

- prevention of anthropogenic impact;
- environmental culture developing within consumers, partners and competing producers.

It is worth noting that the most effective means listed work in the complex.

Analysis of consumer behavior during 2013-2018 showed that "green" products are not only better sold but even the existence of such products has a positive effect on business. Therefore, mark "eco" on package is not often an evidence of company's environmental friendliness as a willing to get higher profit can encourage tricks and unethical business leading from companies [2].

Global brands can exploit the trend to maintain and improve sales. H&M, one of the leaders in fast fashion segment, launched line of clothes Conscious, which was made from organic cotton and recycled materials in 2012, and a textile recycling program in 2013. IKEA began accepting batteries and LED light bulbs in its stores and launched a program in Russia to accept unnecessary textiles. Afterwards it significantly expanded the list of accepted products. General Motors changed the logo color to green to appear more eco-friendly in 2009. Adidas attracts attention to the World's oceans pollution problem by producing sneakers from recycled ocean trash. All these companies want to use "eco-friendly" trends as the mainstream.

Unfortunately, there can be a little real actions behind beautiful eco-campaigns and loud statements. This phenomenon is called "greenwashing" by environmentalists. Despite assurances that brands are ready for eco-friendly changes, they still generate tons of carbon emissions from transporting goods, contaminate soil and rivers with dangerous chemicals and create production in developing countries where workers are not paid a decent salary.

Nevertheless, many companies make attempts to reduce their carbon footprint and establish more environmentally friendly business processes. Among the global companies, Unilever and Apple can be highlighted. Unilever for example made a commitment to reduce environmental impact twice by 2030. Apple factories which assemble devices got a zero Waste to Landfill certificate.

Noticeable results are achieved in energy saving due the use of renewable sources, which have become more affordable. A lot is done in goods packaging, giving up disposable items and ensuring well-being for any vulnerable social groups.

But will the "green" strategies of such influential companies become an example for everyone else? The only thing that can really reduce the amount of damage to the environment is the lowering consumption. The problem is that it contradicts the nature of economic model – endless profit increase [3].

New realities and growing demand from consumers open up additional business opportunities. Implementation of key business processes based not only on reputation will strengthen the business in the long term. More reasonable energy use as well as striving for localization can cut costs and reveal capital for necessary improvements and adaptation to changing living conditions.

**Conclusion:** New products created in balance with the environment will satisfy needs of more demanding customers who think about where, how and from what products are made. The amount of such consumers is still not enough for severe changes but their number is growing giving a chance to change before it's too late.

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#### **SPORTS IN THE REPUBLIC OF BELARUS: MARKETING PROBLEMS AND SOLUTIONS**

***В.А. Бородко**, студент группы 10502118, ФММП БНТУ,  
научный руководитель – старший преподаватель **Г.В. Прибыльская***

*Summary - The article is devoted to inefficient use of budgetary funds in the world of sports. A new effective marketing financing scheme for Belarusian sport has been offered taking into account the existing issues and principles of the two generally accepted financing models: American and European.*

*Резюме - Данная статья посвящена проблеме неэффективного использования бюджетных средств, выделяемых в спортивную сферу. На основании существующих проблем предложена более эффективная маркетинговая схема финансирования белорусского спорта на принципах двух общепринятых существующих моделей: американской и европейской.*

**Introduction.** Sport is one of the priorities of state policy in the Republic of Belarus and has become an important component of society's activity and a factor of public health. The numbers of clubs and sports organizations, as well as the number of people who join sport are increased year by year. Open any newspaper or magazine, watch any sports program on TV, walk down the street, and you are faced with the aspect of sports marketing.

The peculiarity of the economy of sports in modern conditions is that one of the most important and expensive products are the athletes, who have unique abilities. An important characteristic of any product or service is the level of competitiveness and sport is no exception in this respect. The positive result at international competitions, the image of the team and the athlete helps to increase the country's authority. The unsuccessful performances of clubs on the international arena, the fall of audience interest clearly demonstrate that the existing support system for professional clubs and training of professional athletes in the Republic of Belarus is not the most effective.

**Main part.** In Belarus, the existence of the sports industry is provided with strong financial state support (about 0.5% of GDP). The majority of funds go to the maintenance of professional clubs. The actual problem of sports development in our country is the inefficient use of financial resources allocated from the budget. It is necessary to create a new model of sports financing to solve this problem:

- a) effective distribution of funds between sports organizations;
- b) creating conditions for attracting private capital.

State support should mainly be provided for the development of children's and youth sports. After graduating from the Youth Sports School, young players will be offered to student teams or directly to professional sports. As a result of mutual cooperation, teams will receive players who cost much less than foreign ones. In the future, sports clubs will be able to sell the most talented and perspective pupils or create a team, which will show high results in the national and international arena.

Support for student sports should be a real investment and commercial business. Student sports clubs are not able to compete with professional clubs in popularity. It is worth noting that the government must also have financial support, but less than the children's and youth sports. Additional revenue for student clubs may include the production of own attributes, attracting sponsors and advertisers.

As regard professional sport, finance should not be allocated from the local budget for the maintenance of the team. Professional sport is considered as a special field of business. In particular, it is necessary to reduce tax incentives, provide subsidies from the local budget and prohibit the provision of gratuitous assistance in the form of cash or other ways (exception for private organizations). In world practice, the professional club functions as an independent organization at the expense of income from its own activities, sponsorship and attracting private investment.

Unfortunately, in most cases sports activities of professional clubs in the Republic of Belarus are unprofitable. For example, over the last 10 years, the Belarusian football championship has lost 42 clubs. Clubs in the regions are especially affected by this trend. Lack of financial resources: participation fees, salaries, rent of stadium, transportation and other expenses contribute to the accumulation of debts. As a result the clubs become stuck in debt and cease to exist. Frequent economic crises recently become a major factor in the loss of professional clubs.

There is an excess of teams and athletes in Minsk and a shortage in the regions. This also applies to children's and youth schools and student teams. Proximity to Minsk is a significant factor in the choice of the club and for players of the higher league. It is worth noting that there are excellent arenas in the regional centers, on which no one plays. High results will not be achieved without a proper system of sports development in the regions.

Another problem of development of professional sports in the Republic of Belarus is connected with the low level of audience demand. The following tips can help solve this problem:

- 1) to create an effective marketing policy in the field of brand promotion not only in the domestic, but also in the global market;
- 2) to achieve high results of commercial activities through the use of more efficient ticket sales, the sale of broadcasting rights, as well as the production of products with club attributes or attributes of a sporting event. Unfortunately, during the II European Games, it was noted an extremely meager and uninteresting offer of various goods and souvenirs with an emblem and other attributes of the games;
- 3) it is necessary to create conditions for attracting private capital by selling shares and providing tax benefits;
- 4) the American draft system will help to maintain the balance of forces and financial resources of teams which equalizing the potential of teams in the regions due to a more efficient distribution of financial and human resources. Of course, this will increase the demand for the consumption of a sports product. Practice shows that the appearance of a super team leads to a decrease in the overall attendance rate of events.

**Conclusion.** At the moment, the Belarusian financing model has a number of problems: ineffective system of financing and training of professional athlete, unsuccessful marketing policy, and low level of consumption of sports product. However, the situation may change if the above recommendations are properly realized.

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## DEVELOPMENT OF THE CREATIVE ECONOMY, ITS RELATIONSHIP WITH THE INNOVATION ECONOMY IN THE REPUBLIC OF BELARUS

*Е.Н. Бубенникова, А.О. Дроневиц, студенты группы 10502117 ФММП БНТУ, научный руководитель – преподаватель Е.Н. Лазарева*

*Summary - Creative economy – an economy that embodies new ideas in a product and formed by the synergetic effect of innovations. This economy is closely interlinked with the innovation economy, which presupposes a certain strategy for the development of scientific and technological developments. It is also important to note the high role and specificity of financing in this area: a common assessment is formed through various types of agreements and agreements between countries. In addition, the creative economy depends directly on the creative product, and its basis is intellectual property. As for the Republic of Belarus, according to the Martin Prosperity Institute (USA), our country ranked 37th in the Global creativity index, the highest indicator among the CIS countries. According to the World Intellectual Property organization (WIPO), Belarus increased its rating by 14 positions in 2019 and took the 72nd place out of 129 economies in the world. Thus, Belarus is currently only at the initial stage of formation of a creative economy, but has a high potential for development in this area, taking into account the increase in innovative developments and attracting investments from abroad.*

*Резюме – Креативная экономика – экономика, воплощающая новые идеи в продукт, которую формирует синергетический эффект новшеств. Данная экономика плотно взаимосвязана с инновационной экономикой, предполагающей определенную стратегию по развитию научно-технологических разработок. Важно также отметить высокую роль и специфичность финансирования в этой сфере: единая оценка формируется путем различного рода соглашений и договоров между странами. Кроме того, креативная экономика напрямую зависит от творческого продукта, а её основой служит интеллектуальная собственность. Что касается Республики Беларусь, согласно Martin Prosperity Institute (USA), наша страна заняла 37 место по Глобальному индексу креативности, самый высокий показатель среди стран СНГ. А согласно World Intellectual Property Organisation (WIPO) по Глобальному инновационному индексу (Global innovation Index) Беларусь в 2019 году повысила свой рейтинг на 14 позиций и заняла 72 место из 129 экономик мира. Таким образом, Беларусь на данный момент находится только на начальном этапе становления креативной экономики, но имеет высокий потенциал развития в данной сфере, с учетом увеличения инновационных разработок и привлечения инвестиций из-за рубежа.*

**Introduction.** Today, the UK is recognized as the leader in the development and application of the creative economy, which successfully develops various types of documents through cultural, social and economic interaction. The creative industry means not just the emergence of new ideas, but also the implementation of these ideas into a product that will be in demand on the market. The synergistic effect of innovations creates a creative economy – an economy based on ideas and knowledge.

**Main part.** It should be mentioned that the creative economy is in direct interaction with the innovation economy, because innovation is the product of the creativity development result. The innovative economy, first of all, allows a country using this type of development to be competitive among other countries around the world, to reach a new level of development, economic and social, ethical and moral [1].

The innovation economy, for the most part, is supported by a certain strategy and focuses more on the formation and development of scientific and technological developments, and may not fully cover all areas of the creative economy. However, this does not in any way prove that there is no strong link between the innovation and creative economies. Without ideas and creativity, the most important scientific and technological projects cannot be created, just as without innovation, the creative economy will be slowed down [2].

When discussing this topic, it is impossible not to mention the topic of financing. Funding plays a key role in the proper development and sustainable growth of creativity. However, it should be noted that at the moment there is no single assessment of the creativity of capital in all sectors of the economy engaged in the creative sphere due to the lack of agreement between organizations, as well as due to the differences in the legal and legislative bases of countries. It leads to the fact that a single assessment is formed by various agreements and agreements between countries.

International cooperation in creative industries is also developing on the basis of the Convention, which means attracting foreign capital.

From all of the above, we can conclude that the creative economy, as well as innovation, directly depends on the creative product and the amount of financial investment to support and develop this type of economy.

Speaking about the Republic of Belarus, it can be noted that the country has a great potential, which is revealed in sustainable knowledge, innovation, as well as in human resources, which have a huge potential in the field of creativity.