

## ENVIRONMENT AND INTERNATIONAL TRADE

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Activities aimed at sustainable development, of course, are increasingly affecting companies' image and directly the purchasing decisions made by consumers. The more customers know about sustainable development methods, the more consciously they choose and the more they become attached to the manufacturer, brand, or the entire network.

The idea of a European green agreement fits in quite well with the social sentiments observed among EU citizens and not only. Phenomena related to environmental protection, sustainable development, and caring for the planet have been further reinforced by the COVID-19 pandemic, which has highlighted the need for global action for a better tomorrow. This is also evident in the surveys conducted among citizens of 27 countries of the European Union in the period from March 15 to April 14, 2021, among almost 27 thousand residents of the European Union.[1]

Global planning for activities aimed at reducing the adverse effects of development began many years ago at the international level. One of the effects of this work was the development of a global strategy, "Sustainable Development Goals", established in 2015 by the United Nations (UN) under the initiative "Agenda for Sustainable Development to 2030"[2]. As a result of negotiations, more than 100 heads of state were developed 17 key goals to implement this idea effectively. It is a series of global activities covering aspects such as combating hunger and poverty, equalizing opportunities between regions, combating climate change, protecting natural resources or equality, and education.

With each passing day, sustainable development is gaining more and more popularity, and people are beginning to be interested and learn what it is[6,7,9,10,11,12,14,15,16,17,18,19,20,]. Companies have taken a similar interest in protecting the environment as well. As the world started to talk about it, some companies began to produce environmentally friendly products, thereby becoming less polluting and meeting consumers' demand who are also interests in it. But not all companies have been able to minimize environmental pollution because then the cost of production increases well.

There is an opportunity to buy so-called "environmentally dirty" goods abroad in large, economically developed countries. These are products that produce a lot of CO<sub>2</sub> emissions and are very polluting. Countries such as Ukraine have

non-environmental goods to their detriment to improve the country's economy by trading with more developed countries.

And the establishment of new forms of trade and economic cooperation between Ukraine and the EU should take place on a parity and partnership basis, balancing the potential environmental losses that may be due to: increasing man-made load in the process of economic growth; intensification of competition; introduction of environmental taxes, fees; development of ecological market infrastructure; greening of production and entrepreneurship, etc[3,4,5,8,13]. The potential for the development of foreign trade relations in the EU is already characterized by a competitive environmental industry, which demonstrates horizontal and vertical diversification of the range, increasing sales.

If talking about environmental taxes that may be levied in EU countries, it coincides in part with the components of the environmental tax in Ukraine: for example, pollution taxes and partly energy taxes in the EU and features of the environmental tax in Ukraine such as air pollution tax, discharges of pollutants into water facilities, waste disposal, tax on the amount of electricity generated by operating organizations of nuclear installations (nuclear power plants).

At the same time, EU environmental taxes include the following types of taxes that exist in Ukraine separately from environmental taxes: namely, transport taxes and resource taxes in the EU and rent for special use of forest resources, water, subsoil use in Ukraine.

Intensifying participation in international trade is also very important for Ukraine. The country has not been able to regain its potential since the 1990s. The decline in foreign trading has become a disappointing trend in recent years. Recognition of the relationship between the dynamics of the country's development and its participation in international trade, the impact of trading on sustainable development, and establishing ways to intensify foreign and international trading in global instability, of course, is an important task of economic research.

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## THE AGRICULTURAL SECTOR DEVELOPMENT IN CONDITIONS OF ECONOMIC AND ENVIRONMENTAL FLUCTUATIONS

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The enterprises of the agro-industrial complex traditionally play an important role in the economy of Ukraine. Soil and climatic conditions, natural resource potential and labor resources do allow to create effective internationally competitive agriculture sector. The world experience shows that the agribusiness sector is always attractive for investment, because there is always a steady demand for agricultural products, which does not tend to decrease. Agriculture can be a source of growth for the national economy. According to World Bank estimates based on a comparison of a number of countries, GDP growth driven by agricultural growth is at least twice as effective at reducing poverty as GDP growth from other industries. The main problems of the industry are:

- low competitiveness of products and their non-compliance with international quality and safety standards;
- low level of investment and growing dependence on public funding;
- low economic efficiency of agricultural production compared to other countries, the use of outdated technologies;
- dominance in the structure of exports of products with a low level of processing;
- reducing soil fertility and increasing their erosion.

The projected increase in precipitation fluctuations and climat and economic fluctuations do predict longer periods of drought, and will therefore increase the need for irrigation and the development of appropriate adaptation measures [1-2]. Given the unsatisfactory technical condition and low level of operation of reclamation networks in the agro-industrial complex of Ukraine.

According to environmentalists, climate fluctuations will affect crops. Among the results of recent efforts of breeders to improve crops that help farmers cope with the changing weather, we can name: drought-resistant rice for Africa, flood-resistant rice, drought-tolerant beans, etc. The development of adapted plant varieties is relevant, so investing in various breeding programs should be one of the