

NATIONAL STRATEGY FOR SUSTAINABLE DEVELOPMENT AND ECONOMIC SECURITY

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In the conditions of modern development of society, where “ecology and economy are two interdependent systems” [5, p. 68], ensuring ecological security will determine not only the reputation of the state in the international arena, but also its economic security and efficient economic growth. It was becoming clear that the goals of sustainable development implied economic growth in the context of social and environmental well-being. According to the national sustainable development strategy, income would be equally divided among the three pillars of sustainable development.

However, how realistic was it to achieve the goals of sustainable development in the Republic of Belarus? The trend towards greening production and the economy could be no more than a means of moving goods or services. The “eco” sign is now a fashionable sticker that demonstrates the manufacturer’s and its consumers’ involvement in greening and seems to improve the situation, although the effectiveness of the implemented “green technologies” is in question (if the same ones were implemented at all). Not all manufacturers, including countries, can afford to follow the fashion. “Green technologies” at the moment are quite expensive, so for the developing countries it is economically more profitable to produce products without taking into account the environmental situation.

A significant part of the national strategy for sustainable development was devoted to digitalization and modernization. There was no doubt that modern technologies in production brought economic benefits, increased production capacity, increased added value, etc. However, new risks arise. For example, genetic engineering has made “environmental wars” and biological wars possible. Yet the human person was the main polluter of the environment and a source of economic growth. Historically, Belarusians depend on natural capital. The same attitude continues to this day. However, a special knowledge was required that a person is not a silent addition to the world, but an important constant that affects its daily. An alternative approach of producers to production, using “green technologies” is necessary. In this case, there will be a request for appropriate personnel, the development of regulatory and legal acts, and standards for

the greening of production. All this will develop social capital, as certain social groups will be united in new social formations, which will certainly simplify the provision of economic security, as transaction costs will be reduced, Public confidence in the State and its policies will grow. It is important to note the increase in the level of education of the population, as it will help to build ideological values, increase the general level of erudition of the population, as well as create a strong relationship of trust, which will form a social group with a low degree of differentiation.

According to the national strategy for sustainable development, social policy was aimed at raising the standard of living of the population, increasing wages, access to education which leads to the accumulation of social capital. The National Sustainable Development Strategy therefore gives priority to the three pillars of every society: social, economic and environmental. The National Sustainable Development Strategy clearly defines that the environment and the economy are two interdependent and inseparable systems where each element complements each other in harmony.

1. Mosolova, O. V. Ecologization and economic development / O. V. Masolova // Eurasian Union of Scientists, Series Economy. Science. – 2020. – 11 (80). – C. 65–68.

NATIVE ADVERTISING AS A NEW FORM OF MARKETING ACTIVITY

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Every day, the world is undergoing significant changes in all areas of life. As it was rightly noted by S. Y. Solodovnikov “... the world has gone through radical technological changes, in their influence on the evolution of mankind comparable only with the Neolithic Revolution” [1, p. 17]. So, “in modern conditions – conditions of economy of risks – a sharp increase of the subjective factor” [2, p. 110], there is a need for significant changes in the relationship be-