

FROM GREEN ECONOMY TO THE GREEN SOCIETY

Viktoriya Garbarchuk,

*Melitopol Institute of Public and Municipal Administration
of the "Classic Private University", Melitopol, Ukraine*

*Research advisor: Polikarpova Yu.O.,
Candidate of Philological Sciences*

The objective of this research is to consider possible ways of greening the Ukrainian economy by means of greening its people.

Green economy is a new model of economic development based on knowledge of ecological economics that aims at addressing the interdependence of human economies and natural ecosystems and the adverse impact of human economic activities on climate change and global warming. Green economy got its name in contrast to the existing 'black' economic model based on fossil fuels, such as coal, petroleum, and natural gas. The idea of green economy is popular in the developed countries, the number of its supporters is growing rapidly.

Greening the economy refers to the process of reconfiguring businesses and infrastructure to deliver better returns on natural, human and economic capital investments, while at the same time reducing greenhouse gas emissions, extracting and using less natural resources, creating less waste and reducing social disparities.

The key principles of the green economy are rationality and energetic efficiency.

Researchers in the field of green economy state that the main efforts should be concentrated in five critical areas: 1) raising the energy efficiency of old and new buildings; 2) transitioning to renewable energies including wind, solar, geothermal and biomass; 3) increasing reliance on sustainable transport including hybrid vehicles, high speed rail and bus rapid transit systems; 4) bolstering the planet's ecological infrastructure, including freshwaters, forests, soils and coral reefs; 5) supporting sustainable agriculture, including organic production.

It should be remembered that the process of greening the economy should start with greening individuals, societies and the global world. To change the model of economic development from the black to the green one it is really necessary to change the way of our thinking.

The problem is that anthropocentrism dominated as the main idea of philosophy for many centuries. Man was considered to be master of the nature, and the last was supposed to exist with the purpose to satisfy people's needs and wants. Nowadays people should turn to another philosophic paradigm of co-evolution of Man and Nature, both having equal value. People have to see themselves as one of the species existing in the world of nature. As to our nation, Ukrainians should turn back to the traditional attitude to land and nature of our ancestors. It becomes clear that they felt awe towards land, respected nature and loved it; their life philosophy was mostly grounded on taking care of the nature. The Ukrainians used to see themselves as a part of the nature, calling it 'Mother Nature', 'Wet-nurse', etc. This is what we have to learn in the 21st century.

Unfortunately, pragmatic approach of the mankind to use of the natural resources led to development of selfish, egocentric behavior of people. The growing number of conventional (non-natural) needs led to irrational use of natural resources resulted in their scarcity, trash disaster and ecological crisis not only in Ukraine, but in the whole world. We consider that philosophy of rational and limited consumption for the sake of the nature should be accepted by each person living on the planet.

It is also needed to promote awareness of the green economy concepts. Each person should feel responsibility for the fate of the whole mankind and the nature and certain obligations for the future generations as well as the ancestors.

The ideas of green economy and co-evolution of Man and Nature are to become central in education. This will allow bringing up a new generation – the green one – that cares about maintaining harmony between natural and artificial (social) world. In order to find new green solutions of many ecological challenges, make green innovations and inventions we should encourage and develop creativity, conscious position concerning ecological issues of economy and willingness to save the planet for the future generations.

Moreover, the idea of co-evolution should be promoted in various social activities. Mass media can be very helpful in creating awareness of the new trends.

Experience of such countries as New Zealand, Denmark, Norway and Sweden that are successfully developing green philosophy of economics should be carefully studied by Ukrainian researchers and certain conclusions are to be made concerning possible ways of applying different strategies, methods and technologies. What should be remembered is that any foreign experience must be adapted to Ukrainian cultural specifics and mentality.