

THE ROLE OF THE GREEN ECONOMY IN SOCIETY

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Abstract: Given the benefits of the green economy, its role in achieving sustainable development is undeniable, as it ensures environmental protection, creates new jobs, improves people's living standards, and promotes innovative progress.

Keywords: Green economy, sustainability, ecology, environment, innovation.

Introduction. "Green economy" is a direction in economic science, within the framework of which it is believed that the economy is a dependent component of the natural environment, within which it exists and is a part of it; it is aimed at maintaining the well-being of society through the efficient use of natural resources, as well as the return of end-use products to the production cycle.

The green economy focuses on meeting human needs, taking into account interaction with the environment, and prioritizes the well-being of future generations. In other words, a "green" economy is a system of economic activities related to the production, distribution, exchange and consumption of goods and services that lead to an increase in human well-being in the long term; future generations are not exposed to significant environmental risks or environmental scarcity.

In the "green" economy, there is a system of directions:

1. Introduction of renewable energy sources (hereinafter referred to as RES). It should be noted that, according to environmentalists, more than half of all combustible minerals should remain undiscovered in order to avoid significant climate change on the planet.
2. Improvement of the waste management system. Currently, between 1 and 3 kg of solid household waste per capita is produced in the developed world, and only in the USA this amount increases by 10% every 10 years. In Russia, landfills in total occupy more than 2 thousand square kilometers.
3. Improvement of the water resources management system. Currently, every sixth person on the planet is experiencing a shortage of fresh drinking water.
4. Development of "clean" (sustainable, "green") transport. UNEP is working on ways to reduce the demand for transport, especially private vehicles, without compromising overall mobility.
5. Organic farming in agriculture. It implies the abandonment of the use of herbicides, pesticides, pesticides, and artificial fertilizers. Organic farming products do not contain genetically modified organisms, are processed without the use of E-ingredients and are stored out of contact with unnatural substances.
6. Energy efficiency in housing and communal services. The presence of residential complexes equipped with inefficient thermal insulation structures and heat supply systems entails significant heat losses.
7. Conservation and effective ecosystem management. All the variety of human activities in the biosphere leads to changes, the direction and degree of which is commonly referred to as an environmental crisis.

Literature review: Proponents of the green economy concept believe that the prevailing economic system is imperfect, as evidenced by crises and market failures, and is inherently wasteful. Although it has produced certain results in improving the living standards of people in

general, and especially individual groups, the negative consequences of the functioning of this system are significant: environmental problems, depletion of natural capital, widespread poverty, lack of fresh water, food, energy, inequality of people and countries. All this poses a threat to future generations.

The current economic model is called "brown". Back in 1934, Simon Kuznets, the author of the concept of ordinary GDP, warned US senators: "The welfare of a nation cannot be adequately measured by national income." GDP is used to measure relative well-being, without taking into account social costs and environmental impacts. Nevertheless, neoclassical theory has adopted a way of measuring economic well-being. It is through GDP. It was only decades later that environmental impacts were taken into account. In the second half of the 20th century, economists began to talk about the environment as the main asset that generates wealth, but is taken into account in GDP as an invariable given. Then the term "natural capital" appeared — capital that was not actually amortized. It was only by the 1970s that the first attempts were made to assess the "depreciation of nature."

Today, according to the results of the analysis of the ecological footprint, human activity exceeds the physical capabilities of the Earth by almost 20%. If we trace the dynamics of the dependence of the ecological footprint on GDP per capita in different countries of the world, we can note the presence of a positive linear correlation between them - the higher the GDP, the greater the importance of the ecological footprint per capita in the country.

The "green" economy is closely related to the concept of sustainable development. The term "sustainable development" was introduced in 1983. The World Commission on Environment and Development, established in response to growing concerns about the rapid deterioration of the environment and the effects of economic and social development. The result of the commission's work was the report "Our Common Future", which for the first time provides directions for solving global problems based on all the above aspects. It was this report that popularized the term "sustainable development." Despite the fact that the basic definition of the term "sustainable development" was given in 1983, the history of the concept's development should be traced back to 1962, when Rachel Carson published the book "Silent Spring". The book combines research on toxicology, ecology and epidemiology and contains a conclusion about the catastrophic scale of the use of agricultural pesticides.

Methodology: Let's highlight some tools that can be used by states to "green up" the economy.:

- support in the form of subsidies and reduced tax rates, tax holidays for new "green" enterprises;
- financial support for priority industries in the form of equity participation in the authorized capital;
- control over the activities of "green" enterprises at all stages of production;
- emissions trading;
- replacement of mentally and physically worn-out equipment;
- creation of waste disposal and recycling programs;
- allocation of more state educational grants in the field of environmentally friendly technologies.

Discussion: On January 1, 2014, the implementation of the new EU program for scientific, technological and innovative development "Horizon 2020" began. The priority here is for highly efficient technologies - eco-, nano-, bio- and information technologies - aimed at solving global problems. The BRICS countries have the potential to move towards sustainable development and the use of renewable energy. These countries have already actively engaged in the processes of sustainable development and are gradually moving from a high- to a low-

carbon economy, mainly due to the development of renewable energy sources. It should be noted that there are no jointly implemented projects yet.

Brazil is one of the first countries to start using biofuels based on bioethanol produced during the processing of sugar cane. Brazil's national energy plan aims to achieve annual production of 60 billion liters of bioethanol and 18.5 billion liters of biodiesel by 2030. The country plans to switch 80% of transport to biofuels from sugar cane by 2020. At the state level, tax support is provided to all companies engaged in the production of biofuels.

India is a fast-growing economy, but one fifth of the population is completely deprived of access to electricity. Nevertheless, the Government of the country is building an energy development policy based on the principles of sustainable development. Renewable energy sources are becoming an increasingly important part of India's energy mix.

China is currently the world's leading investor in renewable energy (investments are 73% more than in the United States). The country has a number of mechanisms and institutions supporting the development of renewable energy sources. In 2016, China presented its 13th Five-year plan (2016-2020), which focuses on energy. China plans to increase the production of wind and solar energy, and improve the structure of energy supply systems. According to People's Daily Online, by 2020, the total capacity of wind turbines should reach 200 million kW, and the capacity of solar power plants should exceed 100 million kW. In addition, by 2020 Nuclear power plants with a total capacity of 53 million kW are to be put into operation. China uses "green" contracts as its main incentive mechanism, as well as agreements between large companies (for example, L'Oreal and Procter & Gamble) and local electricity suppliers.

Russia is a country with a very rich resource base, but experts predict that it will be necessary to look for new growth points in the near future. According to Sergey Donskoy, Minister of Natural Resources and Ecology of Russia, today the theoretical oil reserves amount to about 29 billion tons, and the proven reserves are half as much: "According to proven reserves, production is only 28 years old."

Conclusion. To accelerate the "greening" of the economy, the following are proposed:

- it is necessary to work on the quality of state environmental management (here it seems advisable to create real economic incentives);
- it is necessary to reform the tax system in order to shift the focus to taxes on pollution, as well as introduce a "carbon price" (this will encourage the introduction of advanced low-carbon technologies);
- the policy of "green" public procurement to encourage the production of environmentally friendly products and the use of production methods consistent with the principles of sustainable development;
- increase public investments in "green" infrastructure (including public transport, renewable energy sources, and the construction of energy-efficient buildings) in parallel with financing the technical re-equipment of "traditional" industries;
- disclose information on the environmental impact of business entities and corporate environmental control data;
- pricing consistent with the principles of sustainable development is necessary, including the elimination of inefficient subsidies.

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