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ENVIRONMENTAL SUSTAINABILITY

EUROPEAN PRINCIPLES AND OPPORTUNITIES FOR ENSURING ENVIRONMENTAL SUSTAINABILITY IN UKRAINE

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The introduction of green technologies will contribute adaptation to European environmental standards and to economic growth of Ukraine.

Ukraine faces serious environmental challenges that require urgent measures to ensure sustainable development and preserve natural resources for future generations. In accordance with the plan to achieve a shared better future, the UN Resolution «Transforming our world: The 2030 Agenda for Sustainable Development» was adopted, one of the directions is to overcome global climate challenges. European environmental principles are an important guideline for Ukraine, which has the potential for post-war recovery. An important task for the sustainable restoration of the country's economic development is to find ways to develop a green economy, taking into account state business support policies. The assessment of the economic capabilities of an enterprise should take into account the prospect of attracting investments, renew economic resources in the desired directions and levels in order to ensure the innovative development of the enterprise and sustainable development of the country's economy (Gorodianska, 2023). It is important to stimulate local communities and enterprises to implement environmental initiatives, which will make changes more sustainable at the local level. Important is to take into account the Decree of the President of Ukraine «On the Sustainable Development Goals of Ukraine for the period up to 2030», the proposals of domestic scientists (Gorodianska, 2023; [Yermakov & Kostetska, 2022](#); et al.) and focus on several key areas: state support through tax breaks and grants can stimulate enterprises to modernize; participation in international environmental programs will attract additional funding and innovative technologies; the transition to the principles of a closed economy will help reduce the burden on the environment and reuse resources; the formation of an ecological culture through educational programs will help form the environmental awareness of young people; cooperation with international organizations will provide financial support and the latest eco-technologies; the development of electric public transport, the creation of green zones and the construction of energy-efficient buildings will help improve the quality of life in cities.

Thus, Ukraine is worth focusing on key areas implementation the European environmental principles for sustainable economic growth and improving the quality of life of the population.

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