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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

PROBLEMS AND WAYS OF THE GREENING OF UKRAINE'S ECONOMY*

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Implementing measures to modernize the economy has long been one of the main tasks of any state. The corona crisis, the war, and climate change have changed many areas. Including the economy. In today's world, there is an overuse of resources, which also leads to their depletion. All these factors contribute to the main goal - to build prospects for economic development taking into account environmental factors. We need to change not only the economy, but also the approach to it, so that future generations can have economic prosperity.

The transition to a new stage of the economy, the introduction of new technologies - all this is the modernization of the economy. Many scholars study the development of technologies and innovative projects to ensure the competitiveness of enterprises and countries as a whole. In today's world, modernization should be understood as overcoming technological dependence. The goal is to increase the efficiency of economic processes. All this is an integral part of raising the level of the economy, as the acceleration of the development of innovative technologies increases the main economic indicators. But does replacing equipment improve the environment? This is a pressing issue for every country since the introduction of the concept of greening the economy.

In general, environmental factors can be considered as factors of innovative development. It is a process of consistent implementation of technical, technological and managerial innovations for the implementation of sustainable development processes, by achieving a balance of development components, while preserving and

improving the environment. For example, V. Kravtsiv interprets the greening of the economy as "the process of penetration of ideas, knowledge, laws of ecology, environmental thinking in other areas of science, production, society, states" (Kravtsiv V. S., 2007). We believe this definition is correct, because it shows the conscious choice of society to modernize the economy in the light of the future and its improvement. To put it simply, organic is produced with low and non-harmful levels of emissions, conservation of biodiversity and the environment. This approach is very important, because in our time it determines the nature and direction of the economic type of development of the state.

Today in Ukraine the situation with the environment is quite difficult, because the Ukrainian economy is characterized by a high degree of the resource intensity of the economy due to the large number of plants and enterprises that focus on mining and processing industry. From here we can highlight the following problems:

- Low level of implementation of innovative technologies
- Dependence of the economy on natural resource potential
- A large number of harmful emissions through factories
- Lack of environmental thinking
- Inability to implement environmental projects due to economic instability

To overcome the above-mentioned problems, it is necessary to modernize the economy so that the development of the state and the economy includes compliance with environmental standards. For the rationality of this approach in Ukraine there are the Basic principles (strategy) of the state environmental policy of Ukraine for the period up to 2030, which includes problems and measures to address them. The aim is to achieve a good state of the environment by introducing an ecosystem approach to all areas of socio-economic development of Ukraine (UNDP, 2017). Based on these principles, we can identify the following ways to solve the problem of environmental economics:

- Reducing the dominance of resource-intensive and raw material production;
- Fines for environmental violations at all enterprises;
- Implementation of innovations with much less environmental impact;
- Continuous monitoring of compliance with the company's standards with prior improvement of legislation in the environmental field.

Thus, the paper considers the main problems of greening the economy in Ukraine, analyzes the possibility of modernization in compliance with environmental standards[5,6,12,13,15,18,20,22,23,25]. To spread this problem, it is necessary to fight not with the consequences, but to make changes today. It is important to encourage the observance and study of greening of all citizens of the state. Environmental modernization has not been easy, as it requires learning[26] and innovation[3,7,8,9,10,11,14,16,17,19,21,24].

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