Economy and environmental protection: the search for optimal solutions for balanced development and minimizing the negative impact on nature

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Abstract. The article discusses the features of the search for optimal solutions for balanced development and minimizing the negative impact on nature. According to the authors, economics and environmental protection should go hand in hand in the modern world, since modern eco-friendly technologies will allow entrepreneurs not only to preserve natural resources, but also to increase financial results and increase the level of business reputation, which will increase the degree of consumer loyalty to the products that such a company produces. Accordingly, it should be concluded that the prospects for interaction between ecology and the economy are extremely wide, their implementation will enable the modern economy to receive a significant incentive for growth and development.

Keywords: economy, environmental protection, optimal solutions, balanced development, negative impact on nature, minimization.

1 Introduction

The problems of modern ecology today have become the subject of consideration by specialists from various fields of science [1]. The Governments of a number of states are developing various climate improvement programs based on the analysis of the current situation and highlighting possible threats to the ecological well-being of the planet. In their writings, they primarily focused on the Paris Agreement [2]. In most of the program documents, the guideline is taken on the "green course" of development and it is indicated that an important role should be played by support in the form of allocating additional funds, adopting various documents and putting forward a number of initiatives that will be aimed at preserving the balance of the natural environment.

Experts note that the relationship between economic growth and environmental quality has a U-shaped shape – this is demonstrated by the so-called "ecological Kuznets curve"
Countries with backward economies occupy a significant share among states whose economies have a negative impact on the environment. Those states whose economies are developing intensively, they are developing programs to improve environmental performance. However, according to experts, the countries of the post-Soviet space today do not take an active part in resolving issues related to achieving an ecological balance, respectively, there is a need to reach a compromise between the growth of economic indicators and the preservation of ecology, which undoubtedly entails the need to develop and consolidate environmental standards.

2 Materials and methods

The adoption of environmental standards has a direct impact on the growth of economic indicators, since such standards contain certain restrictions related to the development of certain methods of production of various resources, in addition, there will be various costs associated with the re-equipment of production facilities, as well as risks that may arise due to the unpredictability of production restructuring or the introduction of new environmentally friendly technologies.

The directions of mutual influence of environmental norms and economic potential are shown in Fig. 1. However, the introduction of environmental standards can act as a factor accelerating economic growth within the framework of a long-term forecast. However, this process requires significant investments. And if developed countries are ready for this process, then poorer countries do not have the opportunity to do it. Since such countries need to meet their urgent needs at the moment, and the amount of funding for this process is limited, investing in activities related to the protection and restoration of the environment is not of particular interest to Governments of developing countries.

Experts consider the actual poverty of individual countries as the main factor directly affecting the occurrence of environmental damage. Accordingly, reaching a compromise between economic growth and environmental protection is very important, especially in those countries whose populations are small.

It should also be noted that environmental regulations have an impact not only on the economy, but also on individual freedoms, including the freedoms of democracy and the corresponding role of government. These freedoms may serve as a restriction for the development of programs designed to protect the environment, which causes its further degradation. But fortunately, such preferences are not always put at the forefront when making forecasts in the field of environmental protection.

Freedom of choice, economic growth, ecology and sustainable development are concepts that are closely related to each other. Within the framework of sustainable development, the needs of today are being met, taking into account the possibility of transferring such opportunities to future generations. In order for this goal to be achieved, citizens need to make their decisions freely based on access to certain resources. That's when their choice will become conscious.

It is known that environmental protection measures can conflict with individual freedom, but both concepts are positioned as part of the rights of a modern person. Thus, some experts argue that environmental protection has priority over individual freedom. Others point out
that individual freedom should be higher in the hierarchy of values than the need to protect the environment. Researchers who believe that environmental protection should take priority among other personal preferences position it as a global resource, and its protection is very important for future generations [8]. In their opinion, sacrificing their freedom in order to preserve the environment and overcome the climate crisis will allow nature to be preserved for future generations. One of the opponents’ opinions is based on the fact that environmental protection cannot negatively affect the freedom and personal preferences of an individual, since the importance of individual freedom is invaluable.

Without denying the importance of environmental standards, opponents say that the implementation of such standards should be consistent with the requirements of individual freedom of the individual. At the same time, the economic component is also a priority here. Since a person in his development can rely on various scientific research, which may run counter to the requirements for environmental protection. However, the search for a compromise in this context is not denied by supporters of individual freedom.

4 Discussion

Environmental sustainability plays a role in limiting economic growth – this position can be traced in various literary sources of the last period. Experts recognize that non-renewable resources are gradually being depleted, and this negatively affects economic growth. The organization of measures aimed at environmental protection allows ensuring long-term
economic sustainability, rational use of resources, climate change will also be prevented and a healthy future for generations will be ensured. But in order to achieve this goal, it is necessary to spend additional resources, as well as bear certain risks associated with various economic factors [9].

If we consider economic growth at the level of a particular company, then an environmental approach can allow the company to increase revenues, since its business reputation will have exponential growth. In addition, the technologies being developed aimed at preserving the surrounding natural environment can themselves become a highly convertible commodity on the market and can bring additional profit to organizations.

There is also the following hypothesis: more effective environmental regulation increases the efficiency of resource use and, under certain conditions, can improve economic performance. Renewable energy sources, which are able to reduce its consumption and compete with more expensive to operate and less environmentally friendly sources, should be considered among the factors that make it possible to combine the possibility of maintaining the balance of the environment and economic growth. However, it is quite difficult to determine to what extent environmental regulations have an impact on environmental indicators. According to the ideal position, the norms in the field of ecology should be in accordance with the quality indicators of the environment. If we achieve the relationship between environmental quality indicators and economic growth, then, in our opinion, we should expect an increase in economic indicators, since through achieving a high degree of environmental friendliness, production will not only be safe, but also highly efficient. This will allow states to get a greater return on invested funds [10].

Various incentives aimed at protecting the environment were first formulated in the USA back in the seventies of the twentieth century. In the period under review, the researchers focused on problems related to environmental pollution by oil industry enterprises and cars. After that, the focus of the researchers' interests turned out to be eco-friendly products, as well as environmentally friendly goods.

The study of environmental preferences focused on identifying factors that influence the promotion of environmental protection. These factors largely reflected the prevailing social and economic paradigms of the time. Experts focused on the financial features of household activities, social characteristics of households, the information field about the surrounding environment, and also noted the need to develop economic incentives that will support the development of knowledge about environmental protection.

To date, this approach is continued, for example, in the fact that separate waste collection systems are being developed, which makes it possible to increase environmentally conscious treatment of nature. Socio-demographic factors as potential predictors of environmental preferences are often used as control variables in later studies [11].

Studies based on various ceramic data have demonstrated that the most developed households have a greater impact on the environment, but have the opportunity to purchase expensive useful products. Accordingly, the growth of consumer incomes leads to an increase in consumption, which is designed to preserve the natural environment. In addition, specialists pay their attention to the values that are extremely important for the organization of competent protection of the natural environment, while these factors are given more attention than socio or socio-demographic ones.

Experts focus on the development of knowledge about the environment, which allows the development of ecological thinking aimed at stabilizing the management of natural resources. However, experience shows that environmental awareness is a factor that should also be supported by certain incentives. Such incentives include the possibility of obtaining a certain benefit, which directly affects the motivation of the individual in the field of environmentally based nature management [12]. If we consider this point in relation to large companies, we should conclude that they are an example that demonstrates positive experience within the
framework of the above. Thus, some countries are developing incentive programs for enterprises engaged in environmentally safe production. For reducing the environmental burden on the production process of certain goods, enterprises are exempt from the so-called environmental tax, which is often calculated in significant amounts. This is very important for planning future economic indicators that reflect the company's performance [13].

For this reason, it is incentives in the field of environmental management based on financial solutions that are becoming important today in the field of solving environmental problems. It is also important to note that the regulatory and legal regulation of the interaction of economic growth and environmental ecology play an important role in the future development of both individual countries and the world as a whole. The development of various departmental regulations should include not only punitive measures against companies and enterprises engaged in non-ecological production, but also an incentive for such companies to focus on alternative ways of conducting production activities. The consolidation of these norms by law will allow companies to rely on them more firmly, since state support is an important factor contributing to the development of entrepreneurship in various countries [14].

Ecology and economic growth are two factors that in the near future will be driving mechanisms for the development of enterprises and companies engaged in the processing and production of various resources [15]. In this regard, it should be said that in the future it is necessary to implement additional measures that will enable companies to consciously come to more environmentally friendly ways of producing resources, reduce the negative burden on the environment, but at the same time the company's profits should not decrease.

5 Conclusion

To date, the use of the experience of foreign countries in the field of environmental management and energy conservation is becoming a vector that developing countries, as well as countries with developed economies that do not yet use such methods, are guided by. In the future, many countries plan to implement actions that will make it possible to further reduce the burden on the environment. These are the use of electric vehicles, the reduction of duties on their import from other countries, the replacement of nuclear energy with other types of it, as well as the use of renewable energy sources in the company's activities. All this will lead to the fact that the ecology of the planet will significantly improve, but at the same time the economic component will also develop intensively, which will allow the future generation to realize its full potential.

References


