

Sustainable development: trends, directions and problems. The case of Ukraine



Sumy National Agrarian
University

Ievgeniia Golysheva,

PhD, Senior Researcher of Sumy National Agrarian University (Ukraine),
Fellow of the Iwan Wyhowski Award





The lecture content

01

Sustainable development in Ukraine: trends and problems

02

Greenwashing. What is it?

03

Greenwashing in Ukraine. A little bit about bad

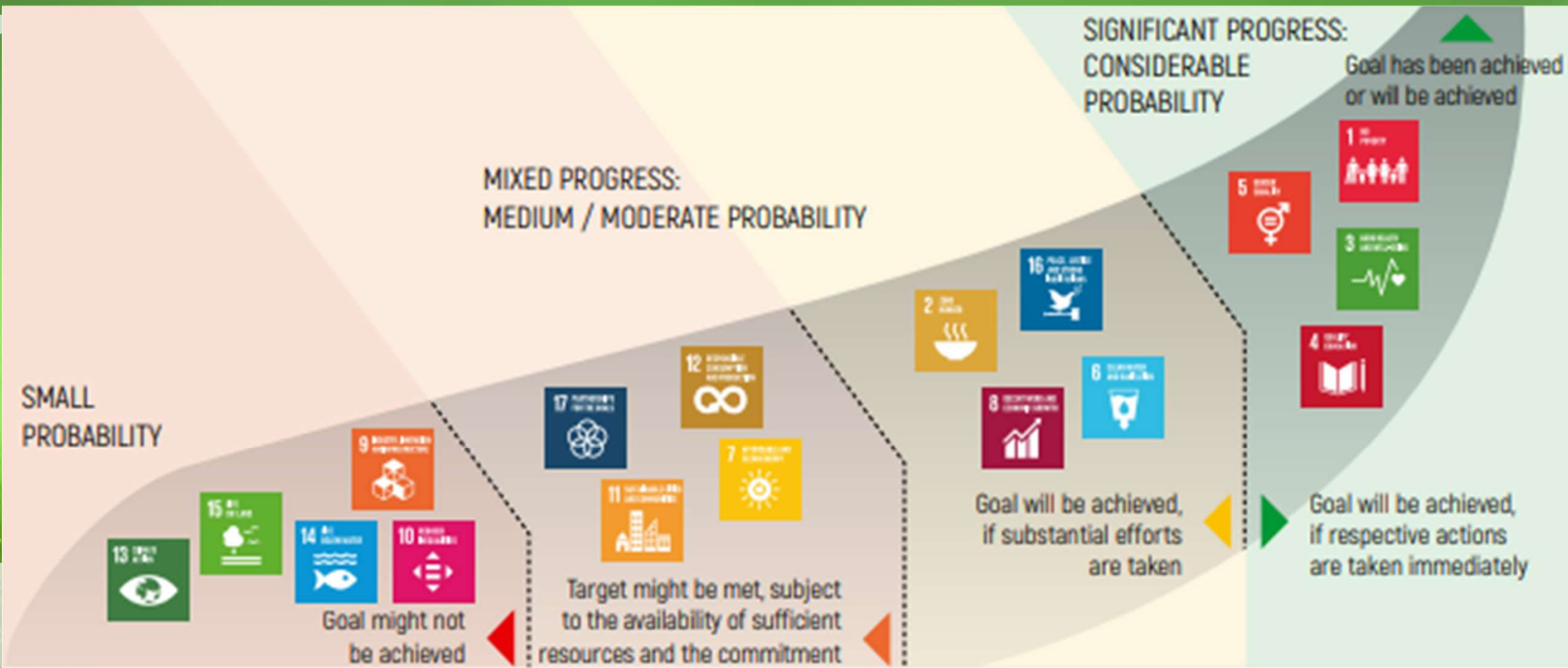
04

Some positive examples in Ukraine

Sustainable Development Goals(SDGs) in Ukraine



Goal ranking by integral estimation of SDG achievement progress



The main problems of Sustainable Development in Ukraine

Enterprises are not ready to invest in environmental friendliness and social responsibility

Insufficiently developed industry of waste processing and e-waste disposal

Underdevelopment of Ukrainian legislation



Lack of a clear and effective system of punishments and rewards



Lack of a perfect bio-product standardization system



Unwillingness to act not only in personal interests and pay additional cost for environmental friendliness



GREENING STRATEGIES

Strategy of "green" innovations

the company, having sufficient assets and experience in creating innovative products focuses on creating "green" innovations of various types and levels of novelty from scratch

Strategy of "green" product

the company emphasizes the purity and environmental friendliness of products, technological and resource aspects may be intentionally silenced or leveled

Strategy of comprehensive environmental friendliness

"green" is not only the product but also the technology of its production, and the company defines environmental friendliness as a philosophy of development



Greenwashing

the dissemination of false information by an enterprise on the environmental focus of its own activities and social responsibility in order to obtain improper benefits

Typology of company communications

False greenwashing

This category includes companies that have made significant efforts to improve the environmental performance of their products and processes, but are unable to communicate effectively about these efforts

Unreasonable greenwashing

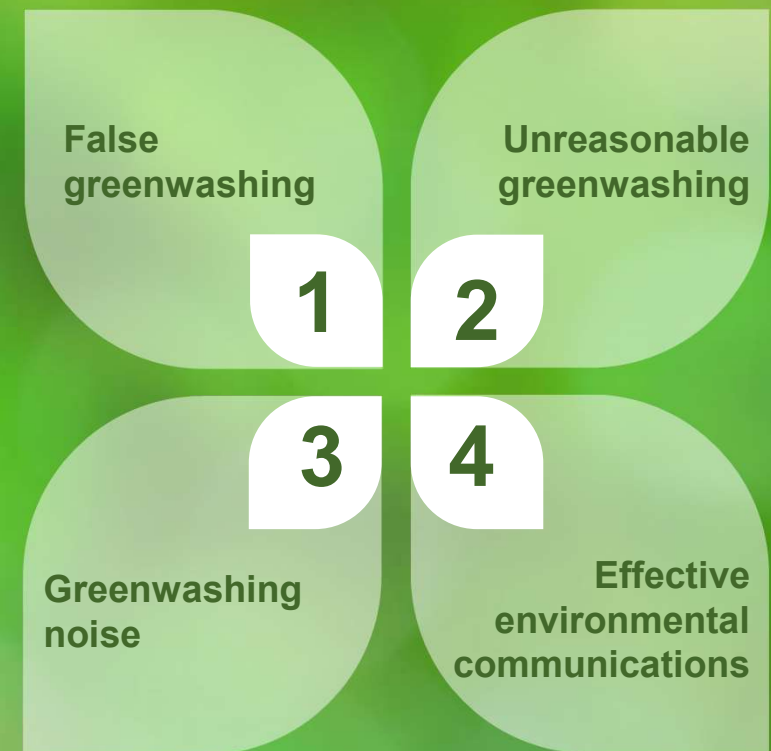
At first glance, these companies focus on positive change and openly provide evidence to support their environmental claims. However, a more detailed analysis can easily reveal that the company does not deserve the trust it announces.

Greenwashing noise

This category includes companies whose communications are based on unfounded environmental claims.

Effective environmental communications

This category includes companies that comprehensively improve the environmental and social efficiency of their activities, products and coordinate environmental efforts with various functions in the company.



“BAD” techniques of environmental marketing and PR

Misleading marketing


In their communications, companies rely on the abuse of "eco-jargon" to promote falsely eco-labeled goods or services that appeal to the social consciousness of consumers and bring profit

Eco-masking

Companies focus the attention of consumers on one pressing issue and thus shift the focus from other weaknesses of the company related to the environment and sustainable development

Environmental claims

This tactic is mainly profit-oriented and serves to take advantage of the consumer-driven impulse of environmental behavior.

The image features a vibrant green background. At the top, there are dark green pine branches. In the center, two light green hands are positioned to hold a white silhouette of a house and a tree. The top hand is on the left, reaching towards the right, and the bottom hand is on the right, reaching towards the left. The house and tree are centered between the two hands. To the right of the hands, there are two blocks of white text.

Greenwashing is not a driver,
but a barrier of sustainable
development

It is better to do less, than
to tell more

Some negative examples in Ukraine

01 Sumy city

02 Ukrainian Feldman Ecopark

03 Non eco-friendly traditions

Somewhere
a little hedgehog
is crying



Sumy city. Transport city



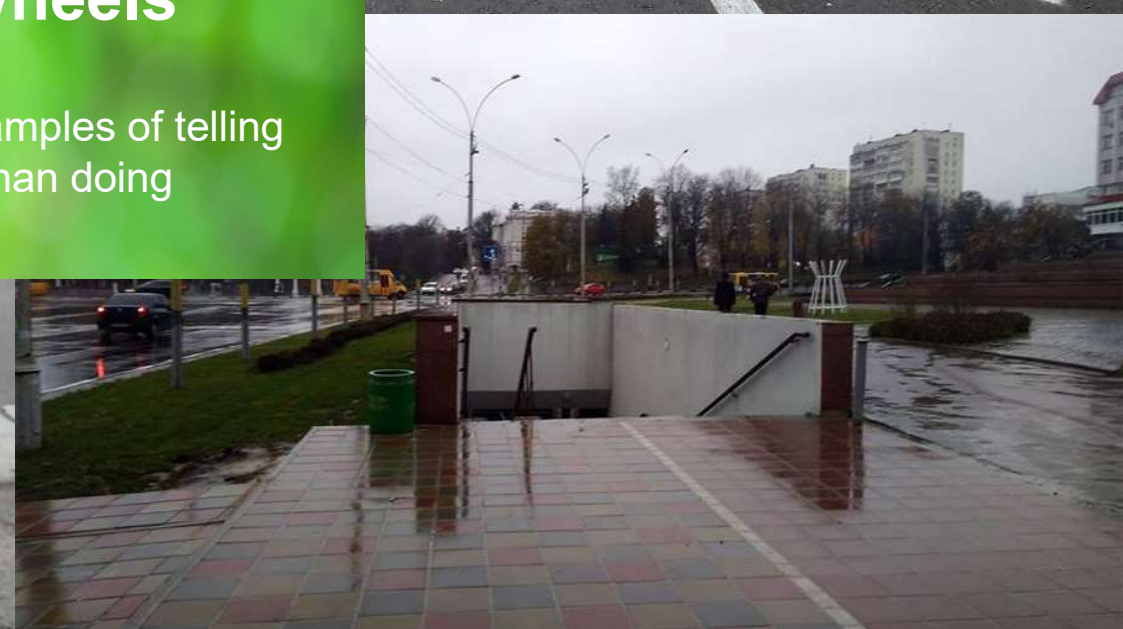
Eco-friendly trolleybuses

Dangerous and non human-friendly minibuses





Sumy
program
“Two wheels”
The good examples of telling
more, than doing



Ukrainian Feldman Ecopark



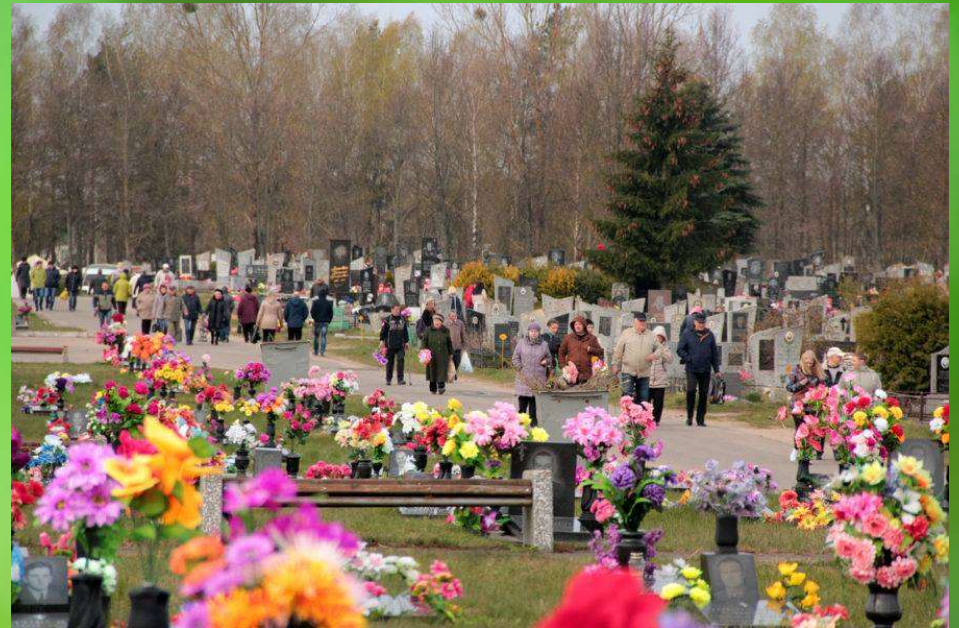
Non animals and
environmental friendly



Plastic Flowers



It is not necessary for religious holidays



We have also positive experience 😊



GREEN STORE "SILPO"

The new type of a store



Retail trade network "SILPO"

**SILPO
RECYCLING**

**TAKE THE
SECONDARY**

**"GREEN"
OFFICE**

**ECO-friendly
PACKAGING**

**ENERGY SAVING
TECHNOLOGIES**

**SORTING IN THE
STORE**

**COFFEE IN
YOUR CUP**

**REFUELS FOR
ELECTRIC
VEHICLES**



Sumy National Agrarian University



Our achievements



Rural Campus setting



About 12% of campus area is forest vegetation



Organic Standard




CERTIFICATE

№ 20-0889-03-01 UA-BIO-108

OPERATOR: **SUMY NATIONAL AGRARIAN UNIVERSITY**
 160, HERASTYMA KONDRATYIYVA STR., SUMY REG., 40021, UKRAINE
 ОПЕРАТОР: **СУМСЬКИЙ НАЦІОНАЛЬНИЙ АГРАРНИЙ УНІВЕРСИТЕТ**
 ВУЛ. ГЕРАСИМА КОНДРАТЬЄВА, 160, М. СУМЬ, СУМСЬКА ОБЛ., 40021, УКРАЇНА

MANDATE: **SUMY NATIONAL AGRARIAN UNIVERSITY**
 160, HERASTYMA KONDRATYIYVA STR., SUMY REG., 40021, UKRAINE
 ЗАМОВНИК: **СУМСЬКИЙ НАЦІОНАЛЬНИЙ АГРАРНИЙ УНІВЕРСИТЕТ**
 ВУЛ. ГЕРАСИМА КОНДРАТЬЄВА, 160, М. СУМЬ, СУМСЬКА ОБЛ., 40021, УКРАЇНА

According to: **INTERNATIONAL ACCREDITED CERTIFICATION BODIES EQUIVALENT EUROPEAN UNION ORGANIC PRODUCTION & PROCESSING STANDARD FOR THIRD COUNTRIES**
 Відповідно до: **СТАНДАРТУ МІЖНАРОДНИХ АКРЕДИТОВАНИХ ОРГАНІВ СЕРТИФІКАЦІЇ З ОРГАНІЧНОГО ВИРОБНИЦТВА І ПЕРЕРОБКИ, ЯКИЙ ЕКВІВАЛЕНТНИЙ РЕГЛАМЕНТАМ ЄВРОПЕЙСЬКОГО СОЮЗУ**

With this Certificate Organic Standard Ltd confirms that the declared operator certified according to the above mentioned Standard which is deemed to be equivalent to the EU Regulations No 853/2008 and 834/2007.
 Цей Сертифікат ТОВ «Органік Стандарт» надіється, що замовничий Оператор сертифікований згідно з вищезазначеним Стандартом, який був визнаний еквівалентним до Регламентів ЄС № 834/2007 та № 853/2008.

EU Code Код ЄС	Date of annual inspection Дата щорічної перевірки	Product Category Категорія продукції
A	06.07.2020	Processed plant products Продукти рослинництва, що не піддавалися переробці

See approved product list attached to this Certificate / Дивіться перелік авторизованих продуктів в Додатку до Сертифікату
 Описано в додатку переліку продукції, що підлягає сертифікації. Інформація про сертифікацію доступна на веб-сайті організму сертифікації: www.organicstandard.com

Date and place of issuing of Certificate:
 Дата та місце видачі Сертифікату:
 30.07.2020
 Київ / м. Київ

On behalf of General Manager:
 Від імені директора організму сертифікації



Validity:
 Термін дії:
 до 31.12.2021
 Максим Чернуха

With this Documentary evidence all previous versions are NOT valid. The Documentary evidence can be used as a Certificate of Origin for the product. The Documentary evidence can be used as a Certificate of Origin for the product. The Documentary evidence can be used as a Certificate of Origin for the product. The Documentary evidence can be used as a Certificate of Origin for the product.
 Органік Стандарт ЛТД, 30-й вулиця Устатківська вул., офіс 20, Київ (Україна) / ТОВ «Органік Стандарт» ЛТД, офіс 20, Київ (Україна) / ТОВ «Органік Стандарт» ЛТД, офіс 20, Київ (Україна) / ТОВ «Органік Стандарт» ЛТД, офіс 20, Київ (Україна)
www.organicstandard.com, info@organicstandard.com, t.me/organicstandard, www.facebook.com/organicstandard, www.instagram.com/organicstandard

SNAU has the status of an organic operator for growing plants

Our achievements



**Energy saving
light bulbs with
motion sensor**



**Wind Power
renewable energy
source**



**International
Student friendly
environment**

Our bioplastic researches



Jean Monnet projects



EU CLIMATE LEADERSHIP



Towards circular economy thinking & ideation in Ukraine according to the EU action plan

PLASTIC CHALLENGE HACKATHON 2021

27-28 May 2021

PlasticCH2021 INCLUDES:

- Speeches from speakers
- Start-ups' success stories presentations
- Consultations with mentors
- Projects presentations
- Evaluation of projects
- Participants awarding

EU Green Week 2021 Partner event

PlasticCH2021 aims to consolidate academic and business efforts to find innovative solutions and support the initiatives of innovators in bioplastics development and polymers recycling in compliance with the EU Plastics Strategy and the EU Circular Economy Action Plan

The first in Ukraine “Plastic Challenge Hackathon 2021” (PlasticCH2021), co-financed by the European Union, is the Ukrainian forum in which the latest researches and practices in plastics circularity and sustainability are shared, discussed and promoted.



PLASTIC CHALLENGE HACKATHON 2021

27-28 May 2021





Thank you
For your attention!