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**THE PROBLEM OF ENVIRONMENTAL POLLUTION  
BY SOLID WASTE AND WAYS TO SOLVE IT**

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Nowadays the problem of environmental pollution with household waste is considered to be one of the most acute in urban environment throughout the world. Its amount is increasing at unsustainable rate raising the issue of its disposal. Most people believe that pollution is caused mainly by industrial emissions and exhausts of motor vehicles. However, solid household waste equally contributes to the problem making it even worse. Every day people throw away tonnes of garbage including paper, plastics, food waste, glass, textiles, metals, rubber, etc. Its residues contain various chemical elements that negatively affect the environment. Waste stored in landfills gradually decomposes under the influence of direct sunlight, resulting in the release of methane and carbon dioxide. Part of the waste is toxic substances that can penetrate into water and soil contaminating them and causing another environmental damage. Furthermore increasing amount of solid waste induces problems with people's health.

The activities associated with an effective solid-waste management should include recycling and conscious consumption. Recycling plays a crucial role in reducing waste quantities. However, to achieve feasible results, the population should be informed about efficient sorting methods and encouraged to actively participate in separate collection of solid waste. Proper garbage collection practices can help either reprocess goods or redistribute them into the market in their original form or as new products. Another possible solution to the problem discussed is to change people's consumption behaviour. Most of the purchases are made out of habit or as a result of spontaneous desire increasing the amount of items immediately thrown away. It is therefore important to launch consumer education campaigns and develop awareness programmes that can help improve the situation and reduce environmental footprint.