Presently the global trend is to bring the basis of sustainable development to all newly created projects in almost every field. In a broad sense, sustainable development means the development of the economy and the enhancement of the well-being and quality of life of the current generation, with the possible complete conservation of natural resources. In the last two decades, the concept of a green economy has become widespread and is often seen as part or continuation of the idea of sustainable development. It should be noted that these two concepts are based on fundamentally different ideologies; it is the concept of sustainable development that considers the environment only as a set of resources for the functioning and development of the economy, while the concept of green economy considers the economy part of the environment, which does not allow significant development of the economy, as “it is impossible to expand the scope of influence in a limited space indefinitely” [1]. But despite the differences in ideology, the practical component of a green economy in the form of green economic projects is fully consistent with the goals of sustainable development.

The purpose of the research is to improve the theoretical basis for the formation of tools to ensure the development of the concept of green economy in modern conditions of household.

The fundamental foundations of the green economy are laid in the works of domestic authors: T. Halushkina, V. Potapenko, O. Prokopenko, S. Kharichkov, E. Khlobistov.

Green economy is a concept in economic science within which economics is considered to be a dependent component of the natural environment within which it exists and forms part of it; aimed at preserving the well-being of society through the efficient use of natural resources and the return of end-use products to the production cycle. Fig. 1 presents the theoretical basis for the functioning and development of the green economy at the present stage.

United Nations Environmental Experts (UNEP) view the green economy as an economic activity that “enhances people's well-being and ensures social justice while significantly reducing the risks to the environment and its impoverishment” [4]. The green economy focuses on meeting the needs of the individual, taking into account interaction with the environment, the priority being 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 run; future generations are thus not exposed to significant environmental risks or environmental deficits.
Fig. 1. **Theoretical basis for the green economy concept’s development**

Source: compiled in [2, 3]

In the context of clarifying the concept-categorical apparatus of “greening” the economy, it is determined that greening the economy is a process of integrating the social and environmental responsibility of government, business and the individual, which necessarily ensures the minimization of negative anthropogenic impact on nature that arises in the course of life and society, stimulates a balanced solution of social and economic problems of economy, which is a direct factor in the development of the welfare state. Fig. 2 presents the tools for greening the economy at the state and enterprise levels, which implements green management and marketing programs.

The green marketing complex is a set of directions and forms, regulated at the level of marketing of the enterprise, which performs the function of forming a set that
satisfies the goals of the enterprise: calling the appropriate reaction of the target market, meeting the needs of potential customers and maximizing the efficiency of the enterprise.

Proponents of the concept of a green economy believe that the economic system that prevails now is imperfect, as evidenced by the crises of the market mechanism. Although it has had some results in improving the standard of living of people as a whole, and in particular of individual groups, the negative effects 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.

**Examples:**
- Support in the form of subsidies and reduced tax rates, tax breaks for new green enterprises;
- Financial support for priority industries in the form of share participation in the authorized capital;
- Control over the activity of “green” enterprises at all stages of production;
- Trading in emission quotas;
- Replacement of equipment that is morally and physically worn;
- Establishment of waste management and recycling programs;
- Support for social entrepreneurship and more

**Fig. 2. Toolkit to support the development of the green economy concept at macro and micro levels**

Source: improved considering [3, 5]

The paper provides tools for ensuring the development of a green economy at the micro and macro levels. Managing green marketing, which is aimed at promoting products and shaping consumer preferences, has a strategic character. The process of developing an eco-oriented marketing strategy is to choose the directions and tools of marketing activity in the enterprise and is the formation of a complex of marketing
activities, the implementation of which allows to obtain positive socio-economic effects that are subject to qualitative and quantitative assessment.

References:


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