

However, I have to clarify what exactly your idea is protected, namely its form. I mean that, for example, if you decide to write a book and of course you have some idea of the book, but this idea doesn't have protection, but your finished book has. To see another situation: you have an idea for a future book, but a person stole this idea and a public book with your idea. In this situation you have to have some notices or you have already started to write the book, or something else which can prove exactly your idea. Honestly, it's really difficult to prove. So, my recommendation is to not talk about your ideas, because we have many people who can steal and public before you do it.

Protection of intellectual property rights is fundamental to fostering creativity, innovation, and economic development. By ensuring that creators, inventors, and businesses have exclusive rights over their works, intellectual property laws encourage investment in new ideas and provide a fair reward for effort and ingenuity.

Effective protection not only safeguards the moral and economic interests of rights holders but also promotes healthy competition and cultural enrichment. It ensures that innovations, whether in art, technology, or industry, contribute positively to society by balancing the rights of creators with the interests of the public.

However, challenges such as piracy, counterfeit goods, and unauthorized use of intellectual property persist, making enforcement a critical aspect of protection. Strengthening legal frameworks, raising public awareness, and promoting international cooperation are necessary to address these issues effectively.

In conclusion, protecting intellectual property rights is not just about individual benefit; it is a collective effort to sustain an environment where creativity and innovation can thrive, benefiting society as a whole.

THE ECOLOGICAL IMPACT OF ELECTRIC VEHICLES: SOLUTION OR SHIFT IN EMISSIONS?

Tretetsky E student,

T. Gerasymchuk, Ph.D, Associate professor,

Kharkiv National Automobile and Highway University

Introduction The global transition toward electric vehicles (EVs) represents one of the most significant technological shifts in modern transportation history. Promoted

as a clean alternative to internal combustion engine vehicles, EVs have gained substantial government support and consumer interest worldwide. However, a comprehensive ecological assessment reveals a complex picture that extends beyond the apparent zero-emission operation. This analysis examines whether EVs genuinely offer an environmental solution or merely shift emissions from tailpipes to power plants and mining operations.

Manufacturing Emissions: The Hidden Carbon Cost The production phase of electric vehicles presents substantial environmental challenges that often go unacknowledged in public discourse. Manufacturing a typical EV generates significantly higher carbon emissions compared to conventional vehicles—approximately 30-40% more during production. This "carbon debt" stems primarily from battery manufacturing, which involves energy-intensive processes for mining and refining rare earth metals like lithium, cobalt, and nickel.

Lithium extraction, essential for lithium-ion batteries, presents multiple environmental concerns. The process requires enormous quantities of water—approximately 2.2 million liters per ton of lithium—creating water scarcity issues in mining regions like Chile's Atacama Desert. Cobalt mining, concentrated in the Democratic Republic of Congo, has raised serious human rights and ecological concerns, including deforestation, water pollution, and hazardous working conditions. These upstream environmental impacts form an often-overlooked aspect of EV ecology that must be accounted for in any comprehensive assessment.

Operational Efficiency: Where EVs Excel The operational phase represents the strongest environmental advantage for electric vehicles. EVs convert over 77% of electrical energy to power at the wheels, compared to only 12-30% for gasoline vehicles. This superior efficiency translates to significantly lower operational emissions, particularly as electricity grids incorporate more renewable sources.

The emissions reduction potential varies dramatically by region, depending on the local electricity generation mix. In countries with high renewable energy penetration like Norway (with 98% hydroelectric power), EVs can achieve up to 85-90% lower lifetime emissions than conventional vehicles. Conversely, in regions

heavily dependent on coal-fired power plants, the operational advantage diminishes substantially. This geographical variation underscores the importance of coupling EV adoption with grid decarbonization to maximize environmental benefits.

Battery Technology and Recycling Challenges The heart of the EV environmental debate lies in battery technology and end-of-life management. Current lithium-ion batteries have limited lifespans (typically 8-15 years) and present significant recycling challenges. Only about 5% of lithium-ion batteries are currently recycled globally, creating concerns about future waste management and resource scarcity.

However, emerging technologies offer promising solutions. Second-life applications for used EV batteries in energy storage systems can extend their useful life by 5-10 years. Advanced recycling methods, including hydrometallurgical processes, are improving recovery rates for valuable materials. Solid-state batteries under development promise higher energy density, longer lifespan, and reduced reliance on scarce materials like cobalt.

Infrastructure and Resource Constraints The massive scale-up of EV production necessary to meet climate targets presents substantial resource and infrastructure challenges. Projected demand for lithium, cobalt, and nickel could exceed current reserves by 2030, potentially creating new geopolitical dependencies and environmental pressures. The expansion of charging infrastructure requires significant investment and materials, creating additional embedded emissions.

Grid capacity represents another critical consideration. Widespread EV adoption could increase electricity demand by 15-30% in developed countries, requiring substantial grid upgrades and generation capacity expansion. Without parallel investments in renewable energy, this increased demand could paradoxically increase fossil fuel consumption in some regions.

Comparative Lifecycle Assessment Comprehensive lifecycle analyses provide the most accurate environmental comparison between EVs and conventional vehicles. According to the International Energy Agency, even with current electricity mixes, EVs

typically have 20-30% lower lifetime greenhouse gas emissions than gasoline vehicles. As grids decarbonize, this advantage is projected to increase to 50-70% by 2030.

Beyond carbon emissions, EVs offer significant advantages in urban air quality by eliminating tailpipe emissions of nitrogen oxides, particulate matter, and other pollutants responsible for respiratory diseases. This localized benefit represents a crucial public health improvement, particularly in densely populated urban areas.

Future Pathways and Recommendations Maximizing the ecological benefits of electric vehicles requires integrated policies and technological advances across multiple sectors:

1. Accelerated Grid Decarbonization: The environmental payoff of EVs depends fundamentally on cleaning electricity generation through renewable energy expansion.

2. Battery Technology Innovation: Research into alternative chemistries, including lithium-sulfur and sodium-ion batteries, could reduce resource constraints and environmental impacts.

3. Circular Economy Approaches: Developing robust battery recycling ecosystems and designing vehicles for easier disassembly can minimize waste and resource extraction.

4. Sustainable Mining Practices: Implementing stricter environmental and social standards for mineral extraction can mitigate the ecological damage of resource mining.

5. Integrated Transportation Planning: Combining EV adoption with improved public transportation, urban planning, and active transportation infrastructure can reduce overall vehicle dependence.

Positive Examples: Demonstrating Sustainable Potential

Several real-world cases highlight the significant environmental benefits achievable through well-executed EV implementation:

- Norway's Renewable Integration: Norway stands as a paradigm of successful EV adoption, with over 80% of new car sales being electric in 2022. This achievement is underpinned by the country's 98% renewable electricity grid,

primarily hydropower. Norwegian EVs produce approximately 85-90% fewer lifetime emissions than conventional vehicles. The country's comprehensive approach includes substantial incentives, extensive charging infrastructure, and renewable energy integration, demonstrating how coherent policy can maximize EV environmental benefits.

- California's Grid Management: Despite initial concerns about grid stability, California has successfully integrated over 1 million EVs through strategic charging management. The state implemented time-of-use rates that encourage overnight charging when electricity demand is low and renewable availability is high. This approach has reduced grid strain and maximized the use of solar and wind power, cutting emissions by an estimated 70% compared to gasoline vehicles.
- Commercial Fleet Electrification: Amazon's deployment of 100,000 electric delivery vans by 2030 showcases how fleet electrification can yield substantial environmental gains. The company's commitment is coupled with investments in renewable energy projects to power its operations, creating a closed-loop system that minimizes the carbon footprint of last-mile delivery.
- Second-Life Battery Applications: Companies like BMW and Nissan are pioneering the repurposing of used EV batteries for stationary energy storage. These second-life applications extend battery usefulness by 10-15 years, providing grid storage solutions that enhance renewable energy integration while reducing waste.

Negative Examples: Highlighting Environmental Concerns

Conversely, several cases illustrate the potential ecological pitfalls of poorly implemented EV strategies:

- Chinese Coal-Dependent EVs: In regions of China where coal dominates the energy mix, some EVs have been shown to produce more lifetime greenhouse gas emissions than efficient hybrid vehicles. A 2021 study revealed that EVs in coal-dependent provinces could generate up to 60% more emissions over their

lifecycle compared to conventional vehicles, highlighting how electricity source determines environmental benefit.

- **Chilean Lithium Mining Impacts:** In Chile's Atacama Desert, lithium extraction for EV batteries has reduced freshwater availability by 50% in some areas, devastating local ecosystems and agricultural communities. The process requires approximately 2.2 million liters of water per ton of lithium, creating severe water stress in an already arid region and demonstrating the resource-intensive nature of current battery production.
- **Cobalt Mining in the DRC:** The Democratic Republic of Congo, source of approximately 70% of the world's cobalt, presents a stark example of the human and ecological costs of battery production. Unregulated mining operations have caused widespread deforestation, water contamination, and hazardous working conditions, raising serious ethical concerns about the EV supply chain.
- **German Grid Strain:** During the 2021 European energy crisis, Germany's increased reliance on natural gas for electricity generation meant that EV charging sometimes created higher carbon emissions than diesel vehicles. This case demonstrates how grid instability and fossil fuel dependence can undermine the ecological advantages of electrification.

Comparative Analysis and Lessons Learned These contrasting examples reveal several critical patterns. The environmental performance of EVs varies dramatically based on three key factors: electricity generation mix, mining practices, and battery technology. Norway's success stems from its renewable energy infrastructure, while China's challenges highlight the limitations of coal-dependent electrification.

The cases also demonstrate that technological solutions are emerging to address environmental concerns. Second-life battery applications show promise in reducing waste, while improved mining techniques in countries like Australia demonstrate that lithium extraction can be made more sustainable through direct lithium extraction technology that reduces water usage by up to 50%.

Conclusion The ecological impact of electric vehicles cannot be characterized as universally positive or negative. Rather, it represents a spectrum determined by

implementation choices. Positive examples like Norway and California demonstrate that when coupled with renewable energy and smart policies, EVs can significantly reduce transportation emissions. Conversely, cases from China and the DRC reveal that without proper attention to electricity sources and supply chain sustainability, EVs may merely shift environmental impacts from tailpipes to power plants and mining operations.

The ultimate ecological verdict on electric vehicles depends on our ability to address three key challenges: decarbonizing electricity generation, developing sustainable battery supply chains, and implementing circular economy principles for battery reuse and recycling. With comprehensive strategies that address these areas, EVs can indeed become a genuine environmental solution rather than merely a shift in emissions.

References

1. Bieker, G. (2021). A Global Comparison of the Life-Cycle Greenhouse Gas Emissions of Combustion Engine and Electric Passenger Cars. International Council on Clean Transportation.
2. Bonges, H. A., & Lusk, A. C. (2016). Addressing electric vehicle (EV) sales and range anxiety through parking layout, policy and regulation. *Transportation Research Part A: Policy and Practice*, 83, 63-73.
3. Cano, Z. P., Banham, D., Ye, S., et al. (2018). Batteries and fuel cells for emerging electric vehicle markets. *Nature Energy*, 3(4), 279-289.
4. Flexer, V., Baspineiro, C. F., & Galli, C. I. (2018). Lithium recovery from brines: A vital raw material for green energies with a potential environmental impact in its mining and processing. *Science of The Total Environment*, 639, 1188-1204.
5. Hall, D., & Lutsey, N. (2019). Effects of battery manufacturing on electric vehicle life-cycle greenhouse gas emissions. International Council on Clean Transportation.
6. Harper, G., Sommerville, R., Kendrick, E., et al. (2019). Recycling lithium-ion batteries from electric vehicles. *Nature*, 575(7781), 75-86.
7. International Energy Agency. (2023). *Global EV Outlook 2023: Catching up with the climate ambitions*. OECD Publishing.
8. Martinez-Laserna, E., Gandiaga, I., Sarasketa-Zabala, E., et al. (2018). Battery second life: Hype, hope or reality? A critical review of the state of the art. *Renewable and Sustainable Energy Reviews*, 93, 701-718.
9. Muratori, M., Alexander, M., Arent, D., et al. (2021). The rise of electric vehicles—2020 status and future expectations. *Progress in Energy*, 3(2), 022002.

10. Nykvist, B., & Nilsson, M. (2015). Rapidly falling costs of battery packs for electric vehicles. *Nature Climate Change*, 5(4), 329-332.
11. Olivetti, E. A., Ceder, G., Gaustad, G. G., & Fu, X. (2017). Lithium-Ion Battery Supply Chain Considerations: Analysis of Potential Bottlenecks in Critical Metals. *Joule*, 1(2), 229-243.
12. Peters, J. F., Baumann, M., Zimmermann, B., Braun, J., & Weil, M. (2017). The environmental impact of Li-Ion batteries and the role of key parameters. *Renewable and Sustainable Energy Reviews*, 67, 491-506.
13. Sovacool, B. K., Ali, S. H., Bazilian, M., et al. (2020). Sustainable minerals and metals for a low-carbon future. *Science*, 367(6473), 30-33.
14. Tal, G., Raghavan, S. S., Kuran, S., & Garcia, A. (2020). Assessment of electric vehicle charging infrastructure and its impact on the electric grid. *Transportation Research Part D: Transport and Environment*, 85, 102383.
15. Turcheniuk, K., Bondarev, D., Singhal, V., & Yushin, G. (2018). Ten years left to redesign lithium-ion batteries. *Nature*, 559(7715), 467-470.
16. Yu, A., Zhao, Y., & Li, J. (2022). Environmental impacts of electric vehicles in China under different power mix scenarios. *Journal of Cleaner Production*, 356, 131669.

PERCENTAGE RATIO OF MAIN AND ACCENT COLORS ON THE SITE

Victoria Zadorozhna, student,

Kharkiv National University of Radioelectronics.

Olga Gubaryeva, PhD, Associate Professor,

Kharkiv National Automobile and Highway University

When creating websites, the color component is an important part of the work, which can affect its further traffic and popularity among users. Color is not merely a decorative element—it serves as a powerful communication tool that shapes user perception, influences behavior, and ultimately determines whether visitors stay on your site or leave within seconds. Research in user experience design consistently demonstrates that color choices directly impact conversion rates, with some studies showing improvements of up to 24% simply through optimized color schemes.

The challenge lies not only in selecting the right colors but in understanding how to distribute them across your website's interface. In addition to the fact that you first need to choose colors depending on a specific target audience and the theme of the site, you also need to balance them well so that the user is as comfortable as possible while