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BALANCED ECONOMIC DEVELOPMENT OF UKRAINE THROUGH ENVIRONMENTAL PROTECTION

The natural environment is the main component for human survival, so it can be said that improving the state of the environment is an important point for a comfortable life and development. But for decades, the economy has developed at a rapid pace, not taking into account the need for natural resources reproduction or rational use without significant losses. Ukraine must pay attention to environmental problems; otherwise, we will face an economic collapse, since these two areas are closely related.

The advancement of economic development through environmental protection requires a clear understanding of exactly how these two areas are connected; nature protection can work via development and economic development via protection. Now our country is at the stage of realizing the principles of freedom, development and equality. Development is the solution to all problems, because it is impossible to solve environmental problems by stopping development.

It is necessary to constantly look for new ways of environment protection that meets the national conditions of Ukraine, improvement of the structure of industry, pushing the transformation of economic development towards sustainable practices, and implement scientific developments capable of stabilizing the balance between environment and economy. In this way, spending on environmental protection will automatically improve the regime of continuous growth, as well as promote innovative progress and green economic development.

It is necessary to understand that environmental protection is the main issue of the further construction of safe and stable country. A clean environment means high and sustainable productivity, and will also promote investments and business, as it does in many countries of the world in all modern industries. Without environmental protection, the economy will fall to the limit of growth, but thanks to the progressive development of environmental protection, the economy will have unlimited growth.

However, the situation in Ukraine today is difficult. As a result of the hostilities, about 23,300 hectares of forests were burned, some of them were lost, which upsets the climatic balance of the regions. The result can be significant erosion processes, which will certainly affect agriculture. And since the basis of the Ukrainian economy is multi-branch industry and agriculture, this will affect the development of the economy, due to the fact that the environmental security of the regions is violated. This is a problem not only of our country, but of the whole world, because it is directly related to the Eighth Action Program of the European Union for the environment until 2030 (in particular, the clause on reducing vulnerability to climate change).

Since Ukraine is gradually approaching EU legislation and policy on balancing and improving economic development through environmental protection, we need to

develop the green economy gradually and qualitatively, following the similar trends in Europe. The mechanism of state support and stimulation of environmental entrepreneurship, sectors of the "green economy" consists of a number of legal acts of Ukraine: the Law of Ukraine "On Alternative Energy Sources"; Law of Ukraine "On Alternative Fuels".

Based on legislative acts, it is possible to highlight points that will help achieve the development of the green economy: improvement of the system of processing and recovery of resources and further stimulation of their use; planning, construction and transformation of various industrial facilities into more environmental ones. It is also important to stimulate the consumption of ecologically clean products, to promote the formation of an ecological lifestyle of the population. We must remember to start from the very basic level - to influence people and push for the right changes. In the future, such movements will contribute to further balanced development of the economy, taking into account environmental needs.

Conclusion. Ukraine has a high potential for improving the economy by protecting the environment. This issue will be especially acute in the post-war years. The standard of living of the population depends on economic development, and the living conditions of people depend on environmental conditions. With the development of the economy, the level of demand among people will constantly increase. Optimizing economic development through environmental protection not only ensures sustainable economic growth, but also satisfies people's urgent desire to live in a healthy environment.

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