

**THE GREEN ECONOMY AND GREEN HUMAN RESOURCE:
TENDENCIES AND PROSPECTS**

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Аннотация. The article discusses the main trends in the development of the green economy as a new type of the economy and an alternative vision for countries' growth and development. The importance of the green human resource, the global trends and principles of the green economy as well as the expediency of the transition to the green economy as a way to increase the competitiveness of the country have been analyzed.

Ключевые слова. green economy, economic growth, green human resource management, the Green Deal, climate neutrality, green human resource.

The development of mankind in the modern world is characterized by high rates of improvement and dissemination of technologies that are actively changing our lives. However, there are global problems that humanity is forced to face, although most of them people create themselves. Since the beginning of the XXI century producers of goods and services have begun to take into account the environmental aspects of production, namely, limited fossil resources, environmental pollution as well as an increase in the amount of waste generated by the consumption of goods.

Due to the increase in population growth rates, the development and the implementation of technologies, our society is faced with the inability of the economy to cope with the reduction of natural resources and the negative impact on the environment which at the same time affects people's health. In this regard, in contrast to the traditional brown economy, such a direction in economics as the green economy is actively developing.

The United Nations Environment Programme defines a green economy as one that results in improved human well-being and reduced inequalities over the long term, while not exposing future generations to significant environmental risks and ecological scarcities. In its simplest expression, the green economy can be thought of as one which is low carbon, resource efficient and socially inclusive [1, p.76].

The formation of the economy is a complex process affecting the financial, economic, political, social and spiritual spheres of the country. The green economy acts as a

tool that includes methods and approaches to achieve harmony between the desired economic growth and the real limited resources of the planet.

The green economy is steadily developing and among the countries that follow this concept the EU countries can be distinguished where a special programme named the EU Green Deal was formulated and has been operating since December, 2019. It includes a package of measures aimed at optimizing the economy of the European Union to the trends of the green economy. The main objective of the Green Deal is to achieve climate neutrality by 2050 and to use the climate transition in order to create opportunities for economic and industrial growth. The Deal includes a wide range of policies and subsidies focused on reducing environmental pollution while increasing research and investment in environmentally friendly technologies.

In order to achieve climate neutrality in Europe by 2050, the Green Deal suggests changing the ways of energy production and consumption in the EU, since, according to the information given by the European Statistical Committee, it accounts for more than 75% of greenhouse gas emissions across the entire EU economy. The main forecasts for the use of energy resources in the EU can be seen in the Figure.

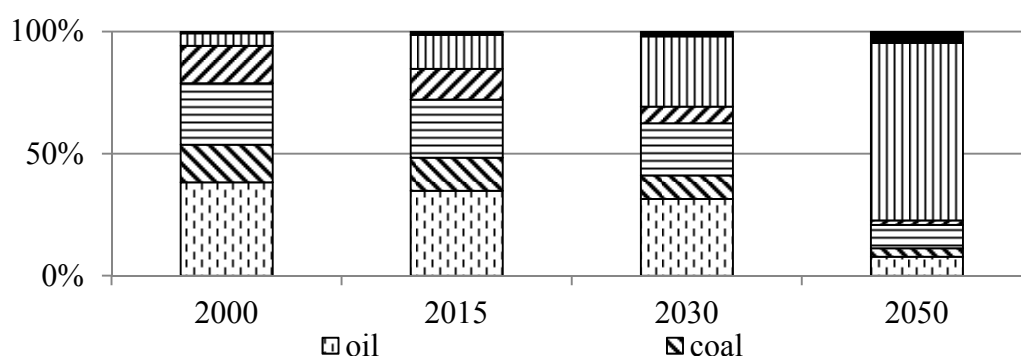


Figure – Forecasts for the use of energy resources in the EU (Source: [2])

Analyzing the data presented in Figure 1 it can be concluded that in 2015 oil dominated the EU energy balance (34.8%), followed by natural gas (23.8%) and coal (13.6%). The share of renewable energy sources is growing, but their role remains limited (13.9%) as well as the share of nuclear energy (12.6%).

This ratio could be changed completely by 2050 if the goals of the Green Deal are achieved but the changes are expected to be gradual. According to the forecasts of the European Commission, in 2030 fossil fuels will still provide about half of the EU's energy needs. But it should be mentioned that fossil fuels, in their turn, differ in the intensity of environmental pollution. The use of coal, the most polluting element in the energy mix, should be significantly reduced by 2030, and oil and natural gas can be decommissioned later. Most of the changes in oil and gas will occur between 2030 and 2050. It is expected that during this period oil will be almost completely decommissioned, and natural gas will provide only a tenth of the EU's energy by 2050 [2].

Thus, this rational use of natural resources will lead to climate neutrality of the economies of the EU countries and will become the basis for their economic and industrial growth. This is one of the most striking actual examples of the application of the principles and methods of the green economy in practice that indicate the development of this concept and its effectiveness for the economies of different countries.

The Republic of Belarus endeavors to keep pace with the global tendencies and has its own National Plan for the Development of the Green Economy in the Republic of Belarus for 2021-2025 that reflects the main activities in the green sphere and corresponds to the level of the development of the country. The strategic objective of the National Plan is the development of an inclusive, smart and digital green economy that promotes the country's economic growth. The introduction of the principles of the green economy in the Republic of Belarus will lead to the sustainable economic growth based on innovations as well as to the increase in its competitiveness in the economic sphere. Besides, it will help to improve the living standards in the social sphere, and to reduce the burden on the environment and to increase the efficiency of the use of natural capital in the environmental sphere.

According to a number of foreign scientists, one of the main factors of the effective functioning of the economy is the green human resource in the form of labor, intelligence and culture employed in the green economy. The famous American scientist S. Kuznets, Nobel laureate in economics in 1971, argued that there is a certain threshold value of accumulated national human resource without which the transition to the next technological structure of the economy is impossible [3, p.71].

Therefore, the development of green human resource plays an important role in the development of the green economy as a more perfect way of conducting economic activity. Highly qualified and globally competitive specialists who determine the growth and efficiency of the use of knowledge, innovation, entrepreneurial resources, the size and effectiveness of the innovative sector of the economy can be considered the core of the green human resource.

Green human resource is involved in many sectors of the economy – from energy supply to processing, from agriculture and construction to transport. Through highly effective strategies it helps to reduce energy, raw materials, water and carbon consumption in the economy as well as greenhouse gas emissions. Moreover, it allows to minimize or completely avoid all forms of waste and pollution, protect and restore ecosystems and biodiversity.

The main element of the concept of the development of green human resource is the organization of a system for the formation of necessary skills among employees. It is important to mention that this concept involves not only the skills of direct production of goods, but also the formation of specific thinking about the strategic importance of these products, the rejection of environmentally dirty production, the development of the need for goods and services created in the green economy. Moreover, education creates significant opportunities to help our society to reconsider its attitude to the environment and to abandon environmentally harmful lifestyle and behavior by improving knowledge, instilling values and transforming attitudes and beliefs.

During the 2000s, researchers recognized the importance of studies of Green Human Resource Management (HRM) as a topic at the intersection of corporate environmental sustainability and HRM. Green HRM can be defined as a set of people-centered practices oriented toward developing and maintaining the workforce's abilities, motivation and opportunities to contribute to an organization's economic and environmental sustainability. Therefore, it can be conceived as a set of best HRM practices oriented toward enhancing the overall environmental sustainability orientation of all the functions and dimensions of an organization. These best practices include green recruitment and selection, green education and training, rewards systems, appraisal and performance man-

agement, involvement, employee empowerment in environmental issues, green communication and green teamwork [4, p.1].

Furthermore, the green economy promotes the emergence of green markets; green jobs and provides education and training of green personnel. It stimulates the creation of favorable conditions for the development of green entrepreneurship. The green economy facilitates access to financial resources for vocational training and retraining. It also encourages internship programmes for young people on environmental issues.

Consequently, the implementation of any strategy cannot be carried out without appropriate personnel; the same applies to the development of the green economy. The strategy of green human resource necessarily includes an element of its development, that is, professional training, retraining and advanced training of personnel. Therefore, it is so important to identify global and regional trends in skill changes that will lead to the successful functioning of the enterprise, the region and the country as a whole. The changing environmental situation and the public understanding that the transition to a green form of management is necessary have led to the formation of a new global trend – the need for green skills and green human resource. Those enterprises that see this trend and try to implement it into their strategy will be able to become competitive not only at the regional, but also at the global level.

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