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THE INFLUENCE OF GREEN RECONSTRUCTION ON THE UKRAINIAN BUSINESS DEVELOPMENT IN POST-WAR PERIOD

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Formulation of the problem. Ukrainian society is well aware of the necessity for faster recovery, overcoming the terrible consequences of the war for all sectors of the Ukrainian economy. The terms of developing the recovery plans and financial support are well understood both by Ukrainian government and the EU countries. According to the conviction of public environmental organizations, it is extremely important today to lay the foundations not on rebuilding the past, but on building the future. That should be done on the basis of sustainable development, without repeating the mistakes of the past, for the sake of a better future [1]. The development of recommendations and specific proposals for "green" recovery for various industries and territories is a necessary step for the proper reconstruction of Ukraine. "In order to build prospects, it is necessary not only to strengthen the defense forces, but to plan post-war recovery.

The purpose of the article is to define the rationale directions and principles of "green" recovery in the context of sustainable development and analyze the influence of such recovery on Ukrainian business.

Research results. The main green principles in future strategy of the post-war reconstruction of Ukraine have been revealed. The prospects of green reconstruction's impact on the Ukrainian business through the formation of new green jobs, the development of new green industries and overcoming unemployment were analyzed.

The mission of the new "green" policy is to balance the interests of the public, business and the environment. It is mentioning not only the recovery but also creating a sustainable future for next generations. It is emphasized the importance of the environmental dimension of the planned recovery and development activities so that the new Ukraine is a comfortable, safe, healthy and prosperous home for all Ukrainian men and women.

We can highlight the following general principles of green recovery as the basis of the future strategy of Ukrainian post-war reconstruction (Table).

Having analyzed the influence of these principles of green reconstruction on the business development in Ukraine, the following prospects can be identified: faster recovery of the economy with effective use of resources, development of eco-industries, provision of new jobs, reduction of unemployment.

The green reconstruction of Ukraine can become the key to creating new, high-paying jobs, which is an important argument for the return of Ukrainians and the attraction of foreign investments. The concept of "green jobs" opens the new opportunities for the development of high-quality jobs and innovation. Investments in clean technologies and sustainable development are rightly seen as the way to create jobs that contribute to economic growth and sustainable social development.

Table

General principles of green recovery

Green principles	Main aim
1. Permeability of environmental protection and climate policy across all sectors.	Modernization and decarbonization of the economy, clean industrial production, preservation of biodiversity and the transition to sustainable agricultural practices should become the key tasks of Ukraine's post-war recovery.
2. The recovery should serve the needs of Ukrainians and contribute to the sustainable development of the country.	Investment policy for the recovery of the economy must be consistent with the goals of sustainable development and be primarily aimed at the development of production chains with high added value.
3. Development of the green economy.	Development should be focused on expanding opportunities and choices for the national economy, using targeted and appropriate fiscal policies.
4. Environmental standards at all levels.	The ultimate goal is to ensure a safe and desirable environment. The recovery of infrastructure and enterprises should be based on the application of the best available technologies and management methods.
5. Adherence to European environmental planning tools.	The basis of recovery is compliance with environmental legislation, in particular regarding strategic environmental assessment of plans and programs and environmental impact assessment.
6. The role of local self-government, transparency, involvement of the public and communities in decision-making.	Decisions, strategies and action plans should be made according to the principle of subsidiarity, contributing to the further development of a successful decentralization reform.
7. Effective functioning and use of target/donor funds for post-war reconstruction and development of the green economy.	Funds should work in a coordinated manner and on the basis of effective and transparent administration of their activities, taking into account the best global experience.

Resource: [2].

Conclusions: Implementation of the main green policy principles can be a chance for the post-war recovery of Ukraine's economy. Analyzing the influence of these principles on the business development in Ukraine, we can identify such pros: faster recovery of the economy with effective use of resources, development of eco-industries, provision of new jobs, reduction of unemployment.

References

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