

## **TRENDS IN SOLVING OF ENVIRONMENTAL PROBLEMS IN UKRAINE BY CREATING ENVIRONMENTAL STARTUP**

The aim of this study was to investigate the trends in solving environmental problems in Ukraine by creating environmental startups, in particular through the creation of the author's project "Papercraft Models", safe for the environment.

Solving environmental problems is a strategic task of our country's economy. Evidence of this is the development of environmental issues in the economy at the state level and increasing scientific interest in this problem.

Thus, the Law of Ukraine "On the Basic Principles (Strategy) of the State Environmental Policy of Ukraine for the period up to 2030" (January 2020) presents the strategic goals and stages of implementation of the state environmental policy of Ukraine. Among the goals are the following:

- 1) formation in society of ecological values and principles of sustainable consumption and production;
- 2) ensuring sustainable development of natural resource potential;
- 3) ensuring the integration of environmental policy in the decision-making process regarding the socio-economic development of Ukraine;
- 4) reduction of environmental risks in order to minimize their impact on ecosystems, socio-economic development and public health;
- 5) improvement of the state system of environmental management [2].

Many scientists are working on the problem of implementing environmental projects. Also, these issues are actively discussed in the media, environmental projects are promoted. One of them is the annual project "ECOTRANSFORMATION-2019". This environmental platform is aimed at promoting positive change, the best green initiatives and projects implemented by enterprises that reduce the negative impact on the environment. Its slogan is "Changing by changing", because it is a project about those who change approaches and technologies, who, by transforming their production facilities, set an example to others who have set out on a green path and lead others [3].

According to T. Nesteruk, ecological education of the younger generation of Ukraine occupies an important place in the educational process. The development and formation of key competencies in children and students in the New Ukrainian School is ensured by an interdisciplinary approach to the formation of environmental culture, the use of theoretical and practical forms of studying environmental issues in general secondary and extracurricular education; the relationship of national and local disclosure of environmental problems in the educational process [4].

N.O. Gavadin considers aspects of environmental project management and states that it is important to study the aspects of environmental project management to increase the effectiveness of environmental activities. The main principles of this issue, he determines the priority, purposefulness, safety, system, complexity, ensuring the most effective use [1].

I.S. Skorokhod and N.I. Lipovska-Makovetska consider the peculiarities of the implementation of innovation and investment projects in the environmental sphere and characterize the main innovation and investment projects funded by the European

Union. Researchers outline the reasons that hinder the implementation of innovation and investment projects in the environmental sphere, as well as identify areas for intensification of the implementation of environmental projects in Ukraine. In addition, scientists prove the need to form a system of environmental expertise of innovative projects [6].

We agree with Z. Pavlenko that with a good reputation for nature management business can benefit from long-term and trusting relationships with partners, customers, local people and regulatory authorities. In our opinion, this will be the main trend of modern economic production. And this is what the development of our project is aimed at [5].

Every year, environmental projects, more precisely the so-called environmental launches, become more widespread and provide support from society and potential investors. Considering these modern perspective forms of interaction of economic and ecological sciences as expedient more detailed reviews.

Environmental startups are environmental projects that enable the implementation of environmental ideas in business.

Modern young people focus not only on the implementation of their own ideas, but also on the benefits that can be obtained, primarily, material benefits. Therefore, in most cases, ideas of an ecological nature grow into startups [7].

However, it should be noted that if we talk about environmental startups, they are somewhat different from the usual, because, above all, carry a socially oriented idea of overcoming environmental problems, which is above the financial benefits (profits are more a consequence, if the project is successful, than the end in itself). Therefore, we consider it necessary to note that the basis of the emergence of environmental startups and environmental projects is the conscious attitude of the authors of the project to the protection and preservation of the environment.

In our opinion, *a startup* is an innovative activity of an economic entity aimed at improving life and obtaining possible expected profits in the future. *An environmental startup* is an innovative activity of an economic entity in the field of ecology, which involves improving the state of nature and making a profit.

We consider it necessary to give a definition of the main concepts that were first introduced into scientific circulation in this study. It should be noted that the terms "paper models", "craft models", etc. were previously used to denote cardboard figures. While the term "*PaperCraft-Models*" for the first time we have given several definitions and considered it in a narrow and broad sense. So, "*PaperCraft-Models*" is:

- 1) low-polygonal 3D models for decoration;
- 2) ecological product;
- 3) figures from a special strong cardboard of any color.

We would like to note that in Ukraine this is a new product, which is not yet very popular. The information taken from [serpstat.com](http://serpstat.com) provides the following information:

1) in the narrow sense, "Papercraft Models" is a polygonal 3D model that can be assembled for different user needs;

2) in a broad sense, the term "Papercraft Models" can be identified with origami. The definition of this term includes origami in general, namely: origami for children, origami made of paper and so on.

We present a project that, in our opinion, benefits both the economy and the environment. We produce 3D models with low polygonality, which we call PaperCraft-

Models – paper models. They can be used for home decoration or any event, unusual gift, hobby for a child. In essence, a way has been invented to reduce the negative impact on the environment.

In our opinion, PaperCraft models can decorate any event. These are low-poly, environmentally friendly 3D models that are suitable for decoration, a great gift and can be a hobby. Our products can add a pleasant atmosphere and style to any party, add zest to your home decor and make your photo unforgettable.

PaperCraft-Models are made primarily in that it is an environmentally friendly handmade product. It is creative, unusual and, most importantly, it is the fastest solution for your decor. It also makes a contribution to solving modern environmental problems. According to information taken from [serpstat.com](http://serpstat.com), there are 3.5 million gift searches every month. It was found that most of our customers are men and women aged 16 to 40 with good taste. Wherever we go, decoration is used everywhere, from the house to the work interior. Therefore, it is very important to live in this ecological environment creatively and with the opportunity to organize it at a lower price. This project, in our opinion, is very promising.

Our customers have a great opportunity to find an unusual gift on our Instagram page [9]. The layout of the figures can be sent electronically to the customer's e-mail.

Note that currently the environmental situation in Ukraine needs help. Quite often we see problems with the disposal and recycling of garbage, toxic substances and materials. Air pollution is also a very important problem. We believe that people need to change course to reduce harmful emissions into the atmosphere. This startup will help people replace materials that are harmful to health and the environment, thereby reducing the negative and emissions to the atmosphere and the earth. Papercraft-Models decor is not only visually appealing, but also environmentally friendly.

In the future, it is planned to open a studio and sell models not only in Ukraine but also abroad.

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