

a man's psyche while the animus represents masculinity in a woman's psyche. The self is the whole representing Jungian individuation.

Margaret Mark and Carol Pearson projected Jung's approach for marketing and branding purposes. In their view, an archetype is a set of symbols that encourage the consumer to have certain feelings about something. There are twelve brand archetypes: The Innocent, Everyman, Hero, Outlaw, Explorer, Creator, Ruler, Magician, Lover, Caregiver, Jester, and Sage.

The Magician archetype rarely fits a buyer persona but appeals to different personas with their ability to transform. Creator brands leverage their audiences' imagination and their desire to create and innovate. Ruler brands must provide their customers with a sense re-affirmation that they are at the top of the ladder of success and are part of an exclusive club. For Lover brand archetypes, the focus is on improving connections with the people and things that really matter. A Caregiver brands aim is to make their customers feel secure, protected and cared for. Jesters are rarely a buyer persona but can be a perfect archetype for brands in the business of entertaining or wanting to associate themselves with good times. The Sage Archetype is driven by the desire for truth and knowledge and use them to make the world a better place by sharing their findings. The Explorer has a palpable inner drive to push themselves outside their comfort and conformity of everyday life; into the rugged environment they feel at home in. They are brave, adventurous and love a challenge. Rebels inspire the strongest brand loyalty as their countercultural message resonates beyond just the product and into their customers' lifestyles and philosophies. The Hero turns a brand into a story of triumph over adversity. The Everyman values hard work, common sense, reliability and authenticity. The innocent Archetype associate your brand with safety and will feel a connection when their inner beauty is recognized.

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## **GREEN ECONOMY AS A CONDITION FOR ACHIEVING THE GOALS OF SUSTAINABLE DEVELOPMENT IN THE REPUBLIC OF BELARUS**

**Izmailovich O.V., Senior Lecturer, Popkova E.V., student**

*Vitebsk State Technological University,  
Vitebsk, Republic of Belarus*

Increasing attention is grabbed by environmental issues in the Republic of Belarus. Therefore, cooperation with foreign countries and international organizations in this sphere is a great importance to the country. The Republic of Belarus is an active participant in international agreements. It doesn't only increase the country's authority in the international

arena, but also provides an opportunity to promote Belarusian initiatives to the international level. It should also be mentioned that participation in international processes in the sphere of environmental protection allows access to the latest environmental technologies and practices.

The main spheres of cooperation are the questions of biodiversity conservation and the sustainable functioning of the system of protected wetlands in the Belarusian Polesie, the management of persistent organic pollutants, the prevention of environmental pollution by oil products, the development of pollutant release and transfer registers, water resources management, including the resources of the Neman watershed and the Dnieper watershed and lake ecosystems.

The National Strategy, developed with the participation of the Ministry of Economy and approved by the Government in February 2015. It will work until 2030. It's aimed at implementing the principles of the green economy in practice.

National Plan for the Development of the "Green" Economy in the Republic of Belarus for 2021-2025 has been developed in accordance with the Program for the Social and Economic Development of the Republic of Belarus for 2021-2025. The strategic goal of the implementation of the National Plan is the development of an inclusive, smart and digital "green" economy that contributes to the achievement of economic growth.

The Republic of Belarus is one of the countries that have a large ecological footprint, and the damage to nature they cause is quite significant. The combination of this indicator with the Human Development Index reflects the minimum conditions for sustainable development. In this regard, with high economic growth rates, it is necessary to implement additional measures to reduce greenhouse gas emissions, which will make it possible to compensate for their increase associated with high economic growth.

Research in the field of energy efficiency, energy saving; intelligent electric power systems, smart power consumption; environmental and energy technologies in architecture and construction; rational use, reproduction and management of flora and fauna resources, forest and water resources; biological and landscape diversity; specially protected natural territories; environment and climatology; collection, disposal and use of waste and others not only fully comply with the directions of development of the green economy, but also belong to the priority areas of scientific, technical and innovative activities for 2021-2025.

So we reveal the main sum and substance of the green economy in the Republic of Belarus. The way of its conducting, the main results, principles and main directions are described. The Republic of Belarus as a participant in international agreements is presented.

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