

# **Structural and functional characterization of greening as an object of theoretical analysis**

**Volodymyr Gobela**  
**Lviv State University of Internal Affairs**

**Annotation.** The expediency and necessity of consideration of the concept of greening is indicated. The concept of greening has been structured. The purpose, subject, principles, goals and objectives of greening are defined. The main subjects and objects of greening are established. Identified: directions, methods, methods and forms of manifestation of greening. Conclusions have been made regarding the need for further study of this concept and its detailed structuring and classification.

**Keywords:** greening, environmental management, environment, structuring, principles, methods of greening, functional characteristics.

In the context of modern dynamic development of the world and active globalization, local environmental problems have turned into global environmental problems and have become a significant threat to the existence of terrestrial civilization. There is a need to find a safe way for humanity to exist. This led to the emergence of such a phenomenon as greening. Although the term "greening" has emerged relatively recently, it is generally understood to be relevant.

The concept of greening is widely used in scientific works, in periodicals, in political discussions and in everyday conversations. There is an urgent need to understand the essence of the concept of greening and its place in the system of modern security studies. We made an attempt to carry out the structural and functional characterization of greening.

For the simplification of analysis, within our study, we will consider the concept of greening in general (in wider content).

This concept will mean a systematic approach that involves a deep awareness of the importance of the environment in society, which is reflected in all types of human activity through the introduction and implementation of ideas of environmentally safe existence of mankind.

In order to carry out the structural characterization of greening, it is first of all necessary to identify the following basic structural components: purpose, object, goals, principles, tasks, subjects and objects of greening. We will assume that the main goal of greening is to transform socio-economic development into an environmentally sound and acceptable form. Such a generalized formulation of the goal of greening reflects its philosophical essence and reflects the main strategic direction. Thus, greening can be seen as a philosophy of worldview. Greening is aimed at finding the optimal balance between economic, environmental and social systems.

Since the concept of greening is complex and ambiguous, the definition of the subject is an important stage of structural characterization. As noted, the concept of greening is applied in different fields and at different levels. Accordingly, the subject of greening may be: education and science; legislation; governance; economic activity; household activities; nature management; nature conservation activities.

Any goal is achieved by achieving goals and solving more specific tasks. We believe that the following components should be attributed to the goals of greening: the formation of an environmentally conscious society; environmentally friendly and safe production; rational use of nature; reduction of technogenic load; conservation and restoration of the environment; ensuring an adequate level of environmental and economic security.

Considering the purpose and the stated goals of greening, it is possible to define the greening objectives. It is worth noting that the main task of greening is to make eco-friendly products and services an attractive and effective product for the national economy [1]. Thus, the tasks of greening include the following components: introduction of environmental education of the population and environmental education of youth; raising environmental awareness and culture of the population; reduction of production waste; non-waste production, utilization and processing of waste; introduction of resource-saving technologies; creation of efficient treatment systems and facilities; development and implementation of environmentally friendly and environmentally friendly technologies; increase of environmental friendliness of products; reproduction of environmental resources; implementation of environmental measures; conservation and restoration of natural biodiversity; conservation of natural landscapes and nature protected areas.

The fulfillment of these tasks ensures the implementation of greening processes. At the heart of the system of greening measures are fundamental principles, the implementation of which provides environmental improvement of socio-ecological and economic systems. We can formulate the basic principles of greening based on the goals and objectives of greening.

The principle of legality is that the system of measures must be adequately legal and enforceable. Legislation should encourage and stimulate entities to greening.

The principle of ecological dominance presupposes the main focus of the system of ecological measures on reduction of anthropogenic load, preservation, protection and reproduction of the environment, ensuring the ecological dominant in the implementation of any measures of ecological modernization.

The principle of creating a safe environment implies the achievement of socio-economic standards, the progressive development of socio-ecological-economic system and ensuring the proper level of economic, social and environmental security.

The principle of efficiency of development is that the set of measures of greening should provide orientation on efficiency of actions in all system: nature management, production, consumption, recycling financial activity, etc.

The principle of innovative approach provides the maximum possible use of innovative methods, technologies and creative ideas in the implementation of greening.

The principle of systematic measures is that the system of greening measures must be consistent and logically structured, implemented on a regular basis.

The principle of comprehensiveness of the conduct is that the system of measures of greening should provide ecological improvement of all spheres of human life.

The principle of voluntariness stipulates that the system of greening measures should be based on the personal will of the subjects. What should be the consequence of environmental education, ethical standards, social prestige, economic incentives and more.

The principle of timeliness of measures implies that the system of measures should be based on the receipt and processing of environmental information in order to respond in a timely manner to crisis situations and to form a system of measures to prevent negative manifestations.

The principle of coherence is that the system of greening measures at all levels (international, national, regional, local) must be coordinated, coherent and form a single program).

On the basis of the conducted research we can determine the functions of greening:

- protective;
- regenerative;
- educational;
- integrational;
- transformational.

The main functions of greening determine its content and essence, form a general idea of the place of greening in the social sciences. Therefore, the protective function provides for the improvement, protection and preservation of the environment. In turn, the regenerative function is the restoration of the state of the environment and natural potential, the return to environmentally acceptable indicators of socio-economic and environmental development. With regard to the educational function, it involves the formation of a social consciousness and culture, based on a caring attitude towards nature and the pursuit of environmentally acceptable and safe functioning. The integration function provides for a system of measures, which implies adaptation, mutual harmonization and maximum approximation of socio-economic and environmental systems. Finally, the transformation function is the transformation of all forms, methods, types and modes of human activity into environmentally friendly and safe ones.

The main subjects of greening are international organizations. In today's world, the influence of international institutions, especially supranational ones, is very felt. The impact of international organizations is quite significant. This is an important role for the UN and its specialized agencies: UNESCO, the IAEA, ECOSOR, the UN Commission on Sustainable Development and other intergovernmental organizations. In addition, these organizations have significant financial resources and can independently finance most of these tasks.

Also, the subjects of greening include the state. It is the state authorities that should determine the direction and strategy of further development. It is a question of legal support of greening, formation of the appropriate state incentive mechanism and provision of greening.

NGOs also play an important role in the system of environmental actors. At present, public pressure or the promotion or promotion of greening by the public plays a very important role. In the era of information technology development, public opinion has a significant impact on the image of business entities, and especially on goodwill and market capitalization. Therefore, the growing role of NGOs and environmental actors can be noted.

Enterprises of all types, sizes and forms of ownership are considered as subjects of greening. This is the main link in the system of economic relations. Despite the large number of environmental programs and the implementation of environmentally-friendly measures, their end result and effectiveness will depend on the entrepreneurs themselves.

The following components were attributed to the objects of greening: thinking, behavior, activity, relationships. Thinking belongs to the main objects of greening. Because thinking is the process of transforming facts, information, emotions, etc. into relevant knowledge. Thinking is manifested in the form of ideas and concepts. In turn, ideas related to the environmentally sound existence of mankind are the basis for greening thinking, which ensures the acquisition of relevant knowledge. The knowledge system shapes science, which is transformed into educational programs, scientific concepts that become the basis of environmental, economic and social policy and transform into innovation (Fig. 1). The greening of mentality is at the heart of the whole greening system because it forms the intellectual basis of greening.

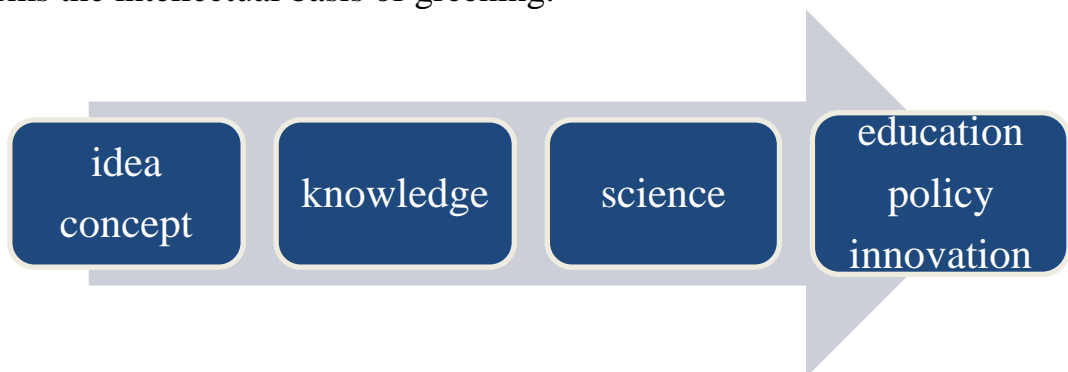


Fig.1. The greening of mentality.

Behavior is also attributed to greening objects. Behavior means a set of sequential actions or a system of actions. That is, the study of social behavior as the basis of human existence [2]. One can unequivocally agree that the driving force behind behavior is need and motive. Accordingly, we assume that the greening of thinking is based on the needs and motives of public relations actors in accordance with environmental requirements. In turn, the greening of behavior is a system of individual action, based on an awareness of the leading role of nature in human life and concern for the environment.

The object of greening is also the activity, namely, all kinds of human activities aimed at improving the reproduction, protection and use of environmental resources [3]. As a philosophical category, activity is the process of actively engaging the subject with the object, in which the subject satisfies his or her own needs and goals. Accordingly, such interaction in any form is the object of greening. Because in the process of such interaction (human-nature, economic system-ecological system) the main negative impact on the environment is manifested. Activities are divided into the following types: cognitive, practical and aesthetic. Accordingly, special attention should be paid to the cognitive and practical, as these categories are subject to greening. Greening of aesthetic activity can take the form of cognitive and propaganda films, TV programs, talk shows, etc., which highlight the need to preserve and protect the environment, conduct the greening of the economy and other spheres of life, and form public opinion on a caring attitude towards nature.

Relationships are also the object of greening. These include relationships such as inter-organizational and intra-organizational, formal and informal, horizontal and vertical communications, and the like. We also include the concept of environmental ethics in social relations. Which manifests in respect for and promotion of the right of everyone to an environmentally friendly environment by limiting the destructive impact of the individual on the environment.

We count that there are the following forms of greening:

- knowledge, science;
- program, policy;
- method, way;
- function.

Such structuring is carried out on the external manifestation of the content of the concept of greening. This means that the manifestation of greening is the concepts, paradigms, scientific theories based on scientific research and forming the prospect of further innovative development, generation of new ideas and appearances of new technologies.

Further transformation of these concepts and theories is realized in the form of environmental policies and programs. So these are policy tools, especially economic ones, that prevent the environmental degradation and stimulate its improvement [4]. They may be manifested internationally (United Nations Environment Program, international environmental cooperation agreements), national (environmental policy, national

environmental and development programs of individual territories), regional (regional development and environmental programs) and local (measures on the ecological modernization of production, environmental protection) levels.

The practical aspect of greening is presented in the form of way and method. Greening can be a way of transforming economic systems into environmentally sound and a new way of social development. For the purpose of transformation and modernization of socio-ecological-economic systems in accordance with environmental requirements, we consider the necessary allocation of greening also in the form of function. That's why, greening can take the form of manifestation as a species function of a particular system. For example, economic security systems. In this case, we consider greening as a component of the system, which has the characteristics and aims to maximize the approximation of the characteristics of the system to environmental requirements.

In the process of structuring greening, directions, methods and methods of greening should be considered. Areas of greening are kind of strategic guidelines and ways of developing socio-ecological-economic systems. Because of that we propose to identify the following ways of greening: elimination, prevention, improvement (innovation). According to the established directions of greening, it is possible to distinguish ways or ways of greening, which is a continuation and concretization of greening directions. Accordingly, the methods of greening can be as follows:

- limitation of the use of resources;
- economical use of resources;
- voluntary restriction of supply and demand;
- recycling and recycling;
- elimination of consequences of ecological catastrophes;
- improvement of machinery and technologies (treatment facilities);
- creation of new techniques and technologies;
- search for alternative, interchangeable resources;

It can be concluded that any direction of greening is presented in several ways. For example, liquidation involves greening in a way that eliminates the environmental impact that can be manifested: eliminating the consequences of environmental disasters, recycling and recycling.

Let's turn to greening methods. Methods of greening can be considered a systematic system of actions and processes that must be implemented to achieve the goals and objectives of greening. Finally, consider the methods of greening:

- organizational and economic (various ways of economic stimulation, social motivation and public conviction, state programs, environmental and economic policy, etc.);
- socio-psychological (a system of cultural, ethical norms of psychological beliefs or other means that have an ecological orientation and direct human consciousness to social responsibility for the state of the environment);

- control and administrative (restriction or prohibition of the use of certain resources, a certain type of activity, goods, etc., as well as a system of penalties and penalties, which is supposed to eliminate the negative effects of ecodestructive impact on the principle of "polluter pays");

- environmental (the system of actions and measures embodied in environmental policy, environmental and economic development and sustainable development programs; they ensure environmental constraints, rational use of resources, environmental taxes, subsidies, quotas, eco-labeling of products, etc.);

- institutional (state and legal regulation of ecologically safe activity, system of normative legal acts guaranteeing protection and preservation of environment, legal provision of stimulation of ecologically safe functioning and encouraging improvement of ways, forms and ways of effective interaction of man with nature);

**Conclusions.** Effective functioning of the ecological and socio-economic system is impossible without developing a system of measures to overcome global environmental problems. Because some of these negative manifestations are not controlled and predicted. There is a need to develop an effective mechanism for overcoming these problems. One of the ways of solving this issue and the main direction of the further development of humanity is the greening of social development and all economic, social, spiritual and environmental processes.

It can be argued that the concept of "greening" is complex and multifunctional. Accordingly, a systematic approach was proposed to formulate the definition of this concept and its place in the system of socio-economic sciences. The study identified the main conceptual provisions: the purpose, goals, objectives and principles of greening. This made it possible to structure this concept according to certain features (methods, methods of subjects, objects, forms of manifestation). Conducted structural and functional characteristics of the concept of greening suggests that it should be considered depending on the levels and areas of application of this concept, as well as depending on the types of human activity. However, more thorough research, directions, methods, methods and classification of types of implementation of greening require. We believe that special attention should be paid to the consideration of this concept through the lens of ecological and economic security.

### **References:**

1. Kravtsiv V. S. Regional'na ecologichna polity'ka v Ukraini (teoriya formuvannja, metody' realizaciji) [Regional environmental policy in Ukraine (theory of formation, methods of implementation), monograph]. NAN Ukrajiny', insty'tut regional'ny' doslidgen' – NAS of Ukraine, Institute for Regional Studies, 2007, 338 p. [in Ukrainian]

2. Garasy'miv T.Z. Pry'rodni ta social'ni determinanty' formuvannja deviantnoji povedinku ljudy'ny', monografija [Natural and social determinants of human deviant behavior formation, monograph]. Ivivs'kij

dergavnij universitet vnutriwnix sprav – Lviv State University of Internal Affairs, 2012/ 420 p. [in Ukrainian]

3. Sunjakevic I.M. Ekologizacija sucasnogo suspil'nogo guttja v konteksti podolann'ja ekologicznux zagroz i zmicnennja ekologicnoji bezpeku [Greening modern social life in the context of overcoming environmental threats and enhancing environmental security]. RVV NLTU Ukrajiny' – EPD NSUWT Ukraine, no. 13, 186 p. [in Ukrainian]

4. Sunjakevic I.M., Dejneka A.M., Golovko A.A. Ekologizacija lisokory'stuvannja v konteksti podolannja global'ny'x ekologicny'x zagroz, monografija [Greening forestry in the context of overcoming global environmental threats, monograph]. Kamula, 2014, 592 p. [in Ukrainian]