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SUSTAINABILITY IN UKRAINIAN MARKET

Abstract. *This article explores the current landscape of sustainability in the Ukrainian market, highlighting the growing environmental awareness and shifting consumer habits. It identifies challenges such as outdated infrastructure and the need for comprehensive regulations while discussing opportunities for development in green technology, international collaboration, circular economy practices, and corporate responsibility. The article emphasizes that with strategic investments and collaboration from all stakeholders, Ukraine has the potential to become a regional leader in sustainable development, reaping both environmental and economic benefits. Achieving sustainability is viewed as a vital step toward long-term prosperity for the nation and its citizens.*

Keywords: *sustainability, Ukrainian market, consumer habits, regulatory framework, opportunities for development, circular economy, resource efficiency.*

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СТАЛІЙ РОЗВИТОК НА УКРАЇНСЬКОМУ РИНКУ

Анотація. *У цій статті досліджується поточний ландшафт сталого розвитку на українському ринку, підкреслюється зростання екологічної свідомості та зміна споживчих звичок. Він визначає такі виклики, як застаріла інфраструктура та потреба у всеосяжному регулюванні, водночас обговорюючи можливості для розвитку зелених технологій, міжнародного співробітництва, практики циклічної економіки та корпоративної відповідальності. У статті підкреслюється, що завдяки стратегічним інвестиціям і співпраці з усіма зацікавленими сторонами Україна має потенціал стати регіональним лідером сталого розвитку, отримуючи як екологічні, так і економічні переваги. Досягнення сталого розвитку розглядається як життєво важливий крок до довгострокового процвітання нації та її громадян.*

Ключові слова: *стійкість, Український ринок, споживчі звички, нормативна база, можливості для розвитку, циркулярна економіка, ефективність використання ресурсів.*

Introduction. Sustainability has become an increasingly critical global concern, and Ukraine, with its vast resources and potential, stands on the brink of a transformative journey toward a more sustainable future. In recent years, a noticeable shift in consumer habits has been observed, reflecting growing environmental awareness among Ukrainians. This evolving mindset is reshaping the dynamics of the Ukrainian market and opening new avenues for businesses and policymakers.

However, Ukraine faces its fair share of challenges on the path to sustainability, including outdated infrastructure, a need for comprehensive regulatory frameworks, limited resources, and the imperative to raise public awareness. These challenges, though formidable, also present opportunities for innovation and progress.

This article delves into the current state of sustainability in the Ukrainian market, elucidates the challenges and obstacles that must be overcome, and explores the potential avenues for development. It underscores the importance of investing in green technology, fostering international collaboration, embracing circular economy principles, and promoting corporate responsibility.

The ultimate goal is clear – Ukraine has the potential to emerge as a regional leader in sustainable development, reaping the rewards of economic growth while safeguarding its

environment. This article aims to serve as a roadmap for businesses, policymakers, and citizens alike as they embark on this transformative journey towards a more sustainable and prosperous future.

Objective of the article. The primary objective of this article is to assess the current state of sustainability in the Ukrainian market. It aims to 1) analyze the evolving consumer habits and increasing environmental awareness in Ukraine; 2) identify the key challenges and obstacles hindering sustainable development in the country; 3) highlight potential opportunities for growth and development in green technology, international collaboration, circular economy practices, and corporate responsibility; 4) emphasize the importance of strategic investments and collaboration among stakeholders for Ukraine to emerge as a regional leader in sustainable development; 5) underscore that achieving sustainability is not only an ethical imperative but also a pathway to long-term prosperity for Ukraine and its citizens.

By addressing these objectives, this article seeks to provide valuable insights into the current status of sustainability in Ukraine and inspire positive actions towards a more sustainable future.

Research results. The research conducted on sustainability in the Ukrainian market has provided valuable insights into the current state of sustainability practices, challenges, and opportunities. This section outlines the key findings and results of the research, shedding light on the various aspects of sustainability in Ukraine.

At the beginning of the millennium, Ukraine's economy demonstrated relatively steady growth, which improved the social situation in the country and had a positive effect on the achievement of the MDGs [1].

The average growth rate for the country's gross domestic product (GDP) for 2000–2007 was about 7.5 percent. During this period, therefore, Ukraine's GDP grew by almost 80 percent and productivity by almost 70 percent. However, the positive economic and social progress in Ukraine occurred mostly because of a development model oriented towards exports of raw materials, based on the competitive advantages arising largely due to the low cost of energy and labour [1].

The lack of an adequate position in the international division of labour intensified Ukraine's dependence on fluctuations in the international economic environment. The inefficient structure of exports (mainly raw materials and with low added value) had a negative effect on economic growth. The lack of a consistent policy to address modern competitive factors meant that the Ukrainian economy struggled to respond to the global financial crisis in 2008–2009 and led to a record failure during the first wave of the crisis in 2009 [1].

The subsequent recovery in 2010 in Ukraine occurred primarily due to the recovery of foreign markets. In 2010, commodity exports from Ukraine rose by 29.6 percent by volume (according to the State Statistics Service) and by 26 percent by value because of the post-crisis recovery of the global economy [1].

Mechanical engineering, chemicals and petrochemicals, and metallurgy saw the highest growth rate in the industrial sector. However, the recovery was not accompanied by any positive changes in the production structure, as evidenced by the continuing investment crisis [1].

Thus, the economic situation in Ukraine continued to show the prevailing trends of the pre-crisis economic model, characterized by a high level of openness of the national economy and its vulnerability to fluctuations in international markets [1, 2].

In order to establish a functional government and implement effective mechanisms for regulating social and economic activities, Ukraine required a well-defined strategy that was both clearly articulated and socially acceptable to pursue its development objectives [1, 2].

The main criteria to evaluate the state of the livestock products market participants shall also include the index of price change, namely consumer price index, industrial products

manufacturers' price index, and the index of selling prices of livestock products by agricultural producers (Fig. 1) [2].



Source: [2].

Figure 1. Price indexes dynamics in Ukraine. Source: generated according to the information of the State Statistics Service of Ukraine

As we can see, every year the rate of price increase by the manufacturers of such industrial products as oil products, mineral fertilizers, plant protection means, vehicles, machinery, transport means, etc. [3]. (the cost of which includes the original cost of livestock products), systematically overcomes the rate of price increase by the agricultural manufacturers of livestock products. Thus, the industrial products price index ranges from 114.2% to 135.7%, and livestock products price index from 98.5% to 108.1% [3].

The research revealed a growing awareness of sustainability issues among Ukrainian businesses and consumers. Sustainability is increasingly recognized as a critical factor for long-term success and competitiveness in the market.

Consumer habits and environmental awareness. The first step toward sustainability in Ukraine involves a shift in consumer habits. Over the past few years, Ukrainians have become increasingly conscious of the importance of environmental sustainability. They are now choosing products and services that have a smaller negative impact on the environment. This trend is creating a unique opportunity for businesses to respond to the growing demand for sustainable options.

Challenges and obstacles. While progress is being made, Ukraine still faces several challenges on the path to sustainability: infrastructure, regulatory framework, awareness and education, economic factors.

Outdated infrastructure and inefficient waste management systems contribute to environmental degradation. Investment in modernizing infrastructure is essential.

There is a need for comprehensive environmental regulations and incentives for sustainable practices to encourage businesses to adopt more eco-friendly approaches.

Raising awareness and educating the public about sustainability issues is crucial. Initiatives to inform citizens about the environmental impact of their choices can foster a culture of sustainability.

Economic constraints and limited resources can hinder the implementation of sustainable practices. However, it is important to recognize that sustainable initiatives can lead to long-term cost savings and increased competitiveness.

Opportunities for Development. The crucial opportunities for development of Ukraine are connected with green technology and circular economy. Green technology and circular economy are among the priority areas to sustainable growth of Ukraine.

Ukraine, with its abundant natural resources and strategic geographical location, possesses tremendous potential to emerge as a regional leader in green technology and innovation. The concept of green technology encompasses a wide range of practices and innovations aimed at reducing environmental impact, conserving resources, and promoting sustainable development. In the context of Ukraine, embracing green technology presents a myriad of opportunities and benefits for the nation's economy and environment.

✓ *Renewable energy sources.* One of the most promising areas for green technology adoption in Ukraine is the development of renewable energy sources. The country boasts substantial wind, solar, and biomass potential, which, if harnessed effectively, can revolutionize the energy sector. Investments in solar and wind farms, coupled with the modernization of the energy grid, can significantly reduce Ukraine's reliance on fossil fuels and promote a cleaner and more sustainable energy landscape.

✓ *Sustainable agriculture.* Agriculture is a cornerstone of Ukraine's economy, and transitioning to sustainable agricultural practices is essential for long-term growth. Green technology in agriculture involves precision farming, organic cultivation methods, and efficient water management. These practices not only reduce the environmental footprint of farming but also enhance crop yields and food quality. Sustainable agriculture can position Ukraine as a responsible global food supplier and open up new export markets.

✓ *Green infrastructure.* Investing in green infrastructure is another vital aspect of Ukraine's green technology transformation. Green roofs, energy-efficient buildings, and eco-friendly urban planning can mitigate the environmental impact of rapid urbanization. Green infrastructure not only enhances the quality of life for Ukrainians but also attracts investment and promotes eco-tourism [4-5].

✓ *Job creation and economic growth.* Embracing green technology creates a new frontier for job creation and economic growth. The transition to renewable energy, sustainable agriculture, and green manufacturing generates employment opportunities in various sectors, including research and development, construction, and maintenance. Moreover, it attracts foreign investments, technology transfers, and partnerships with international organizations, fostering economic resilience and competitiveness.

While the potential benefits of green technology adoption in Ukraine are substantial, there are challenges to address. These include regulatory frameworks, financing mechanisms, and public awareness. Policymakers, businesses, and civil society must collaborate to create an enabling environment that supports green innovation and sustainable practices [5].

Implementing a circular economy model represents a pivotal step towards achieving sustainability goals in Ukraine. This approach revolves around the idea of minimizing waste, promoting resource efficiency, and reimagining the way products are designed, produced, and consumed. Encouraging recycling, reuse, and waste reduction can have a profound and lasting positive impact on the environment, economy, and society as a whole.

✓ *Waste reduction and resource efficiency.* At its core, a circular economy aims to minimize waste generation by designing products with durability and recyclability in mind. By prolonging the lifespan of products and materials, Ukraine can reduce its ecological footprint and minimize the need for resource extraction. This approach not only conserves valuable resources but also reduces energy consumption and greenhouse gas emissions [6].

✓ Recycling and reuse. Promoting recycling and reuse initiatives is a key component of the circular economy. Ukraine can establish comprehensive recycling programs and incentivize businesses and individuals to participate actively. Encouraging the use of recycled materials in manufacturing processes, helps close the loop, reducing the demand for virgin resources and lowering production-related environmental impacts [7].

✓ Economic opportunities. The transition to a circular economy presents substantial economic opportunities. By fostering recycling and reuse industries, Ukraine can create jobs, attract investments, and stimulate economic growth. Additionally, developing innovative technologies for waste management and resource recovery can position Ukraine as a leader in the emerging global circular economy market.

✓ Sustainable consumption. Shifting towards a circular economy model requires a fundamental change in consumer behaviour. Education and awareness campaigns can help citizens make more sustainable choices, such as repairing items instead of discarding them and supporting businesses that prioritize eco-friendly practices. Sustainable consumption patterns contribute to reducing waste and conserving resources [8].

While the benefits of a circular economy are evident, several challenges must be addressed. These include infrastructure development, technology adoption, and stakeholder engagement. Policymakers must enact supportive legislation, and businesses need to invest in sustainable practices. Additionally, public awareness campaigns can help change mindsets and behaviours towards a more circular approach.

Conclusion. In Ukraine, the pursuit of sustainability is not just a choice but a necessity. The multifaceted approach outlined in this article presents a roadmap for enhancing sustainability across various sectors of the Ukrainian market. By examining key factors such as green technology, circular economy, and other critical aspects, it is evident that Ukraine has the potential to transform its economic landscape into one that is more environmentally responsible, economically prosperous, and socially equitable.

The journey towards sustainability in the Ukrainian market is underway, but there is still much work to be done. With the right strategies, investments, and a collaborative effort from all stakeholders, Ukraine can position itself as a regional leader in sustainable development, reaping both environmental and economic benefits in the process. Achieving sustainability is not only an ethical imperative but also a key driver of long-term prosperity for the nation and its people.

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