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THE ROLE OF GREENING IN ECOLOGICAL AND ECONOMIC SYSTEMS

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Abstract

The research considered greening as a tool to combat global environmental problems in modern economic systems. Further, the study proposed a scientific approach to the analysis of greening based on the use of a modified method of SWOT analysis. As a result, the main threats to greening processes for the economy and society have been identified. Based on this, the study proposed measures to improve the effectiveness of greening measures by preventing and avoiding destructive manifestations of greening.

Key words: environmental security, economic security, de-greening, pseudo-greening, threats.

Introduction. The dynamic development of the world and globalization has led to the transformation of local environmental problems into global environmental problems that have threatened the existence of earthly civilization. Of particular importance are studied in the field of overcoming global environmental problems and finding ways of environmentally safe economic development, which has led to and actualized the need for greening the economy. At the present stage of social development, it is advisable to interpret greening as a socio-economic phenomenon. After all, this concept is ambiguous and penetrates all spheres of human activity. In general, greening is a way to overcome global environmental threats. The need for the greening of all spheres of human activity determines the peculiarity of greening as a phenomenon. However, any activity can have negative consequences [3]. Accordingly, the threats that the greening of the economy may pose should also be identified. The study aims to analyze greening and identify the threats it may pose.

Results and discussions. Recently, we can observe that the policy of the state and global policy is increasingly saturated with the processes of the greening of the economic, social and environmental spheres. That's why we recommend carrying out a safe analysis of greening to determine the main risks and threats that may be a result of the greening. After all, the predicted theoretical consequences of any activity may reveal completely different than the practical result. Furthermore, the implementation of certain actions can provoke unpredictable negative consequences. Accordingly, to perform such an analysis, we use the method of SWOT analysis. However, we apply a slightly changed approach to SWOT analysis (Table 1). The classic version of the use of threat analysis involves the establishment of negative environmental factors that threaten the object of analysis. Our methodology involves identifying the threats and opportunities that can be posed by the greening processes themselves.

Table 1.

SWOT-ANALYSIS OF THE GREENING

Strengths	Weaknesses
<ul style="list-style-type: none"> • Harmonization of the ecological and economic systems development • Improving the environment • Elimination of the conflict of the purposes of ecological and economic systems • Synergy effect in the ecological and economic system • Development of innovation processes, in particular, eco-innovation • Counteraction to environmental threats 	<ul style="list-style-type: none"> • Reducing the level of social protection • Deterioration of the economic system • The dominance of the "fetish of nature" over human values • Slowing down the pace of STP • Deterioration of living conditions and comfort level of the population • Destruction of market economy principles • Spiritual and cultural crisis

Opportunities	Threats
<ul style="list-style-type: none"> • Ensuring sustainable development • Development of inclusive economic and social institutions • Humane population decline as a result of economic and socio-cultural development • Overcoming global environmental threats • Overcoming socio-economic threats • Increasing the level of spiritual development and ecological culture of a person • Development of the world ecological and economic system according to the principles of coevolution 	<ul style="list-style-type: none"> • Pseudo-greening <ul style="list-style-type: none"> - green washing - extensive greening • De-greening <ul style="list-style-type: none"> - green paradox - cobra effect - rebound effect - other manifestations of de-greening • Radical greening <ul style="list-style-type: none"> - eco-terrorism - eco-floor - guerrilla gardening • Negative consequences of greening <ul style="list-style-type: none"> - formation of global extractive management institutions

Source: Developed by author based on [4].

First of all, we should analyze the threats that greening can pose to the economic system. Pseudo-greening is a process that is announced as greening, but it is not. It arises as a result of environmentally unconscious, unethical, and sometimes corrupt behavior. The result is an attempt to present certain processes as greening processes, although in reality, they do not contain any beneficial effects on the ecological and economic system. A striking example of such processes is greenwashing and extensive greening measures. Greenwashing – is a relatively new phenomenon in modern marketing, in essence, the presentation of the company or a particular product as environmentally friendly, although there is no necessary basis for this. The main purpose of such measures is to increase sales by misleading consumers.

According to recent research, a very large number of modern companies use "greenwashing" in their activities [2]. In particular, in the United States, the number of such companies reaches 95% [8]. In general, "greenwashing" can take the following forms: false labeling (products or services as environmentally friendly), consumer deception (declaring activities or products environmentally safe), subjective display of product information (positive qualities are indicated and negative ones are omitted), unfounded populism of advertising slogans (statements that do not say anything specific, but cause a very positive perception of the consumer - a natural product), useless characteristics of goods (voicing certain facts as a competitive advantage, although it is not - oil containing vitamin E, although in any oil has vitamin E) [6]. In our study, the concept of "greenwashing" can be interpreted as a manifestation of populism in environmental and economic activities, the eco populism. As a result of the analysis, it is possible to state about negative tendencies of the development of eco branding and eco marketing. We suppose that this area should be actively developed, but it is necessary to use more effective institutions, especially legal, to regulate such activities.

Accordingly, the basis of eco-marketing should be the following characteristics: responsibility (social and environmental), transparency (free access to infor-

mation on the environmental safety of goods and economic activities), and reliability (environmentally friendly products and activities should be such) [6].

Greening is appropriate only when the social effect exceeds the cost of such activities. If the processes of greening will have a smaller effect than the cost of their implementation or will reduce the use of resources by increasing the use of other resources, it will be an example of extensive greening.

We consider that the manifestation of pseudo-greening is extensive greening. Extensive greening is a process as a result of which improvements in the state of the ecological system are achieved through a direct reduction in economic growth and the level of social protection. It is about reducing the use of resources instead of offering alternative ways to ensure socio-economic well-being. This may be a direct ban on the use of certain types of resources or certain production. Also, the manifestations of extensive greening include greening processes that do not benefit the ecological and economic system. Moreover, the total effect, which is very small or zero. For example, to support the wood-working industry in Southeast Asia, large areas of forests have been destroyed and planted with fast-growing species (eucalyptus), leading to the destruction of natural ecosystems and the destruction of many species of flora and fauna. To increase agricultural lands, work was carried out to uproot and drain areas, which also significantly damaged natural ecosystems.

De-greening is also considered a threat to greening. De-greening – it is a greening process that is transformed into a negative social effect and requires measures to neutralize it. List the manifestations of de-greening processes:

- green paradox;
- cobra effect;
- other manifestations of de-greening.

The term "green paradox", was proposed by the German scientist G. Zinn. The essence of this concept is that the announced measures to green and limit the use of natural resources (in particular, non-renewable) lead to more intensive use of such resources [7]. That is, businesses and other nature users try to maximize

their benefits from the use of resources before implementing greening measures that involve significant restrictions or prohibitions on the use of these resources. This leads to an intensification of the use of such resources and increases environmental damage. Thus, the "green paradox" is an example of de-greening, as the reverse process to greening, which is reflected in the deterioration of ecological and economic systems. After all, excessive use, especially the export of natural resources, causes not only a green paradox but sometimes a deterioration of economic security.

Increasing production of natural resources and increasing their share in GDP is a threat to the economic security of the state and can provoke the so-called "Dutch disease", the growth of revenues from exports of natural resources, which will lead to the decline of other sectors of the economy [5]. An example of de-greening can be the cobra effect – a situation in which measures to solve a problem are transformed into negative consequences.

This term originated during the English colonization of India. The British were concerned about a large number of snakes (cobras), so they offered the Hindus a reward for the slaughtered animal, hoping to reduce their population. However, locals began to breed these snakes at home to receive a monetary reward. Accordingly, their population has increased. The same effect occurred in Vietnam: there was a reward for the destruction of rats. In China, in an attempt to increase grain yields by destroying sparrow populations, crop losses have increased several times, as sparrows have destroyed not only grain crops but also crop pests.

There are many examples of de-greening. We assume that even the transition to nuclear energy is a kind of de-greening. To increase the efficiency of electricity production and its resource intensity, a partial transition to the use of nuclear energy has been made. However, a series of accidents at nuclear power plants (Chornobyl, Fukushima, etc.) caused significant environmental damage. At that time, a new and ecologically safer way of extracting sulfur (evaporation from the rock) in the Lviv region over time caused an ecological catastrophe. We have given examples of how greening processes have turned into environmental losses and irreversible processes. Therefore, de-greening is also known by other manifestations of this phenomenon in addition to the mentioned effects of the cobra and green paradox.

The consequence of greening may be the spread of so-called eco voluntarism. The concept of eco voluntarism is to conduct its activities without regard to environmental constraints, accompanied by a lack of environmentally oriented thinking, which may be a consequence of greening processes. In the short term, greening can have a negative effect when resources are wasted and positive environmental and economic effects have not yet manifested themselves. Combined with a significant level of social tension and distrust of government institutions, this can escalate into total disregard for environmental requirements for environmental management and behavior and a manifestation of eco voluntarism.

Greening can be transformed into a radical form. Radical greening is the process of greening that takes

place in a radical, aggressive form, sometimes in an illegal form. These include eco-terrorism, eco-sabotage [9] and guerrilla gardening. Eco-terrorism is a type of activity is to carry out violent, violent, even terrorist acts to preserve the environment and biodiversity on the planet. Eco-sabotage is an unauthorized measure aimed at stopping the harmful effects on the environment. It is carried out by dismantling material objects involved in the production or using other acts of sabotage. Guerrilla gardening is a measure carried out for unauthorized landscaping of public space. We believe that forms of radical greening are too effective and unacceptable for society, as such activities are subjective and not systematic. Accordingly, these measures are not scientifically sound and are not always socially necessary. Therefore, it is necessary to limit the manifestations of such activities.

We believe that the negative consequences of greening processes can be threats to the economic system. Such phenomena include the formation of global external institutions of government; inhumane ways to overcome environmental threats; imbalance of world balance; growing social tensions.

Promoting greening processes and justifying the need for centralized management of such processes, in the long run, may lead to the strengthening of the positions of globalists and the formation of global governance institutions. This can be manifested in the formation of extractive political institutions and the concentration of power in the so-called "world government". According to D. Acemoglu and J. Robinson, extractive political institutions make political pluralism impossible from extractive economic institutions, which is an extremely negative consequence for the security of the economic system [1]. Accordingly, the need for effective greening may escalate into the usurpation of power in the hands of a limited number of people and the subordination of the world economy to their mercantile interests. We consider this to be a significant threat to the development of the world community; as such developments may lead to the decline of the democratic, cultural and spiritual values of mankind.

It is worth paying attention to the negative consequences of greening, the phenomena that may occur during the implementation of environmental policy and greening. The need to survive in conditions of limited resources can provoke the dominance of the ideas of Malthusianism and a radical, inhumane form of manifestation of these ideas. In particular, the ideas of radical and inhumane ways of regulating the population, redistribution of resources, and quality of health care, etc. That is the dominance of inhumane ways of overcoming global environmental threats. Such activity is quite probable, given the current trends in the world community: the dominance of mercantile interests, the decline of moral, cultural and spiritual values, manifestations of eco nihilism and voluntarism.

Greening processes at the global level can lead to imbalances in the international arena, primarily political and military-political balance, economic potential (redistribution of means of production) and social development. We believe that the processes of greening

and the model of environmentally safe development provide to some extent the concept of de-growth, reducing the scale of the economic system, limiting economic growth by the ecological capacity of the environment. Demilitarization and the reduction of force against international relations are also important aspects of greening. This will allow countries that do not want to implement the ideas of secure development to gain additional benefits in pursuing an aggressive foreign policy through economic growth based on environmental voluntarism. It can be assumed that these countries will develop at the expense of external political and economic institutions. In general, such an imbalance in the international political arena will not only threaten democratic values, the market economy but also offset the benefits of sustainable and inclusive development, which could have catastrophic consequences for the world community and the planet's ecosystem as a whole. Accordingly, greening measures and environmental policy should be considered in detail, especially their impact on the economic security system.

Based on the analysis we assume that the negative consequences of greening may also be an increase in social tensions in the country and the world at large. The processes of greening are more based on eco-innovation, and any innovation contributes to the development of creative destruction. By creative destruction we mean the phenomenon described and identified by J. Schumpeter: the process of creative destruction, in which new and qualitatively better technologies and goods made with their help displace outdated technologies and goods. Examples of the development of innovations and processes of creative destruction, sometimes entire industries, include many: from the use of the iron for weapons instead of bronze to the creative destruction of the Industrial Revolution, which led to the emergence of steam engines and other inventions that eliminated craftwork and replaced technologies. Modern examples of creative destruction can be considered: the production of typewriters, floppy disks, CDs. This may soon include the communications industry and landlines, and so on. This phenomenon became quite widespread in the nineteenth century. Due to the development of industrialization processes, when resources and benefits from agriculture flowed into production (respectively, the income of landowners decreased, and the income of industrialists and wages of production workers increased). Given the historical experience, we suppose that eco-innovation can provoke creative destruction, which will worsen the state of social protection and, combined with low economic development, may lead to stagnation of the economic system and increase social tensions, as any innovation (eco-innovation) threatens decline for other industries that use outdated technology, they cause part of society to resist such innovations and manifestations of modern Luddism. Consider the regions where environmentally destructive activities are the basis of economic well-being (the main payers of taxes and social benefits are enterprises engaged in eco-destructive activities). Eco-innovations that will bring about the creative destruction

of such industries will lead to the socio-economic decline of such regions. In such a situation, the types of economic and political institutions become especially important. If they turn out to be extractive, the region's economy will not be able to overcome the consequences of creative destruction. However, we believe that the innovative development and improvement of technology is an objective requirement of the time and the result of the improvement of man, his way of thinking and working. Accordingly, to stop these processes is irrational. Thus, such negative consequences can be avoided, as the primary level of greening processes will be an appropriate level of economic security, which will ensure the development of inclusive economic and political institutions.

Conclusions. As a result of using a modified approach to the use of SWOT analysis, the study identified the main threats that greening can pose to society.

Moreover, it was proposed that the entities that implement greening measures should use the developed scientific approach to greening planning as a safe activity, which involves the identification of threats that greening can pose to society. This will help to counter environmental threats by avoiding de-greening, pseudo-greening, extensive and radical greening.

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