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## ЕКОЛОГІЧНЕ ПІДПРИЄМНИЦТВО: СТАН ТА ПЕРСПЕКТИВИ

**Оксана Кузьменко<sup>1</sup>, Олена Сергєєва<sup>2</sup>, Вікторія Орлова<sup>3</sup>**

<sup>1</sup>Кандидат економічних наук, доцент, доцент кафедри підприємництва, торгівля та біржова діяльність, Університет імені Альфреда Нобеля, м. Дніпро, Україна, e-mail: v.dh.ptb@duan.edu.ua, ORCID: <https://orcid.org/0000-0003-2086-8758>

<sup>2</sup>Кандидат наук з державного управління, доцент, доцент кафедри підприємництва, торгівля та біржова діяльність, Університет імені Альфреда Нобеля, м. Дніпро, Україна, e-mail: sergeeva.e@duan.edu.ua, ORCID: <https://orcid.org/0000-0003-4346-5425>

<sup>3</sup>К.техн.н., доцент, завідувачка кафедри підприємництва, торгівля та біржова діяльність, Університет імені Альфреда Нобеля, м. Дніпро, Україна, e-mail: orlova@duan.edu.ua, ORCID: <https://orcid.org/0000-0002-7251-2588>

## ENVIRONMENTAL ENTREPRENEURSHIP: STATE OF THE ART AND PROSPECTS

**Oksana Kuzmenko<sup>1</sup>, Olena Serhieieva<sup>2</sup>, Victoriia Orlova<sup>3</sup>**

<sup>1</sup>Ph.D. (Economics), Associate Professor, Associate Professor of entrepreneurship, trade and exchange activities department, Alfred Nobel University, Dnipro, Ukraine, e-mail: v.dh.ptb@duan.edu.ua, ORCID: <https://orcid.org/0000-0003-2086-8758>

<sup>2</sup>Ph.D. (Public Administration), Associate Professor, Associate Professor of entrepreneurship, trade and exchange activities department, Alfred Nobel University, Dnipro, Ukraine, e-mail: sergeeva.e@duan.edu.ua, ORCID: <https://orcid.org/0000-0003-4346-5425>

<sup>3</sup>Ph.D. (Technical), Associate Professor, Associate Professor of entrepreneurship, trade and exchange activities department, Alfred Nobel University, Dnipro, Ukraine, e-mail: orlova@duan.edu.ua, ORCID: <https://orcid.org/0000-0002-7251-2588>

**Анотація.** В статті розглянуто поняття та принципи екологічної підприємницької діяльності, а також наведено приклади успішних проектів у цій галузі. Метою статті є дослідження щодо розвитку концепції «екологічне підприємництво», дослідження перспектив розвитку екологічного підприємництва в Україні, а також можливості організації абсолютно нових підприємств. Екологічна підприємницька діяльність – це не лише ключ до стабільної прибутковості, але й до збереження нашої природи та забезпечення життєздатності майбутніх поколінь. Сучасний світ стикається з надзвичайно важливими викликами, пов'язаними з екологічними проблемами та збереженням природних ресурсів. Зміна клімату, забруднення повітря та води, виснаження природних резервів стають серйозними загрозами для нашого планетарного спільнотства. У цьому контексті, екологічна підприємницька діяльність стає надзвичайно актуальною та важливою сферою економіки, спрямованою на гармонійне взаємодіяти з природним середовищем. Поняття “екологічна підприємницька діяльність” відображає собою не лише ведення бізнесу, спрямованого на отримання прибутку, але й активну прагнення до збереження природи та створення сталого майбутнього для наступних поколінь. Екологічні підприємці розвивають та впроваджують інноваційні технології та практики, спрямовані на зменшення викидів CO<sub>2</sub>, заощадження водних ресурсів, раціональне використання енергії, а також на створення продуктів та послуг, що не завдають шкоди природному середовищу. За основними принципами екологічного бізнесу відзначено приклади успішних екологічних ініціатив та їх вплив на суспільство та довкілля. Також було підкреслено важливість відновлюваної енергетики та сонячних електростанцій у забезпеченні чистої енергії та скороченні викидів парникових газів.

**Ключові слова:** екологічна підприємницька діяльність, екологічний бізнес, екологічне підприємство, сталий розвиток,

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**Abstract.** The article examines the concepts and principles of ecological entrepreneurial activity, as well as examples of successful projects in this field. The purpose of the article is research on the development of the concept of "ecological entrepreneurship", research on the prospects for the development of ecological entrepreneurship in Ukraine, as well as the possibility of organizing completely new enterprises. Environmental business activity is not only the key to stable profitability, but also to the preservation of our nature and ensuring the viability of future generations. The modern world faces extremely important challenges related to environmental problems and conservation of natural resources. Climate change, air and water pollution, depletion of natural reserves are becoming serious threats to our planetary community. In this context, ecological entrepreneurial activity becomes an extremely relevant and important sphere of the economy, aimed at harmonious interaction with the natural environment. The concept of "ecological entrepreneurship" reflects not only the conduct of business aimed at obtaining profit, but also an active desire to preserve

*nature and create a sustainable future for future generations. Green entrepreneurs develop and implement innovative technologies and practices aimed at reducing CO2 emissions, saving water resources, rational use of energy, and creating products and services that do not harm the natural environment. Examples of successful environmental initiatives and their impact on society and the environment are noted according to the basic principles of ecological business. The importance of renewable energy and solar power plants in providing clean energy and reducing greenhouse gas emissions was also highlighted.*

**Keywords:** *ecological entrepreneurial activity, ecological business, ecological enterprise, sustainable development,*

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**Problem setting.** Business that is ecologically oriented is one of the promising ways to improve the ecological condition, solve the problems of rational use of natural resources, and improve the well-being of citizens in Ukraine. The purpose of the article is research on the development of the concept of "ecological entrepreneurship", research on the prospects for the development of ecological entrepreneurship in Ukraine, as well as the possibility of organizing completely new enterprises. Ecological entrepreneurship is a form of entrepreneurial activity aimed at meeting ecological and economic needs at the expense of products, in the overall usefulness of which ecological usefulness is of decisive importance, and the components of the ecological system are considered as factors that determine ecological and economic needs. Products of ecological purpose should be considered goods, products, and the consumption of which contributes to the reduction of the integral environmental impact per unit of the total social product. Environmental goods can be conditionally divided into three groups: those that directly affect the processes of eco-destructive action (water treatment facilities, monitoring systems); those that indirectly affect the processes of ecodestructive action (contribute to reducing the need for a certain resource or reducing its resource and energy intensity); goods substituting ecologically unfavorable demand (contribute to the reduction of demand for ecologically unacceptable goods, in particular goods with a high content of harmful substances) due to an increase in demand for ecologically more perfect or less resource-intensive analogues [1,2].

Environmental entrepreneurial activity is focused on achieving business goals, such as making a profit, increasing market share and competitiveness, but at the same time it takes

into account and minimizes the negative impact on the environment and is aimed at solving environmental problems [3].

This form of entrepreneurship includes a variety of activities, such as the production of environmentally friendly goods, the implementation of energy-efficient technologies, recycling and waste management, as well as participation in projects for the restoration and protection of natural resources.

Ecological entrepreneurial activity not only contributes to the sustainable development of business, but also plays an important role in ensuring environmental safety and preserving the biodiversity of the planet, reducing environmental pollution and reducing climate change [3].

**Literature review.** In recent years, the need for ecological business activity is gradually gaining momentum. The issue of ecological entrepreneurship is quite actively studied by domestic and foreign scientists: Quinn J., Schaltegger S., Kupalova G., Titenko G., Bobkova A. and Pavlyuchenko Yu., Titenko G. and Havryushova O., Scientists Golovnya Y. and Trubey O. and pay attention to ecological entrepreneurship as the basis of balanced regional development. Borovyk O. defines the main advantages of ecological entrepreneurship and Kupalova G. foregrounds ecological entrepreneurship as an integral component of Ukraine's sustainable development.

**Formulation of the goals of the article.** Research on the development of the concept of "ecological entrepreneurship", research on the prospects for the development of ecological entrepreneurship in Ukraine, as well as the possibility of organizing completely new enterprises.

**Research results.** To date, there is no single definition of the concept of "ecological

entrepreneurship". Shalgetter S. under this concept "ecological entrepreneurship" considers it as one of the forms of ecological behavior of entrepreneurs who have high market and ecological goals at the same time [2]. Kupalova G. considers ecological entrepreneurship as the production of goods and the provision of services for the prevention, measurement, elimination or limitation of environmental damage, waste elimination and noise reduction, as well as the use of environmentally friendly technologies in order to reduce environmental pollution [3]. According to other authors, ecological entrepreneurship should be understood as the activity of economic entities related to the production of goods, performance of works or provision of services and aimed at ensuring environmental safety, rational use of natural resources and increasing the level of environmental protection. The purpose of such activity is to obtain an economic and ecological effect [4].

There are different views on the concept of "ecological entrepreneurship" in the literature. For example, ecological entrepreneurship is an independent production, research, credit and financial and other activity carried out at one's own peril and risk, aimed at systematically obtaining profit from the use of property, production and sale of goods, performance of works and provision of services by persons registered in of this quality in accordance with the procedure established by law and is aimed at preserving and restoring the natural environment and its biological diversity, reducing the negative (harmful) impact of 218 man-made and natural factors on the environment, as well as assessing their impact on the state of the natural environment and ensuring environmental safety [3].

Subjects of ecological entrepreneurship are legal and natural persons of any organizational and legal form of ownership and other economic entities not prohibited by law, which are engaged in the production and sale of ecological products, performance of works and provision of services of ecological importance.

Environmental entrepreneurship plays a special role in changing the vector of

development of both the global and regional economy in the direction of greening. As the analysis of the development of ecological business in developed countries shows, ecological entrepreneurship is an effective mechanism for solving many environmental problems that cannot be solved with the help of traditional prohibitive measures. Currently, in almost all developed countries of the world, the protection of the natural environment and the rational use of natural resources have become strategic priorities state formation The market of environmentally friendly products, technologies and equipment, waste processing and elimination, environmental works and services is expanding [1]. Enterprises that are unable to meet society's demands for environmentally friendly products, technologies, and environmental services lose their competitiveness on the world market. The experience of the most economically developed countries has proven the important role of the field of environmental services in ensuring high rates of economic growth, which requires a review of its place in the structure of the national economy.

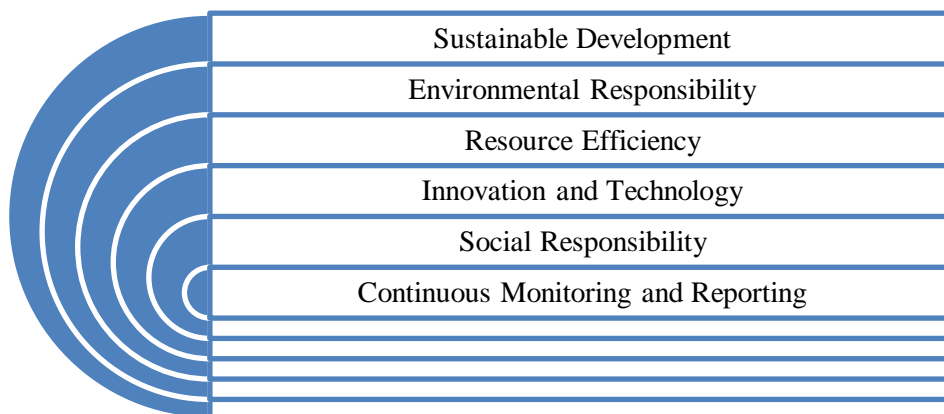
The majority of scientists consider ecological entrepreneurship as an activity of economic entities – legal entities and individual entrepreneurs, related to the production of ecological products, performance of works, provision of specialized services of ecological significance and other types of ecological entrepreneurship, not prohibited by law.

Many representatives of large, medium and small businesses have taken important steps to minimize the impact of their activities on the environment. Some of them have switched to zero-waste production, in which all materials are either completely used in the business or are recycled. Others use a closed system of water use, in which the discharge of wastewater has been eliminated. In some types of business, only secondary (recycled) materials are used in the production process. In all of these and many other cases, business owners came to conclusions that resulted in investment and operational decisions that significantly reduced their environmental impact.

A business can implement a "green" strategy within its interests to be a "green" business. For many businesses, this simply means that a green strategy will increase revenues – either by reducing costs, by increasing sales, or by a combination of the two. Other business owners may decide that the long-term viability of their business depends not only on profits, but also on

focusing on social and environmental performance.

The main principles of ecological entrepreneurial activity determine the approaches and values that underlie the creation and development of enterprises with an orientation towards nature conservation and sustainable development. Key principles of ecological business activity (Fig. 1).



**Fig. 1. Key principles of ecological entrepreneurial activity [3]**

- sustainable development ( Sustainable Development ): The main principle on which ecological entrepreneurship is based is to ensure a balance between the current needs of society and the ability of nature to restore resources. Businesses should strive to achieve profit without harming the natural environment and with long-term environmental sustainability in mind;

- responsibility to nature ( Environmental Responsibility ). Environmental enterprises must be responsible for their impact on the environment. This means minimizing the negative environmental consequences of one's own activities and taking measures to compensate for this impact, for example, by planting trees or participating in nature conservation projects;

- effective use of resources ( Resource Efficiency ). Ecological enterprises set themselves the task of efficient use of resources, such as energy, water, and raw materials. They look for ways to reduce resource costs and create products and services that help other businesses use resources efficiently;

- innovations and technologies ( Innovation and Technology ). Environmental enterprises are actively implementing innovative technologies to reduce emissions, improve product quality, and increase productivity. They are constantly looking for new ways to improve the environmental characteristics of their activities;

- social responsibility ( Social Responsibility ). Green businesses not only care about the environment, but also about the social well-being of their employees and the communities in which they operate. This includes creating safe working conditions, respecting human rights and supporting local initiatives;

- continuous monitoring and reporting ( Continuous Monitoring and Reporting ).

Ecological enterprises carry out constant monitoring of their activities and their impact on the environment. They also regularly publish reports on their environmental achievements and progress towards sustainable development goals.

Environmental entrepreneurship is most developed in the field of renewable energy and solar power plants and agriculture.

Green entrepreneurship in the field of renewable energy and solar power plants is an important component of global efforts to reduce greenhouse gas emissions and ensure sustainable development. This area of business is developing actively and is becoming more and more important in the context of climate change and depletion of natural resources.

One of the key initiatives is the development of solar power plants. Solar energy is a free and endless source of energy, and solar panels are becoming more and more affordable for consumers and businesses. In many EU countries, governments provide incentives and support for the installation of solar panels on rooftops and large solar farms [5]. This helps generate clean energy and reduce dependence on energy consumption derived from coal and other environmentally damaging sources.

A further initiative is the development and production of solar panels and equipment for solar power plants. This creates new opportunities for entrepreneurs and promotes the development of green jobs. Many companies are investing in research and development to improve solar panel technology and ensure their higher efficiency and durability [6].

Achieving sustainability is also an important initiative in environmental entrepreneurship. Consumption of energy from renewable sources allows not only to reduce the negative impact on the environment, but also to ensure sustainable energy portability in the future. This approach helps enterprises reduce their vulnerability to fluctuations in energy prices and improve their competitiveness.

In conclusion, environmental entrepreneurship in the field of renewable energy and solar power plants is an important component of global efforts to preserve the environment and ensure sustainable development. This area of business opens new opportunities for innovation, investment and job creation, which is important for our future.

Agriculture, as an important component of the modern world, must solve two key tasks: providing the population with food and preserving the natural environment [6,7].

However, traditional approaches to agriculture can harm the environment through the use of chemical fertilizers, pesticides and other agrochemicals. Therefore, the development of ecologically clean materials and ecologically oriented technologies becomes an extremely urgent task.

One of the important aspects of agriculture is the use of fertilizers and plant wraps. Environmentally friendly materials can include chemical-free organic fertilizers such as composts and microorganisms to enrich the soil with essential minerals. In addition, biodegradable films, which decompose after the season ends, help reduce the use of plastic and environmental pollution [7,8].

An important initiative is also the development and production of environmentally safe pesticides and herbicides. They can be made on the basis of natural substances that not only fight pests, but also do not have a negative impact on the ecosystem. This approach helps to preserve biodiversity and reduce the risk of contamination of water sources.

Ecologically oriented technologies in agriculture. The main task of greening agriculture, which consists in maintaining the integrity of agrarian ecosystems and ensuring balanced development of the agrosphere, which becomes possible when recognizing the equality of its three components - economic, social and ecological .

The environmental component also includes improving the state of the environment, except for the one damaged by military aggression; rational use of natural resources, reduction of anthropogenic load on the environment, land protection, reproduction and improvement of soil fertility.

The economic component of such interaction is based on reducing costs, conquering new markets for ecological products, obtaining profits from the sale of ecological innovations, and forming an ecological image of the enterprise.

Social - implies an increase in the safety and well-being of the population, a decrease in the level of injuries and diseases (other negative consequences), the development of the social infrastructure of the village, an

increase in the level of employment through the creation of new jobs.

To achieve sustainable agriculture, it is necessary to implement ecologically oriented technologies[9,10]: modern irrigation systems allow precise control of the soil moisture level and reduce water consumption in agriculture; practices such as mulching, crop rotation and companion planting help maintain the natural balance and maintain soil fertility; the use of solar panels and wind turbines to generate electricity in agriculture helps to reduce CO<sup>2</sup> emissions and lower energy costs; the use of digital technologies, modern agricultural machines and monitoring systems helps to make agriculture more productive and efficient, reducing resource consumption.

All these measures are aimed at creating a more sustainable, productive and environmentally friendly agriculture. They help provide food products for the population and preserve the natural environment for future generations.

**Conclusions.** Environmental business activity – the field of business is extremely important for modern society and the environment. Environmental business activity

is aimed at ensuring sustainable development, reducing the negative impact on nature and ensuring a balanced relationship between the needs of people and the preservation of the ecosystem. Examples of successful environmental initiatives and their impact on society and the environment are noted for the main principles of ecological business activity. Also, the importance of renewable energy and solar power plants in providing clean energy and reducing greenhouse gas emissions was highlighted. It is important to remember that ecological entrepreneurial activity not only contributes to the protection of nature, but also creates new opportunities for business and the development of new technologies. This area of business opens up ways to create jobs, reduce dependence on unstable energy markets and improve the quality of life of the population.

Thus, ecological entrepreneurship is an important factor in the development of a sustainable society and the preservation of the natural environment for future generations. To achieve this goal, it is necessary to promote innovation, the introduction of new technologies and the spread of environmental awareness among society.

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