

implementation of climate and environmental management at the company contributes to the consistent improvement of the situation in almost all areas of activity.

Of course, climate and environmental management in the company is subject to certain legal requirements, however, today's realities show that climate and environmental management, in the first place, is an initiative and effective activities of companies aimed at achieving various climatic, environmental and social goals. Thus, the companies are the initiators of various projects and programs related to environmental protection, emission reduction and aimed at continuous and consistent improvement of efficiency and effectiveness of the enterprise.

Accordingly, today's climate and environmental management is the key to the success of the enterprise, forms a positive image, sets new guidelines for development and promotes long-term prospects with partners and stakeholders.

Of course, climate and environmental management by the state is also aimed at setting the company for the future and setting the course, however, it is the climate and environmental management of the company that complements and improves climate and environmental management at the national level, significantly increasing its efficiency.

In many companies, including Ukraine, the trend is to form special departments of environmental and climate projects, the goals of which are resource conservation, climate change, regulation of greenhouse gas emissions, energy conservation.

With thoughtful and planned implementation, climate and environmental management can not only significantly increase the company's profits and increase production capacity, but also contributes to the formation of manifestations of modern environmental culture, which is an integral part of corporate culture of both enterprise and state.

MARKETING AND CLIMATE CHANGE

*Bielova O.I., Assoc. Prof., Ph.D., Naumova O.O., Assoc. Prof., Ph.D.,
«KROK» University, Ukraine
bielovaoi@krok.edu.ua, olenan@krok.edu.ua*

The financial growth of companies since the middle of the last century was due, among other things, to the successful implementation of the marketing product strategy massive production of disposable products, and the hidden planned obsolescence of the goods. This has led to higher intensive usage of natural resources and increase the release of consumer waste, which irreversibly negatively affected the climate change.

As the problem of safe waste recycling and disposal began to increase, companies began to change product marketing policies and launch anti-litter and intensive recycling programs, actively supporting consumer responsibility for

managing the waste of disposable goods. At the same time, having looked out for the growth profits the companies did not intend to reduce the output of such goods.

Surveys have shown the world generates 2.01 billion tonnes of municipal solid waste annually, with at least 33 percent of that—extremely conservatively—not managed in an environmentally safe manner. Worldwide, waste generated per person per day averages 0.74 kilogram but ranges widely, from 0.11 to 4.54 kilograms. Daily per capita waste generation in high-income countries is projected to increase by 19 percent by 2050, compared to low- and middle-income countries where it is expected to increase by approximately 40 % or more [1, p. 3].

The reasons for environmentally harmful consumption are also the results of companies` marketing communication policy. Every day a consumer is subjected to thousands of advertisements per day that convince a consumer that he (or she) will be happier, and society will consider him (or her) successful with a new car, a modern refrigerator, fashionable jeans, or the latest model of a mobile smartphone.

For example, it is common knowledge that the use of paper products leads to large emissions of greenhouse gases from production to waste disposal. The negative impact on climate from this production covers the destruction of carbon capture trees and biodegradation in landfills.

Recycling the packaging of goods by consumers does not solve the problem of plastic waste and does not stop climate change quickly. Indeed, under the influence of solar radiation, plastic packaging emits impurities of greenhouse gases methane and ethylene, and over time, the volume of emissions grows, which leads global warming.

Companies face a major challenge in transforming marketing strategies and creating innovative products and their packaging aimed at the safe production, consumption, and disposal of waste to end the destructive impact on climate change.

References

1. Kaza, Silpa; Yao, Lisa C.; Bhada-Tata, Perinaz; Van Woerden, Frank (2018). What a Waste 2.0: A Global Snapshot of Solid Waste Management to 2050. Urban Development;. Washington, DC: World Bank. // [Electronic resource]. Retrieved from <https://openknowledge.worldbank.org/handle/10986/30317>

THE ECOLOGICAL PROBLEM OF CLIMATE CHANGE IN SLOVAKIA

*Didijer K., Mag., Lekus D., Prof.,
University of Niš, Niš, Slovak Republic
uniuni@ni.ac.rs*

During recent decades, there have been going on notable changes in the global and European climate. Temperature has been rising, precipitation in many parts of Europe has been changing and weather extremes show an increasing frequency in