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**WAYS TO ADDRESS THE LACK OF AWARENESS OF THE POPULATION  
ABOUT THE PROCESSES OF THE CIRCULAR ECONOMY**

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The deterioration of the environmental situation around the world is no longer news to anyone. In this regard, more and more attention is being paid to ways to minimize the impact of human activities on the environment. Understanding that the planet's resources are limited leads to the search for ways to reduce resource consumption and increase the life of manufactured goods, as well as their possible recycling and reuse. The idea of a linear economy, where there is "production", "use" of the product and the subsequent transition to the category of waste no longer works. One way to solve this problem is to switch from a linear economy model to a green or circular one.

The "green" economy is an economic model aimed at achieving the goals of social and economic development while significantly reducing environmental risks and the rate of environmental degradation[1].

Circular economy (closed-cycle economy) - in a General sense, it is an economy based on the renewal of resources, as well as their recycling and reuse.

The main goal of the circular economy is to stop the increasing consumption of natural resources for the sake of the well-being of future generations.

Renault is one of the examples of circular business strategies in Europe[2]. It is the first automaker which commits to implementing the circular economy concept by creating a subsidiary company in 2008, Renault Environment, to control the flow of automotive waste and parts. As a result, vehicles are created 85% recyclable and contain 95% of parts that are removed at the end of their service life. The share of recycled plastics in production is constantly increasing, spare parts of previously sold vehicles with expired service life are being restored and reused, and copper recycling processes have been introduced. (Groupe BMW, 2017). Currently, the company's revenue from the practice of circular economy is 0.5 billion euros per year. Renault is actively exploring the possibility of introducing the European model of material regeneration to other regions of the world, such as India, Brazil, Morocco and China (Hermine, 2018) [2, p. 10].

Another example of the introduction of circular economy techniques, but in the food industry, is the Brussels beer project (Belgium) and the Suffolk brewery (UK), which use supplies of stale and unsold bread to make beer.

The most well-known sites that offer exchange and sharing exist not only in Europe, but also operate and are popular in the CIS countries. Bright examples are: BlaBlaCar-an international online service for finding car companions; Airbnb-a platform for renting and lease private housing.

In 1992, the Rio Declaration on environment and development was accepted, at which the United Nations adopted a programme plan of action for sustainable development in the twenty-first century[1]. This plan was aimed at achieving a high quality environment and a healthy economy for all countries of the world.

Belarus supported this idea and the Concept of the National strategy for Sustainable Development of the Republic of Belarus until 2035 States that [3] the transition to a closed cycle of resource use can bring about 1 trillion annually to the world economy dollars by 2025, create about 100,000 new jobs in the next 5 years, and save about \$ 500 million on material resources and prevent the appearance of 100 million tons of waste. The Republic of Belarus should also join the global process of transition to a circular economy in order to reach a sustainable development[3].

One of the ways to increase the rate of "adoption" of green and circular economy models in Belarus is to increase the interest and motivation of producers in using circular processes, as well as to increase the level of awareness of the country's population about the positive effects of green and circular economies.

Unfortunately, in order to make the transition to a green and circular economy, the level of public awareness and the interest of enterprises in introducing circular processes in production must be much higher.

According to a survey conducted in 2017 by "ZyaleniPartal" among more than 1,000 respondents, aged 16 to 64, only 25% are concerned about nature[4]. Only 18% admit that they leave an environmental legacy to the next generation. 10% are ready to review their level of consumption. 13% of respondents buy new equipment when they have an old working one.

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On the positive side, it can be noted that 68% give or are willing to give unnecessary things to those in need and 65% sort waste.

In 2019, a similar survey was conducted by "Sputnik"[5]. The results showed that only 24% of Belarusians participate in environmental protection, namely sorting garbage or saving water and energy.

16% would like to study environmental monitoring, and 15% of respondents would like to become public environmentalists.

The research figures are almost identical, which is worrying.

Belarusian schools pay little attention to the environment, which is the basis of green and circular economies. You can convey the importance of caring for nature, things that children use every day, saving water and other resources at the school desk in a playful way. For example in Finland, which is one of the first countries to actively implement the circular economy. The Economics of a closed cycle begin to study at the school desk.

A limited amount of information about the circular economy is freely available to Belarusians. There are no websites with information for ordinary citizens and business leaders. Therefore, it is necessary to create Internet resources with accessible material, create educational lectures about the positive effects of the closed-cycle economy, and promote eco-friendly life and the principles of zero waste.

In recent years, various platforms for sharing have started to appear in Belarus. KaliLaska charity project (14.7 thousand Instagram followers), which accepts clothes, shoes, jewelry, handbags, dishes, books and sends them to orphanages, homes for pensioners, orphans, parents with many children and other people in need. Also, once a month, items that were not given away, participate in the fair, where everyone can buy them for a very democratic price.

Unfortunately, the reception point for items that are no longer needed by the owners and are in acceptable quality is located only in Minsk. Therefore, in our opinion, it is necessary to create similar projects in other cities or increase the number of reception points for existing ones.

Another example is the charity project "DobryRovar". It accepts unwanted or broken bicycles and transfers them to orphanages and refugees. It exists around for 3 years.

An example of a product as a service is Lavazza firma. They provide Lavazza firma coffee machines for free use, you only need to buy capsules for the machine. All concerns about the coffee machine, its breakdowns, and coffee deliveries are assigned to the supplier company.

In conclusion, we can say that the level of public awareness about the processes of the circular economy in our country is low. The beginning of educational activities can be considered existing projects in the country, such as Kali Laska, Lavazza firma and DobryRovar. Therefore, it is necessary to raise the level of public interest in the environmental situation in the Republic of Belarus, find new solutions to stimulate companies in the direction of the circular economy, encourage existing projects and expand their activities within the country.

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