Ministry of Education and Science of Ukraine Sumy State University Kaunas University of Technology, School of Economics and Business University of Bradford, School of Management Riga Technical University Czech University of Life Sciences Prague University of New Brunswick International Centre for Enterprise and Sustainable



# "ECONOMICS FOR ECOLOGY"

("EU practices of education for sustainable development")

Materials International scientific-practical conference (Ukraine, Sumy, May14–17, 2024)

> Sumy Sumy State University 2024

УДК: 330.15:502/504 Авторський знак: S70

The conference is held within the Jean Monnet Modules "Fostering EU Practices of Education for Sustainable Development through the Brand Language: Interdisciplinary Studies" (101085708-ESDbrandEU-ERASMUS-JMO-2022-HEI-TCH-RSCH), Jean Monet Module "Youth and Business: EU Practices for Cooperation" (101126538 — YouthBEU — ERASMUS-JMO-2023-HEI-TCH-RSCH) (2023-2026) and "Disruptive technologies for sustainable development in conditions of Industries 4.0 and 5.0: the EU Experience (101083435 — DTSDI — ERASMUS-JMO-2022-HEI-TCH-RSCH)"



# Co-funded by the European Union

Editor-in-Chief Prof., Dr. Oleksandra Karintseva, head of the economics, entrepreneurship and business administration, Sumy State University

Approved by the Academic Council of SSI BIEM of Sumy State University (protocol №2, 5 September 2024)

Economics for Ecology : Proceedings of the International Scientific and Practical Conference, Sumy, May 14–17, 2024 / edited by Karintseva Oleksandra and Kubatko Oleksandr . – Sumy : Sumy State University, 2024 – 104 p. (*electronic edition*)

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

© Sumy State University, 2024

## TABLE OF CONTENTS

Yevhen Mishenin, Inessa Yarova	FACILITATION IN THE MANAGEMENT OF SUSTAINABLE SPATIAL DEVELOPMENT OF FORESTRY	6
Yevhen Mishenin,	ENVIRONMENTAL TAXATION IN THE	8
Inessa Yarova	SYSTEM	
	OF SOCIO-ECOLOGICAL AND ECONOMIC	
	SECURITY	
Konoplenko Andrii	ANALYSIS OF THE IT OUTSOURCING	11
· · · <b>/</b> · · · · · · · · · · · · · · · · · · ·	MARKET: TRENDS AND FORECASTS	
Wenyan Liu	A CITATION AND PUBLICATION	13
	PERFORMANCE ANALYSIS ON INNOVATION,	
	BUSINESS AND DIGITALISATION	
Vladyslav Piven,	THE IMPACT OF DEMOCRACY ON	15
Oleksadra	SUSTAINABLE DEVELOPMENT: A CASE OF	10
Karintseva	THE EU	
Raminta	FINANCIAL AND INNOVATION	17
Vaitiekuniene,	PERFORMANCE OF THE COMPANIES IN THE	17
Kristina Sutiene,	CONTEXT OF GREEN DEAL TARGETS	
Rytis Krusinskas,	contract of one of black black fricters	
Bohdan Kovalov		
Artem Borukha,	DISRUPTIVE TECHNOLOGIES TO ENSURE	21
Oleksandr Kubatko	ECONOMIC AND RESOURCE SECURITY OF	21
Oleksanar Rabaiko	UKRAINE	
Iryna Burlakova,	THEORETICAL AND INSTITUTIONAL	23
Anastasiya	FOUNDATIONS OF SOCIAL SOLIDARITY	25
Kuzchenko,	ECONOMY	
Zumrut Alic	ECONOMI	
Chang Shengchun	THE IMPACT OF THE DIGITAL ECONOMY ON	25
Chung Shengehun	CARBON REDUCTION POTENTIAL	25
Mykhailo Chortok	THE ROLE OF SOCIAL SOLIDARITY	29
муклино Споток	ECONOMY FOR SUSTAINABLE	29
	DEVELOPMENT ESTABLISHING	
Yuliia Chortok,	FAIR-TRADE AS A TREND FOR SOCIAL	31
Solodovnyk O.	SOLIDARITY ECONOMY DEVELOPMENT	51
Du Shutong	ESG POLICY IN BANKING AND FINANCES	33
Du Shuiong	SECTOR: CASES OF EUROPEAN COMPANIES	55
Gaweł Sołowski	MICROBIAL HYDROGEN PRODUCTION'S	35
Guwei Solowski	RECENT ACHIEVEMENTS	55
Inna Koblianska	TOWARDS PROACTIVE POLICY: A	42
mu noonunstu	FRAMEWORK FOR SAFE AND SUSTAINABLE	42
	FERTILISER MANAGEMENT	

Yuliia Lukianova	PACKAGE LABELING AND SUSTAINABLE DEVELOPMENT	45
Helena E. Myeya	STAKEHOLDERS' ROLE IN IMPROVING	49
	SMALLHOLDER FARMERS' RESILIENCE TO	
	CLIMATE CHANGE EFFECTS IN CENTRAL,	
	TANZANIA	
Anna Shcherbak,	PROJECT-BASED LEARNING AS A METHOD	53
Olena Nazarenko	OF FOREIGN LANGUAGE TEACHING	
Iryna Sotnyk,	STRATEGIC MANAGEMENT IN SMALL IT	55
Maryna Nikulina	BUSINESS SECTOR	
Oleksandra Pavliv	VIRTUAL EXCHANGE PRACTICE AS A	57
	PROCESS OF DEVELOPING SOCIOCULTURAL	
	COMPETENCE	
Vladyslav Piven,	ECONOMIC GROWTH AND SUSTAINABLE	59
Oleksandr Kubatko	DEVELOPMENT: THEORETICAL ANALYSIS OF	
	KEY FACTORS	
Tetyana Sakhnenko,	STIMULATING BIOGAS PRODUCTION:	61
Viacheslav	ECONOMIC JUSTIFICATION	
Voronenko		
Iryna Sotnyk	DEVELOPMENT OF REMOTE EMPLOYMENT	64
	AS A RESPONSE TO MODERN SOCIAL	
	CHALLENGES IN UKRAINE	
Iryna Sotnyk,	SHAPING THE DECARBONIZED FUTURE OF	66
Jan-Philipp Sasse,	THE ELECTRICITY INDUSTRY IN UKRAINE	
Evelina Trutnevyte		
Iryna Sotnyk,	COST-EFFICIENT AND GREEN:	70
Tetiana Kurbatova	TRANSFORMING HOUSEHOLD HEATING IN	
	UKRAINE FOR A SUSTAINABLE FUTURE	
Iryna Ushchapovska	FROM THE LANGUAGE THAT SUSTAINS TO	73
	THE LANGUAGE OF SUSTAINABLE	
	DEVELOPMENT	
Vnuchkova	GAMIFYING SUSTAINABILITY EDUCATION	76
Viktoriia,	FOR CULTURALLY DIVERSE CLASSROOMS	
Chulanova Halyna		
Wang Fujin	KEY ELEMENTS OF SUCCESSFUL ESG	79
	POLICY: EUROPEAN EXPERIENCE	
Wang Yimeng	THE IMPACT OF DIGITAL ECONOMY ON THE	81
0 0	EFFICIENCY OF GREEN TRANSFORMATION	
	IN CHINESE CITIES	
Kostiantyn	HARNESSING GENERATIVE ARTIFICIAL	84
Zavrazhnyi,	INTELLIGENCE FOR SUSTAINABLE BUSINESS	
Anzhelika Kulyk	TRANSFORMATION	

Amina Gura,	FUNCTIONING OF THE ENTERPRISE IN THE	87
Oleksandra Kubatko	CONDITIONS OF WAR: SOCIO-ECONOMIC,	
	ENERGY AND ENVIRONMENTAL	
	CONSEQUENCES	
Ding Lin,	ECONOMIC, ECOLOGICAL AND RENEWABLE	90
Oleksandra Kubatko	ENERGY ASPECTS OF PETROCHINA	
	COMPANY ACTIVITY	
Tetyana Sakhnenko,	RESTRUCTURING OF ECONOMIC SYSTEMS IN	94
Oleksandr	THE DIRECTION OF ENSURING SUSTAINABLE	
Ponomarenko,	DEVELOPMENT	
Oleksandr Kubatko		
Jerzy Gilarowski	TOURISM AS A WAY OF DEVELOPMENT AND	96
	INTEGRATION OF SUB-SAHARAN AFRICA	
Ponomarenko Ihor	ECOLOGICAL TRANSFORMATION: CURRENT	98
	TRENDS IN THE IMPLEMENTATION OF	
	GREEN TECHNOLOGIES	
Pavlo Hrytsenko,	THE ROLE OF VIRTUAL BUSINESS	102
Tao Senlin	ENVIRONMENTS IN "GREEN ECONOMY"	
	ENTITIES	

### COST-EFFICIENT AND GREEN: TRANSFORMING HOUSEHOLD HEATING IN UKRAINE FOR A SUSTAINABLE FUTURE

Iryna Sotnyk, DSc (Econ.), Prof., Tetiana Kurbatova, PhD, As. Prof., Sumy State University, Ukraine

Heating costs present a significant portion of household expenditures in Ukraine, exacerbating energy poverty, particularly in wartime conditions. Moreover, the residential sector consumes approximately 40% of the country's power resources, with the majority being allocated to heating processes. Given the low energy efficiency of residential buildings, the relatively long heating season of 5-6 months, and the predominant use of fossil fuels in private heating systems, the potential for decarbonizing Ukrainian households' heating processes is significant [2; 3]. From this perspective, a pressing task is to research and develop costoptimal and environmentally friendly strategies for residential heating systems to promote sustainable development and enhance energy efficiency in the sector.

To determine cost-optimal household heating strategies, we evaluated the total operating costs of a private home heating system using a typical Ukrainian household located in Sumy, in the northeast of Ukraine. This region experiences the lowest ambient air temperatures during the coldest five-day period within the heating season in the country. We considered a private house with autonomous heating, covering an area of 120 m2 and having a heat load of 8.4 kW. We explored the possibilities of heating using various energy carriers, including natural gas (a gas boiler), coal, firewood, wood pellets, wood briquettes (a solid fuel boiler) and electricity (a heat pump and an electric boiler). We assumed that application of every energy carrier does not require essential modernization of the heating system. In our assessment, we factored in the running costs of different energy carriers for heating, as well as expenses related to purchasing, transportation, installation, and maintenance of equipment, electricity supply connection fees, and additional fixed costs for powering the equipment. Additionally, we considered the influence of climatic zones and their ambient air temperature fluctuations during a heating season, multi-zone electricity tariffs, and the potential for heating automation when determining hating options.

The calculations conducted revealed that the most cost-effective option, aimed at minimizing total household expenses, is utilizing firewood for heating throughout the entire heating season, primarily due to the affordability of this resource. The second most economical choice (with costs 47% higher) is natural gas, attributed to the preferential pricing for this power source offered to the population in Ukraine. Conversely, the most expensive heating option, surpassing the costs of firewood usage by 3.3 times, is the utilization of wood pellets, primarily due to their higher purchase price and equipment costs (wood pellet boilers). Comparatively, expenses are lower for employing electricity (-6% for

electric boilers and -8% for heat pumps) and coal (-7%). The elevated expenditures for these energy sources stem from factors such as high coal and electricity prices (for electric boilers) and equipment costs (for heat pumps).

Consequently, under prevailing market conditions, the cost-optimal strategies for households in the northeastern region of Ukraine involve giving preference to firewood heating or natural gas (particularly favored for its potential automation of the heating process). In instances where there are constraints on gas supply, alternative albeit pricier options include electricity or coal. As a result, the existing state policy regarding power supply for the private residential sector incentivizes maximum utilization of firewood and natural gas by the population for heating purposes. Given that firewood is a renewable resource, its household use does not result in additional CO2 emissions. However, the inability to automate the heating process at affordable investment costs while using firewood often leads homes to favor natural gas, despite its limited domestic reserves in Ukraine. This cost disparity slows down the decarbonization processes within the residential sector.

Continuing the current state policy will maintain a heavy reliance of the residential sector on natural gas for heating, while also leading to an increased use of firewood due to declining incomes among Ukrainians. However, amidst the ongoing war, centralized gas networks frequently become targets for shelling, heightening the security risks associated with gas supply for households. Hence, expediting the transition to renewable energy sources that offer full autonomy for home heating systems and contribute to the decarbonization of the residential sector is imperative. Achieving this goal will necessitate significant changes in economic policy within the sector.

Given the high cost of pellet boilers, which are domestically manufactured in Ukraine using imported components, it is advisable to provide state economic support to local boiler equipment manufacturers. Additionally, introducing partial reimbursement schemes for households adopting pellet boilers, akin to the pre-war "warm credit" program [1], combined with compensations at both state and local levels, is recommended. To overcome financial barriers, an important aspect of policy should involve implementing subsidies for low-income households that utilize wood pellets and briquettes for heating.

Considering the current high expenses associated with heat pump systems, it is pertinent to renew and expand state investment support for such initiatives through partial compensation mechanisms for heat pump installation costs. Since electricity is essential for operating heat pumps, developing of distributed electricity generation, including regional grids of small-scale power plants utilizing green energy sources, is necessary. Addressing the escalating electricity demand for heating purposes requires the concurrent development of industrial wind power generation and household thermal energy storage systems. Hence, partial state compensations for procuring and installing these technologies are essential. A crucial step to promote heat pumps in Ukraine is to maintain a two-rate electricity tariff for homes, effectively reducing their current electricity expenses for heating and incentivizing the adoption of green energy technologies. Conversely, it is imperative to reassess the state-subsidized gas prices for the population, elevating them to economically justified levels to remove gas from the roster of the most cost-effective energy sources for heating private residences. However, considering the prevalent energy poverty among a significant portion of Ukrainian households, exacerbated by the ongoing conflict, any increase in gas prices should be accompanied by state economic support schemes for the utilization of green energy technologies in heating. Given that certain types of energy-efficient heating equipment or their components, such as heat pumps, are not domestically manufactured or lack domestic counterparts in Ukraine, introducing customs privileges to incentivize the import of such products is advisable.

While the conducted research provides essential insights for refining energy policy in the residential heating sector, it does have certain limitations. The latter are associated with the potential opportunities for the combined use of various types of energy carriers in household heating systems. Therefore, conducting further research to broaden the spectrum of utilized energy carriers is needed. Additionally, promising avenues for research include the integration of domestic solar and wind energy systems for generating green electricity and their utilization for heating purposes, modernization of residential buildings based on the principle of zero energy consumption, etc.

The publication was prepared in the framework of the research project "Formation of economic mechanisms to increase energy efficiency and provide sustainable development of renewable energy in Ukraine's households" (No. 0122U001233), funded by the National Research Foundation of Ukraine

### References

1. SAEE (2024). State support for energy saving - the "warm credits" program. https://saee.gov.ua/uk/consumers/tepli-kredyty (assessed 30.04.2024)

2. Sotnyk I.M. (2018). Organizational and economic problems and prospects for the development of renewable energy in private households of Ukraine. Economic Forum, 3, 47–56.

3. Sotnyk I.M., Sotnyk M., Dehtyarova I. (2019). Renewable energy to overcome the disparities in energy development in Ukraine and worldwide. Reducing Inequalities Towards Sustainable Development Goals: Multilevel Approach, Medani P. Bhandari, Shvindina H. (Eds). Denmark, River Publishers.