, verification of reports in special accredited institutions and their approval by an authorized state body. After the adoption of the Framework Law "On Waste Management" in 2022, Ukraine began to implement EU Directive 2008/98/EC and set out on the path to establishing new European work rules in this area. Sectoral legislation is being developed regarding the effective management of waste from the extractive industry, the introduction of extended producer responsibility in Ukraine, the creation of economic tools to stimulate the development of the industry, and the strengthening of administrative and liability for violations of the established rules. In March 2023, Ukraine and Finland legally cemented the agreements with a joint memorandum and discussed specific aid projects for Ukraine. In particular, it is about Finnish experience in the field of environmental monitoring, important equipment for monitoring atmospheric air and water quality, which will allow to ensure water quality control in de-occupied territories, an initiative to transfer Finnish technologies for creating housing, which can not only significantly reduce the cost of building such facilities such as schools, kindergartens and family-type children's homes, but also to make them more ecological, pilot projects for construction using such technologies. Together with the EU4Climate project, the government of Ukraine is already working on a relevant draft law for further effective implementation of climate policy. The state will now face many challenges, obligations and costs. Not all ecological initiatives and developments will be able to be fully implemented further, including, for example, the production of biofuel from rapeseed and other agricultural crops (because this



area depends on the agricultural sector, which has now lost large acreage due to the war).

On the other hand, the economic activity of enterprises can have a positive impact on the environment if they carry out ecologically clean production activities, use energy-saving technologies and develop products that do not harm the environment.

Today, more and more enterprises in the world are aware of the importance of preserving the environment and developing a sustainable economy. To do this, they implement various environmental programs that involve the use of energy-saving technologies, renewable energy sources, reducing the amount of waste and implementing means of their processing and disposal.

In Ukraine, even during the war, companies that are guided by the principles of environmental responsibility in their work continue to work. One of them is the Kyiv Cardboard and Paper Plant. The main raw material for the work of the plant is waste paper. Info-synergy for ecology, circular economy (paper can be recycled up to 7 times). The enterprise is able to process up to 1,500 tons of waste paper per day - it saves about 15,000 trees. Thanks to this, during its 40 years of operation, the plant saved more than 200 million trees. Another example, the Tesla company is engaged in the production of electric cars that do not emit harmful gases into the air. In addition, the company produces batteries based on renewable energy sources and uses wind and solar energy to meet its electricity needs. This allows the company to reduce its impact on the environment and develop a sustainable economy.

Thus, the work will allow a deeper understanding of the relationship between ecology and economy [1-11], as well as emphasize the importance of taking into account environmental aspects in the work of enterprises to ensure sustainable development and preservation of natural resources.

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