LEADING SUSTAINABILITY: THE PATH FROM RESPONSIBLE CONSUMPTION TO A GREEN ECONOMY

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Abstract

This study examines the complex relationship between responsible consumption and the economic transformation required for the development of a global green economy. The authors emphasize the significant impact of responsible consumption at all stages of social reproduction. The systemic implementation of the green economy concept at a global level is not only based on the UN Sustainable Development Goals declared in 2015. It is also based on variant scenarios of world economic development, which can be clearly outlined in accordance with long-term historical trends. Firstly, when the human community reaches the ultimate limits of its economic activity and the global economy exerts a determining influence on all groups of stakeholders, it is crucial that the world utilizes all opportunities to reduce the consumption of non-renewable resources and mitigate the anthropogenic impact on the environment. The absence of effective, exemplary macroeconomic models recognized worldwide causes significant diversity in approaches to and national models of green economy development. In such circumstances, a country's capacity to 'green' its national economy is a key indicator of its macroeconomic growth, the development of green technologies, and the adoption of sustainable business practices, which are essential for evaluating its contribution to global sustainable development. The key determinants of the transformation of the green economy are the dominance of neoliberal policies, large-scale economic liberalization, increased social mobility, and the socialization of economic activity. The article emphasizes that achieving a sustainable green economy requires the adoption of environmentally friendly and responsible consumption practices. To this end, it is necessary to encourage consumers to adopt a more careful attitude towards nature and resources, conserve the environment, minimize waste, and reject products that harm the ecosystem. Modern society plays a crucial role in promoting these values by favouring products and companies that are consistent with environmental sustainability. The authors explore various forms of responsible consumption, such as the sharing economy, switching to eco-friendly products and packaging, avoiding disposable goods and encouraging product repair and extension of their lifespan. They emphasize that the main goal is to make consumption more environmentally friendly, which would unify national consumption patterns and create a global culture of responsible, sustainable consumption.

Keywords: assessment sustainable economy, climate change, circular economy, global production chains, green finance, green economy

I. Introduction

As the final stage of the universal process of reproduction of the social product and one of the key forms of economic and social activity, the sphere of consumption in its concentrated form not only reflects a diverse "palette" of social relations formed at all previous stages of the reproduction process (production, distribution and exchange), but also has a powerful influence on the behavior of economic actors at all its stages. And if the industrial era of world economic development was

based on the example of production with the unconditional dominance of commodity fetishism and alienation of labor as the institutional and ideological basis of the capitalist market system, then in the conditions of post-industrialization of global economic development, modern society is witnessing an unprecedented increase in the scale of consumption, its dynamic diversification and structurization, the complication of consumer objects and items, the expansion of forms of realization of consumer goods and services, as well as the expansion of consumer goods and services [1-5].

The main drivers of these transformational changes in the system of consumer relations are the powerful influence of a number of global determinants. Among them, the key role is played by: the dominance of neoliberal economic policy in most Western countries in the post-war period with relatively low inflation rates and a continuous in-crease in consumer lending; systemic liberalization of cross-border movement of goods, services and factors of production; expansion of export-oriented sectors of national economies of different states; increasing levels of social mobility of their populations; deepening processes of socialization and humanization of economic activity; and the development of a new economy [6-8].

Between 2013 and 2023 alone, as Figure 1 shows, the number of high net worth individuals increased from 3.3 million to nearly 7 million in North America; from 3.3 million to 7 million in Asia and the Pacific; from 3.1 million to 5.4 million in Europe; from 0.4 million to 0.8 million in the Middle East; from 0.5 million to 0.6 million in Latin America; and from 0.1 million to 0.2 million in Africa [9-11].

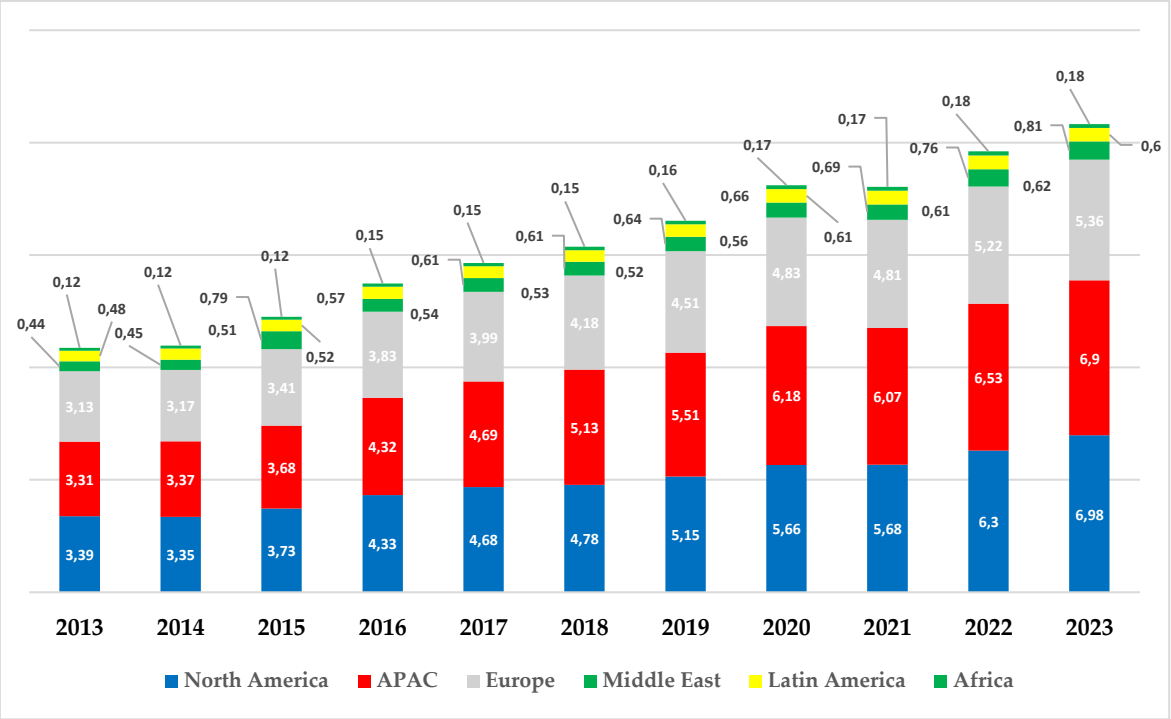

Figure 1: *Number of rich citizens by individual regions in 2013-2023, mln people.*

In regional terms, the increase in household wealth had the following distribution: in North America, from 36.7 trillion to 158.9 trillion between 1999 and 2021 (with a projection of 202.3 trillion in 2026); Western Europe, from 22.3 to 105.9 trillion (129.1 trillion); Latin America, from 0.6 to 12.9 trillion (18.6 trillion); Middle East, from 1 to 11.4 trillion (15.1 trillion); and Oceania, from 1 to 12.5 trillion (16.8 trillion, respectively). It is quite natural that such a rapid increase in the value of household wealth in all regions of the world without exception objectively leads to both a steady increase in the scale of global consumption of goods and services and diversification of its product

structure. Suffice it to say that in the period 1970-2020 the global volume of household final consumption expenditures increased from $2.2 to almost $62 trillion. As of 2020, it amounted to $ 41.1 trillion for the group of high-income countries; $20.2 trillion for middle-income countries; $20.6 trillion for low- and middle-income countries; and $407.9 billion for low-income countries [12-14] (Table 1).

Table 1: *Household final consumption expenditures by individual regions and country groups in 2020, billion USD*

Country Team	Expenses	Region	Expenses
High-income countries	41068.3	North America	18442.8
Middle-income countries	20213.2	OECD	40581.7
Upper middle-income countries	14601.1	Central Europe and the Baltic region	1242.4
Lower middle-income countries	5612.3	Latin America and the Caribbean	3817.1
Low- and middle-income countries	20595.3	Middle East and North Africa	2267.9
	407.9	Asia-Pacific countries	16923.9
Low-income countries		Europe and Central Asia	16528.8
		EU	11344.0
		World	**61884.4**

Source: authors.

A significant fundamental trend of increasing consumption is evident in the United States, where aggregate household final consumption expenditure increased more than 22-fold between 1970 and 2019, from $646.7 billion to $14.5 trillion, and per person from $14.4 to $38,600 (Fig. 2).

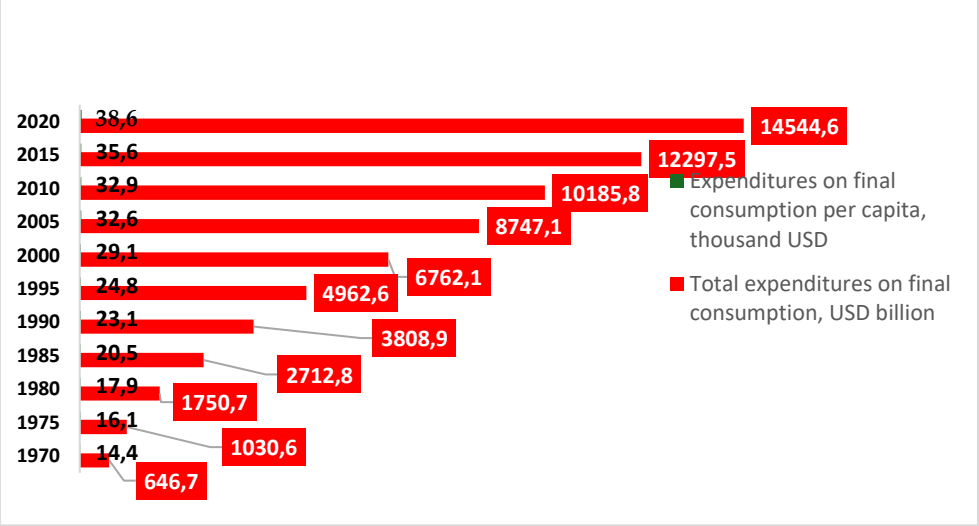

Figure 2: *Final consumption expenditures of US households (total and per capita) in 1970-2019.*

This means the development of a hypertrophied global consumer society, which is based on the spread of consumer models of consumerism [15]. It is the consumer trend of consumerism that determines the artificial formation of more and more economic needs and demands of consumers by the market, thus multiplying the scale of the resource base involved in production and increasing the anthropogenic load on the environment [16]. Another eloquent confirmation of the dynamic spread of the consumerism trend and the closely related wasteful consumption of resources in the global system of consumer relations is the data on the world's accumulated food waste.

Annual food losses and wastage globally amount to 1.3 billion tons of food, approximately one-third of the world's production. In terms of monetary value, these losses amount to US$ 680 billion and US$ 310 billion for developed and developing countries,

respectively [17].

An analysis of food waste in various food categories revealed the following trends:

- Cereals: 30% of world production;
- Root crops, fruits and vegetables: 40-50% of world production;
- Oilseeds, meat and dairy products: 20% of world production;
- Fish and seafood: 30% of world production.

Equally impressive is the extent to which products are wasted at the retail chain level due to failure to meet strict quality standards in terms of appearance. For example, in the UK alone, inadequate appearance of 30% of vegetable crops is the reason why they cannot be sold by retail channels; and households in the UK throw away about 6.7 million tons of food each year, accounting for one-third of the 21.7 million tons of food purchased. This means that around 32% of the food purchased in a year by British households is not consumed at all, the majority of which (almost 6 million tons, or 88%) is actively collected by local authorities today [18-20].

Integrating food losses with data on government subsidies in agriculture reveals an even larger scale of financial losses. Global efforts to reduce food losses and optimize public subsidies in agriculture are critical for food security and sustainability (Table 2).

Table 2: Government subsidies in agriculture (in billions of US dollars)

Country/Region	2021	2023 (assessment)
USA	212	220
EU	188	195
China	149	155
Japan	62	65
South Korea	57	60
India	55	58
Canada	32	34
Australia	29	31
Brazil	27	29
Mexico	26	28
Africa	25	27
Total (OECD)	**797**	**830**

Source: authors.

Note: Data for 2023 are estimates based on current trends and are subject to change.

In the conditions of colossal food losses and in the parameters of global green ecosystem development, this means not only the wasteful involvement in production processes of a huge amount of natural capital and resources (water, land, energy, labor, financing, etc.), but also the generation of ever-increasing masses of "idle" greenhouse gas emissions, which are the cause of rapid climate change, global warming and a significant increase in the anthropogenic load on the environment [21, 22].

As of 2023, 115 countries reported that they had implemented about 900 different policies related to sustainable consumption, in line with the Paris Agreement's goals of limiting global warming to below 2°C and ideally below 1.5°C. These policies cover a wide range of areas, including energy, transportation, food and waste. Countries are increasingly recognizing the important role of sustainable consumption in combating climate change. Sustainable consumption involves using resources and products in ways that minimize negative environmental impacts without compromising the needs of future generations (Table 3).

Thus, it is in the sphere of consumption, as in no other sphere, that we can observe the global influence of mechanisms of social structurization of society, which with all obviousness "expose" all the economic contradictions, deformations, asymmetries and the nature of socio-economic relations accumulated here.

Table 3: *Country policies on sustainable consumption, data for 2023*

Area	Number of policies
Energy	350
Transportation	220
Food	150
Waste	100
Other	80
Total	**900**

Source: authors.

A powerful impetus for limiting individual consumption and its ecologization was the Covid-19 pandemic, which significantly limited the physical ability of consumers to make purchases in quarantine mode [23]. As a result, many of them fully realized the fallacy and ecological threat of the dominant model of consumer behavior in the "pre-Covid" period. Against the background of simultaneous introduction of restrictions on the use of public transportation and significant expansion of the use of digital technologies, the ecological type of consumption has finally established itself in the minds of global consumers [24-26].

Thus, a significant reduction in consumer demand for industrial goods has led to a corresponding reduction in their production supply and the scale of freight transportation, which together have had a powerful positive impact on the natural self-purification of natural ecosystems [27-30].

II. Methodological Approach

First of all, it should be noted the increasing orientation of the aggregate world consumer towards joint (collective) consumption of goods. This phenomenon, qualified in Western scientific literature as "sharing economy" (or its synonyms "participatory economy", "on-demand economy", "access economy", "collaborative economy", etc.), is based on the institution of trust between participants in exchange processes and represents a highly efficient and digitally based economy), is based on the institution of trust between the participants of exchange processes and represents a highly effective and digital technology-based communication platform of interaction between economic actors on the free provision of resources for use or joint consumption of various types of material goods on the basis of their exchange or lease. This is the basis for the realization of rather specific property rights in the shearing economy, based on interpersonal behavioral relations regarding the possession of rare economic goods and aimed at maximizing the overall consumer utility by providing access to them to other economic actors. It should be noted that 28% of companies in the media and entertainment sector, 20% in the accommodation and hospitality industry, 19% in the transport sector, 19% in the retail and consumer goods sector, 14% in the service sector, 11% in the financial sector and 10% in the equipment rental sector already operate in the organizational mode of the sharing economy.

Therefore, thanks to the Sharing Economy, one of the key goals of sustainable development is achieved - a significant reduction of the ecological footprint as a result of limiting human participation in consumer relations, transition of economic actors to rational consumption patterns, lengthening the life cycle of consumer goods, reducing emissions and waste, as well as transferring the consumption process to the principles of circular economy.

In other words, the formation of the model of responsible consumption in the format of the shearing economy occurs not by reducing its volume and specification of property rights, but due to consumer mobility, maximizing the utility of goods and services, their consumption as the need arises, expanding the access of external consumers to unused assets, as well as optimizing the scale

of consumption. In this way, consumers lose their orientation to the constant purchase of more and more new goods, and thus - do not accumulate unnecessary surplus of commodity mass by providing access to them to all interested subjects. It is quite natural that the determining role in this process is played by the system of deep collaborative and social interactions of all participants of the shearing economy, through which their efforts are consolidated to realize the strategic goals of global sustainable development, to combat global poverty and impoverishment of the population, as well as to overcome the deep asymmetries of global socio-economic development. On this basis, we qualify the shearing economy as an important institutional platform for the development of the responsible consumption model in global coordinates, which changes the consumer paradigm itself, destroys the dominant business models and production processes in different sectors of the economy and generates a huge social, financial and consumer-cultural value for the global society.

The high dynamics of development of the shearing economy and the growing popularity of consumer goods and services sold through its channels are confirmed by the fact that by 2025 its total capitalization will grow to USD 335 billion, while in 2014 it did not exceed USD 15 billion. The enterprises of the shearing segment will grow, according to experts' estimates, by 2133% in twelve years (from 2015 to 2025) (Fig. 3), which will equal the sharing economy in terms of company revenues with the traditional economy of the corresponding sectors. As of today, 72% of Americans already plan to utilize the services of the sharing economy within the next two years. At the same time, the National Statistical Office of Great Britain, based on the generalization of a whole system of indicators - from the total value of online purchases made to the amount of payment for marketing services provided - found that in 2015, 275 European platforms for cooperation in the format of the sharing economy were operating on the territory of this country, which generated a total income of 4 billion pounds sterling and ensured the realization of transactions worth 28 billion pounds.

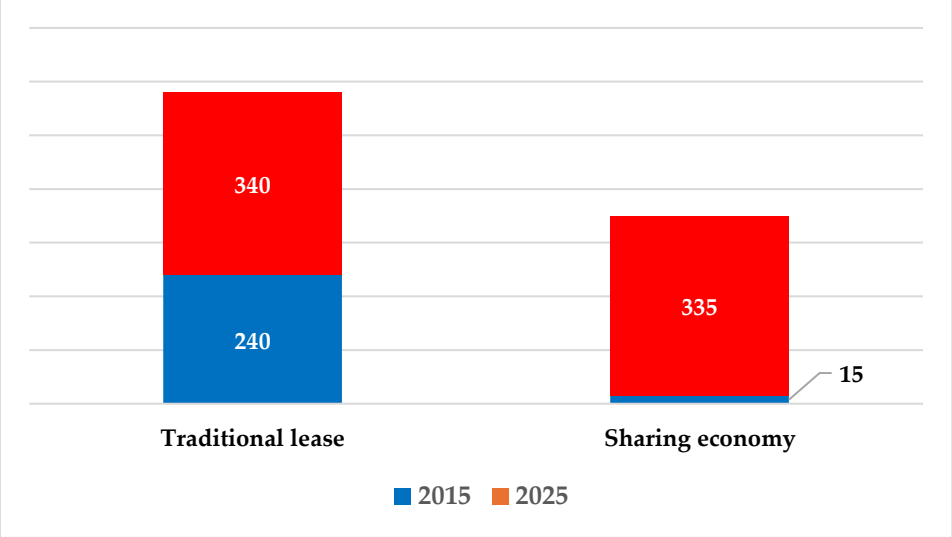

Figure 3: Projected revenues of the traditional rental and sharing economy in 2015 and 2025, billion USD

The aggregate income of the operators of the shearing economy due to the active development of its global infrastructure will increase from USD 18.6 billion in 2017 to USD 40.2 billion in 2022. It should also be noted that these figures do not cover all economic transactions in the sharing economy, but reflect only the profits of companies in such leading sectors as lending, home rentals, ridesharing, music and video streaming, and telecommuting. And although there are still a very small number of publicly traded companies in the sharing economy sector in the global economy as of now, however, there has been a significant increase in their public offering activity in recent years. This offers them a rather encouraging prospect of increased access to low-cost investment capital to finance their current operations and strategic development.

The most common forms of responsible consumption in the format of the sharing economy,

which have the greatest prospects for further growth, are: crowdfunding, online recruitment, carsharing, as well as equipment and car rentals.

Thus, during 2019-2023 alone, the total annual revenue of carsharing companies increased from $8.4 billion to $11.2 billion, with a forecast of growth to $16.5 billion by 2026. At the end of the period, the total number of users of carsharing services will amount to 60.7 million people with an average level of income generated by one user at the level of USD 255.2. Rapid dynamics is also characteristic of the total distance traveled by cars integrated into the carsharing industry: if in 2015 it was about 4% of the distance traveled by all cars in the world, in 2030, according to Morgan Stanley experts, it will reach 26%.

A comprehensive analysis of the activities of companies in the shearing sector gives grounds to identify a number of "bottlenecks" in their functioning, which are already causing serious complaints from companies and firms of traditional business.

First of all, it is a rather clear orientation of the business models of shearing companies to consolidate their monopolistic and oligopolistic positions in the global market, which to a certain extent deforms competitive relations in a number of sectors of the world economy and leads to a decrease in revenues of traditional companies. Special attention should also be paid to the tax component of the activities of online platforms of shearing firms, the mechanism of which gives them ample opportunities to avoid paying taxes, license and insurance fees, as well as to save significant funds on organizational and management costs. This leads to the spread of unfair competition practices with companies in traditional sectors of the economy and opens up opportunities for shearing firms to ignore many issues related, in particular, to working conditions and wages, fulfillment of requirements of social protection of workers and unemployment insurance. However, even the above-mentioned drawbacks of shearing companies' work are not able to offset all their significant competitive advantages associated with the establishment of the responsible consumption model in the world coordinates, and, consequently, the development of the global green ecosystem.

III. Results and Discussion

In the comprehensive characterization of strategic directions of development of the global model of responsible consumption, special attention should also be paid to the practices of consumers in the system of consumer relations in developed countries of the world to minimize solid domestic waste and their transition to sorting garbage and separate method of its disposal. In this context, let us emphasize that the key to high environmental friendliness of waste management systems operating in these countries is their sorting at the initial stages of disposal (i.e. near residential buildings), which allows to simplify and reduce the cost of this technologically complex process. For example, in Sweden, households separately collect paper, plastic, food products, electrical appliances, light bulbs, batteries, metal products and glass. The collected garbage is further recycled, melted down, reused, or used for the production of materials, fertilizers and biogas. At the same time, hazardous waste, electronics and chemicals are collected by special transport, while bulk waste is taken by Swedes themselves to special recycling centers on the outskirts of cities.

In turn, in Germany, the separate method of household waste disposal was introduced back in 1991 as part of the implementation of a national program called "Duales System Deutschland GmbH". The result of the thirty-year period of its implementation is that now up to 90% of all German households carry out separate waste collection, while no sanctions in case of non-compliance with its rules are provided by the current legislation. Every year, every German resident receives a special letter with detailed information on solid waste disposal sites and collection days for each type of waste. The circular nature of solid waste management in Germany is also manifested in the transfer of steam generated from the incineration of garbage to power plants, which brought

the share of energy produced in this way in Berlin alone to 12% of the total needs of German households. Another global leader in the implementation of responsible consumption models through the utilization and recycling of garbage is Switzerland, where very sophisticated recycling systems have been created as a result of the more than doubling of household waste over the last fifty years. By doing away with landfills back in the early 2000s, Switzerland has ensured that now more than 50% of all garbage is recycled and the rest is incinerated, with the resulting thermal energy transferred to heat homes and generate electricity. The country now leads the world in recycling of paper into new paper products (60%) and in recycling of glass containers (90%), plastic bottles (82%), and tin and aluminum bottles. At the same time, separate recycling of PET bottles, old electrical appliances, household appliances, daylight bulbs, cans, residual vegetable and machine oil, construction and other waste allows to ensure high environmental friendliness of the household waste utilization process.

In the period from 1995 to 2020, the European Union countries for 15 years have shown a significant increase in waste management by recycling (from 23 to 67 million tons, or from 11.6 to 29.8% of total recycling) and composting (from 14 to 40 million tons and from 7.1 to 17.8%) against a twofold drop in landfill disposal (from 121 to 52 million tons and from 61.1 to 23.1%, respectively).

Such a trend testifies not only to a significant increase in the level of "greening" of the waste management system in the states of this integration grouping, but also to a huge economic and social effect of the implemented measures. This is confirmed, in particular, by the calculations of the Waste to Wealth program of the American non-profit organization Institute for Local Self-Reliance, according to which sorting and recycling of garbage per one ton provides ten times more jobs with a high level of remuneration com-pared to landfills or waste incineration. For example, the paper recycling and plastics sector provides 60 times more jobs per ton of output compared to landfills. In the development of a green ecosystem based on responsible consumption, it is difficult to overestimate the importance of such a tool as the increasing orientation of economic actors towards the consumption of environmentally friendly goods and healthy food. Thus, it is thanks to the promotion of healthy lifestyles that in recent decades global consumers have been actively developing a culture of buying this group of products. Let's turn to the figures: according to a study by the Stern Center for Sustainable Business at New York University in the period 2013-2018, the number of products sold as eco-friendly grew 5.6 times faster compared to the non-eco-friendly product group [65]. The capitalization of the global market for low-carbon environmental goods and services is now estimated at $4.2 trillion, and the market for eco-friendly furniture - $35.2 billion in 2019 with a projected growth to more than 50 billion in 2027. According to a recent report by the Economist Intelligence Unit commissioned by the World Wildlife Fund, the popularity of online searches for eco-friendly products has grown by 71% in the last five years alone, not falling even during the COVID-19 pandemic.

As consumer behavior shifts towards increased consumption of environmentally friendly products and foods, the next, higher level of responsible consumption becomes a preference for purchasing those goods and services produced by environmentally oriented companies. Thus, in the context of a huge surplus of goods on the global market and their deep differentiation, both price and non-price factors influence consumers' choice of a particular brand. Among the latter, the business reputation of manufacturing companies and their declared values play a key role, which has already prompted a number of global brands to intensify their actions to position themselves as environmentally oriented companies. For example, back in 2009, Xerox reported savings of around $400 million and Zara reported savings of €500 million through ecodesign of its products, which minimized environmental impact over the life cycle of manufactured goods. For its part, Puma Corporation said that 94% of the environmental impact of its manufactured products occurs along all links in its supply chains. As for global consumers, according to a recent study by EU experts, which assessed the impact of the COVID-19 pandemic on the global consumer system, at least 50%

of consumers around the world will increasingly pay attention to the impact of their products on society in the coming years. According to a survey, 95% of Americans between the ages of 25 and 40 are currently focusing their investments on business activities that can improve the ecological state of the environment. At the same time, one more important circumstance should not be overlooked: the growing demands of global consumers to the environmental characteristics of products offered on the market from year to year actualize for all participants of international trade operations the issues related to the greening of production, sales, investment, credit, financial and marketing activities. This requires, first of all, a radical restructuring of the existing systems of interaction with suppliers of semi-finished products, raw materials and material resources for their compliance with the established environmental standards, etc., causing, at the same time, a certain increase in consumer prices for environmentally friendly products. At the same time, global manufacturers in their economic activities should move to the introduction of business models of circular economy tested in the world practice, which have been confirming their high ecological efficiency for years and stimulate the processes of ecologization of the system of consumer relations. They are represented, in particular, by the construction of circular (cyclical) value chains, which involve the complete replacement of limited resources with renewable ones; the recovery and recycling of natural resources through the use of technological innovations; the extension of the life cycle of manufactured consumer goods through repair and restoration work, as well as the implementation of remarketing activities; the provision of joint access to consumer goods or assets with a low utilization rate; and the use of renewable resources. As we can see, all these measures fully fit into the fundamental principles of circular economy, which are based on the paradigm of "3R" - Reduce, Reuse, Recycle, namely: ecological optimization of the production process itself; joint and reuse of produced goods and materials while preserving their intrinsic value for subsequent consumers in the supply chain. Thus, according to the estimates of reputable international experts, the implementation of measures for the reuse of materials in production processes and waste prevention for companies in the European Union alone can provide savings in transaction costs of about 600 billion euros per year and reduce greenhouse gas emissions by 2.4%. The deep industrial symbiosis of industrial asset sharing among economic actors as an integral component of the circular economy, as well as digital technologies and information data for optimizing production processes and supply chains through the use of renewable energy sources and virtualization tools, also deserve special attention.

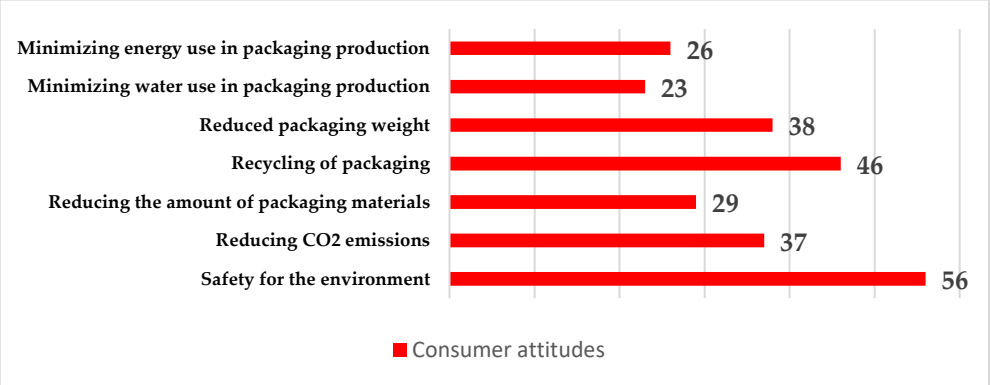

Figure 4: *Consumer attitudes towards different sustainability factors of packaging materials of packaging materials, %*

In the comprehensive characterization of the tools for building a model of responsible consumption in global coordinates, special attention should be paid to such a direction as consumers' refusal from disposable packaging of purchased goods in favor of its economical variants, as well as reusable and environmentally friendly packaging. This is primarily a refusal to buy prepackaged

products and reuse paper and plastic bags and cans, which not only encourages consumers to switch to more economical consumption, but also encourages manufacturers to produce products that are as durable and long-lasting as possible and can last for more cycles. According to the Grocer Vision White Paper and PwC's research, about 33% of consumers are already prepared to radically change their loyalty to a brand if the packaging of its products does not comply with the principles of sustainable development.

At the same time, consumers, being informed about the threat of single-use plastic packaging to the environment, are increasingly demanding environmentally friendly packaging materials from manufacturers, reducing greenhouse gas emissions, reducing the quantity and weight of packaging, as well as providing opportunities for recycling and minimizing the use of water and energy in the production of packaging materials (Fig. 4).

This has already led, in particular, to the dynamic development of the global organic food packaging market, which was capitalized at $196.3 billion in 2021 and will reach $280.1 billion by 2026 at an annual growth rate of 7.3%. The exceptional importance of responsible consumer attitude to the issue of packaging of purchased goods is evidenced, in particular, by the fact that today its share in the total volume of generated solid waste in Europe is 36%, and the world economy annually loses from 80 to 120 billion dollars on packaging materials suitable for reuse or recycling.

Currently, no more than 21% of plastic waste is recycled or utilized, while the remaining 79% accumulates in landfills and in the environment. At the same time, about 3% of the plastic produced annually in the world (which is 8-12 million tons) gets into the world's oceans, and only in 2020 its plastic pollution has increased by another 4-6 thousand tons. Every year plastic kills about 100 thousand marine mammals and turtles and more than 1 million sea birds, the scale of destruction of fish, invertebrates and other animals cannot be counted. Thus, reducing waste in the packaging of purchased goods prevents excessive resource extraction and littering, and significantly reduces energy consumption, waste generation and greenhouse gas emissions. As for reusable packaging, current economic practice shows that it avoids greenhouse gas emissions associated with the production of new types of disposable packaging.

V. Conclusion

Foreign trade activities of economic entities of different nationality materialize the core of global exchange processes, embodying the whole "palette" of cross-border movement of the results of the work of national production complexes, their sale and consumption at the international level on the basis of free competition, freedom of commodity and monetary exchange. Despite all the positive consequences of international trade relations for the national economic interests of states, the steady increase in their scale and dynamic structural diversification against the background of the elimination of cross-border barriers to the movement of investment, credit and financial capital have a natural consequence of a rapid increase in many types of environmental pollution and a large-scale increase in global environmental losses. In international trade practice, the greatest efficiency is demonstrated today by the instruments of international trade in greenhouse gas emission quotas (UN-certified carbon credits, operations of regulated and voluntary carbon markets, carbon offsets, carbon auctions, spot and futures contracts for carbon, tokenized emission quotas), environmental standardization, certification, labeling and licensing. However, a huge number of problems that have accumulated in recent decades in the greening of world trade and international competition of environmentally "clean" and "dirty" products, due to the economic, ideological and political inability of many states and regions of the world to implement large-scale and allencompassing measures to "green" their own industrial complexes.

The key inherent features of the development of the global model of responsible consumption are supranational standardization of the prevailing models of environmentallyoriented personal

and production consumption, formation of international green consumption funds; customization of consumption as a tool for the development of social initiatives; dynamic diversification of consumer green needs of tangible and intangible nature; growth of the share of green consumption in the national incomes of different countries; and the increase in the share of green consumption in the national income of different countries. The steadily growing segment of responsible consumers has a sig-nificant impact on the transformation of consumer relations, thus forming qualitatively new sources of competitive development of business structures and stimulating the processes of forming a global culture of consumption based on responsibility and reasonable sufficiency.

Business practices of corporate environmental responsibility play a significant role in the development of the global green ecosystem to achieve sustainable economic development. One of the components of the implementation of corporate environmental responsibility mechanisms by business structures is their compliance with environmental standards, which, on the one hand, are developed by governments and international organizations, and on the other hand, are initiated by companies themselves as part of the implementation of corporate environmental management strategies. All standards, despite their great diversity and uniqueness, are based on systematic approaches to development and implementation in real business practice, as well as high requirements to the quality and relevance of the information provided by corporations.

CONFLICT OF INTEREST.

Authors declare that they do not have any conflict of interest.

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