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ECOLOGICAL IMPERATIVE OF MODERN MARKETING IN THE CONTEXT OF DIGITAL SOCIETY

Abstract. *The article examines the theoretical and methodological substantiation of the environmental imperative formation and its impact on the marketing concept transformation in the context of business globalization of the digital society. The periodization of the main trends and stages of the societal marketing of interaction is shown, the modern tendency of a mass shift in marketing towards the greening of business and the ecological positioning of goods and services, the development of environmentally oriented consumers segment in the context of social responsibility of business formation is emphasized. The essential characteristics of environmental marketing are revealed, approaches to its classification, based on the goals of the tasks of economic entities, are structured, which makes it possible to fully reveal the essence of the environmental imperative of modern societal marketing of interaction. Environmental marketing tools, which are aimed at creating competitive advantages, as well as promoting environmental initiatives were specified and structured.*

Keywords: *environmental imperative, environmental marketing, green marketing, social responsibility of business, greening of business*

Introduction. The current period of economic development of the world community is characterized by an exacerbation of the contradiction between the growing needs of society and the relatively limited capacity of the biosphere since the rapid development of both industrial production and mass production of goods and services eventually changed the scale of values. The unrestrained increase in the pace and scale of production with the increasing use of non-renewable natural resources has exacerbated environmental and economic problems and acquired a supranational character. The planetary scale of negative processes has led to the leading position of the environmental factor among the many global problems of today.

The threat of global ecological crises arose from climate change, ozone depletion, pollution of the biosphere (atmosphere, hydrosphere, pedosphere), loss of biological, ecosystem and landscape diversity, degradation of fertile lands, acid rain, loss of water resources and more. That is why there is an urgent need to move to a new stage of civilization, based on radical change and transformation of the system of social values and goals of modern society. One of the priority ways to further address the radical changes in the system "nature-society-man" is "the development of natural dynamics of social processes in the direction of a stable connection between human society and the nature of our planet"¹, that is sustainable development.

Scientific approaches and the main provisions of the concept of sustainable development are described in the works of many foreign and domestic researchers, including V. Behrens, E. Goldsmith, E. Girusov, R.H. Coase, G. Daley, Den and Don Meadows, W. Rostow, J. Randers, G. Odum, G.J. Stigler, V. Vernadsky, N. Moiseev, A. Subetto, V. Danilov-Danilyan, O. Kuznetsov, O. Amosha, V. Bazylevych, V. Geets, L. Hryniv, O. Ivashina, M. Zgurovsky, L. Melnyk, O. Novikova, L. Zharova, I. Vakhovych, O. Osaulenko and many others.

The problem of greening in recent decades is the focus of research of such well-known economists as T. Berry, J. Adreoni, K. Hoffma, I. Kant, F. Lauren, M. Porter, J. Sachs, P. Teilhard, E. Le Roy, M. Moiseev, Y. Tunitsa, J. Stolyarchuk, Z. Gerasymchuk, M. Kovalchuk, O. Inshakova, P. Lipsky and many others.

However, despite a large number of publications and human concerns about the environment, the issues of sustainable development still remain unresolved and require further study, highlighting the role of its components, due to exacerbation of environmental imbalances, globalized social, ecological and economic system transformations of modern society, the challenges and threats of financial instability and pandemics.

1. The essence and evolution of the environmental imperative of modern marketing.

The concept of "sustainable development" was first introduced in the report "Our Common Future" of the International Commission on Environment and Development, prepared under the leadership of G. H. Brundtland in 1987. The concept of sustainable development was adopted at the UN Conference on Environment and Development in 1992 in Rio de Janeiro. Further clarification of the essence of sustainable development was coined set out in such international acts as the "Agenda for the XXI Century" (1992), the Millennium Declaration (2000), the Johannesburg Declaration on Sustainable Development (2000), "Sustainable

¹ http://www.ihst.ru/~biosphere/03-2/economy_eco

Development Goals" (2015). Today, this concept is the most common and recognized as a "global model of future civilization."

In the scientific literature there are many interpretations of the concept of sustainable development. However, the definition is given in the UN Framework Document "Agenda for the XXI Century" (1992, Rio de Janeiro) is considered a classic, as a model of moving humanity forward, which meets the needs of the current generation without depriving future generations of this opportunity². Thus, sustainable development is a way of organizing the activities of society, according to which it will be able to exist in the long run. It aims to achieve social and economic justice, preserve the environment and restore used natural resources.

Achieving this goal, following the "Agenda for the XXI century", is possible only in the combination and balanced development of such three components as economic, environmental and social². The interaction between economic and environmental components became the ideological basis for the formulation of a fundamentally new approach, which combined the concept of internalization of external effects associated with the economic use of natural resources and the theory of valuation. And the intersection of social and environmental components of development has led to the problem statement of ensuring access to limited resources of the planet, including taking into account the interests of future generations and the participation of all members of society in making decisions that affect their well-being.

In the context of digitalization, the scientific community suggests adding a fourth to the existing components – the digital development of the economy and society. It is digital technologies that are transforming traditional sectors of the economy and contributing to the development of, in particular, the ICT sector. Digitization is accompanied by radical changes in spatial development, labour market, education and more.

The final approval of the concept of sustainable development set out in the document adopted at the 70th-anniversary session of the UN General Assembly in 2015 – "Sustainable Development Goals". In this document 17 main goals of humanity have been identified, which demonstrate the global character [5]. This document has set all countries of the world complex and ambitious tasks to ensure sustainable development. The objectives of the SDG set out in the UN Resolution "Transforming our world: Agenda for sustainable development until 2030"³.

The concept of sustainable development can be considered as the dominant development strategy for society in the third millennium. It depicts ways to solve the global problems of

² <https://documents-ddsny.un.org/doc/UNDOC/GEN/N92/836/55/PDF/N9283655.pdf>.

³ http://www.un.org/en/development/desa/population/migration/generalassembly/docs/globalcompact/A_RES_70_1_E.pdf

humanity, which relate to the economic, social and environmental components. In its evolution, the concept has changed with the change of basic emphasis to its interpretation, the interaction between the main components and improved understanding of the interaction of man and the environment. However, the most important goal that society must achieve is that in its development it is impossible to go beyond the capabilities of the ecosystem because such behaviour threatens the well-being of the existing generation and the existence of future generations. As the achievement of this goal is global, it requires the involvement of a wide range of stakeholders. Modern researchers go beyond these three components, detailing them and adding others. Thus, an essential component of the concept of sustainable development at the present stage is the institutional component.

The concept of sustainable development has undergone a long evolution and continues to evolve in response to new global challenges. Sustainable development is associated with the formation of a fundamentally new attitude to man, on the one hand, as a subject of the ecological and economic system, on the other – as the main goal of its development. The transition to sustainable development on a global scale is possible only under the condition of coherence of all objects and subjects of this process. It should be systemic and connect all levels of the socio-economic system (global, national, regional, local) and various areas of its functioning (economic, social, environmental) (Khaustova, Omarov, 2018).

One of the main tasks of the concept of sustainable development is to preserve the state of ecology, the environment at the highest possible level, which exists today for future generations. The nature of interaction with nature and the consolidation of society to solve environmental problems and improve the welfare of humanity is determined to some extent by the ecological imperative. It is based on the harmonization of the system of life for man and the biosphere through ecological balance. However, the realization of such a balance depends on the will of man and the socio-cultural aspect of the ecological imperative will be perceived differently in different cultures, value systems, levels of education, development of the communication process and so on. The role of informational transformation of the system "nature-society-man" in the modern world is constantly growing, and in fact determines the development of society, because these processes include the accumulation of knowledge about the environment. Humanity becomes a single organism that interacts with the biosphere as a whole.

The subjective formation of objective forms of restriction of behaviour underlies the scientific approaches to understanding the features of the concept of "imperative". Also, it is understood as functionality, which is defined by objective coercion to certain behaviour and is

based on an indisputable duty that is not directly related to the systems of sanctions or punishments [8, p. 297]. The concept of "environmental imperative" includes a collection of prohibitions and restrictions, by which humanity can secure its future. On a virtual model of the biosphere, scientists have tried to determine the degree of impact that is safe and calculate the scenarios that could lead to the death of all humanity. The very word "ecological" emphasizes that the object of restrictions is the global ecological system "nature-society-man".

The essence of the ecological imperative varies depending on the time and achievement of the planned goals towards the transformation from economic-ecological to ecological-economic and, finally, socio-ecological relations of nature management. Thus, the main purpose of the ecological imperative is the transformation of the values of humanity, the formation of its needs within the paradigm of sustainable development.

At the end of the '80s, by analogy with Kant's categorical imperative, the concept of "ecological imperative" was introduced into scientific circulation by M.M. Moiseev. In the work "To be or not to be humanity?" the author defines the ecological imperative as "a set of those restrictions that apply to the lives of people, violations of which in the coming decades may result in catastrophic consequences for humanity" (Moiseyev, 1999). In his research, M.M. Moiseev relied on the teachings of V.I. Vernadsky on the noosphere (Vernadskiy, 1991).

M.M. Moiseev singles out "... the limit of permissible human activity, which she has no right to exceed for any legacy" (Moiseyev, 1995). However, he emphasizes its objective nature, because it "does not depend on the will of the individual, and is determined by the ratio of the properties of the natural environment and physiological and social features/properties of the species homo sapiens. The realization of this relationship depends on the will of man! "That is why," says M.M. Moiseev, "the use of a term similar to Kant's imperative is not accidental." (Moiseyev, 1997).

However, he argued that "... the environmental imperative ... essentially requires the creation, and in a relatively short time, a new moral imperative, ie a new nature of human relations between themselves and nature". This imperative "gradually grows into the main problem of our time." (Moiseyev, 1997).

M.M. Moiseev identifies two main areas of adoption of the environmental imperative. First, it is the purposeful education of society and the restructuring of its moral basis, and secondly – "limiting the nature of the development of productive forces". This is not just a system of bans on the pace of development and production of goods, energy and more. It is about agreeing on how this production will change the ecological state of the planet and how much society will be able to adapt to these changes (Moiseyev, 1988).

Thus, the implementation of the ecological imperative will inevitably lead to a moral imperative (the moral component of the Kant imperative), ie it is necessary to change the complex structure of the human value system so that the system will be based on fundamental moral principles. Such a transformation is a condition of human self-preservation through the preservation of living conditions and fundamental ethics. The concept of moral imperative in the context of the ecological component will mean not just the joint activities of people for a common goal, but the introduction of certain rules of conduct and prohibitions that limit the negative impact on the environment, awareness of the need for change and environmental measures. Such changes must be based on both technological re-equipment of society and many social programs, including the transformation of the education system, restructuring society based on a new system of values within the concept of sustainable development, its needs, mentality and building a new type of imperative.

A significant role in understanding the general theoretical and methodological aspects of studying the process of ecological imperative formation in modern conditions is played by taking into account the social component of the concept of sustainable development. It focuses on the non-economic interests of the individual and on the humanitarian values of modern society.

Under these conditions, the achievement of competitive advantages by companies and the transformation of their activities according to the concept of sustainable development and civilized business is not possible without taking into account moral, ethical and environmental factors and is ensured by corporate social responsibility. The concept of corporate social responsibility (CSR) accordingly includes a number of subsystems, in particular, social obligations, social responsiveness and social responsibility itself.

A new trend among progressive companies seeking to gain a competitive advantage through compliance with relevant environmental requirements has been the development of "green", environmental marketing. Environmental marketing is closely related to the ethics and social responsibility of marketing. The activities of companies must meet public expectations in circumstances of the high awareness of consumers, their concerns about health and environmental issues. Marketing decisions made by company managers significantly affect the perception of consumers of their goods and services and, consequently, economic success. Environmental marketing is a result of the development of the concept of socially responsible marketing and is its component, it is also a tool to achieve the goals of social responsibility in relation to the environment. The need to implement the principles of environmental marketing in the activities of industrial enterprises is dictated by current trends in the spread of information

technology and changes in consumer behaviour. Consumer access, both industrial and final to a variety of Internet sources, fierce competition from manufacturers require "transparency" of business, maintaining a positive reputation, including a careful attitude to the environment, adherence to the principles of environmentally friendly management of the company.

2. Features and tools of environmental marketing.

The impetus for the emergence of the environmental marketing concept was the emergence of the first manifestations of concern about the quality of the environment in society. Although the first scientific studies proving that burning carbon can raise temperatures on the planet appeared in the 1950s, it was not until the late 1980s that the issue began to be actively discussed in society. During this period, such well-known and authoritative international environmental organizations as the World Wildlife Fund (1961) and Greenpeace (1971) were founded. In 1972, the first UN Conference on the Environment was held and the first report of the Rome Club "Growth Limits" was published, which became a bestseller in the field of scientific work on predicting the effects of human activities on climate change. 1986 changed society's attitude to nuclear fuel after the explosion at the Chernobyl nuclear power plant, and in 1989 everyone learned about the environmentally harmful activities of oil companies after the oil leak at Exxon Valdez. In 1988, the head of NASA's research institute, James Hansen, testified that the process of global warming was caused by human activity, and the same year a picture of Earth with the title "Endangered Earth" was published on the cover of Time magazine in the "Man of the Year" category. In 1987, in the report "Our Common Future", published within the framework of the UN International Commission on Environment and Development, the term "sustainable development" appeared for the first time, which provided a strategy for the development of society in which there will be no threat for future generations to meet their needs. Today, the term sustainable development means a triune combination of environmental, economic and social spheres. Formerly this concept considered only the ecological component, which was caused by a significant deterioration of the environment on the planet under the influence of human activities. Among the main threatening consequences of such activities were climate warming, ozone depletion, acid rain, accumulation of toxic wastes of heavy metals and pesticides, threats to biodiversity and contamination by radionuclides. At the end of the twentieth century, the slogans of environmentalists began to apply to manufacturing companies. Activists called for distrust of international companies and boycotts of their goods and services. In 1992, the United States even launched a No-Shopping Day as a protest against over-consumption in the world.

Examining the emergence and development of environmental marketing, we must mention the concept of corporate social responsibility, which is one of the powerful mechanisms of strategic management in the field of environmental responsibility of companies, and therefore the engine of tools such as environmental production, environmental marketing, green advertising. A significant role in the formation of environmental marketing was also played by the emergence of non-financial reporting, which initially in most cases concerned the reporting of companies on environmental issues. For example, even though over the past two years, the vast majority of companies continue to place a significant priority on ethics, diversity, and human rights, but the level of priority being applied to climate change has increased significantly compared to 2018. Companies have historically reported that climate change is one of the top three priorities for the coming year⁴.

Thus, environmental marketing emerged in the 1980s as a response from international business to challenges such as ecological problems caused by human activities, consumer demand for environmentally responsible production processes, processing of sales logistics and further disposal of environmentally friendly goods and services, and the need to introduce an environmental imperative into the modern concept of marketing as a relevant and mandatory element of profitable and viable brands. The term environmental marketing (often referred to as green or sustainable marketing) has many definitions which are presented in Table 1, but in essence they coincide.

⁴ <https://www.bsr.org/reports/BSR – Globescan – State – Sustainable – Business – 2019.pdf>

Table 1.

Different definitions of Environmental marketing

Author	Definition
American Marketing Association (AMA)	Green marketing refers to the development and marketing of products that are presumed to be environmentally safe (i.e., designed to minimize negative effects on the physical environment or to improve its quality). This term may also be used to describe efforts to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns
Pride and Ferrell (1993)	Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment
M. Charter (1992)	Green marketing as a holistic and responsible strategic management process that identifies, anticipates, satisfies and fulfils stakeholder needs, for a reasonable reward, that does not adversely affect human or natural environmental well-being
M. J. Polonsky and Ph. J. Rosenberger (1995)	Green marketing – all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment
N. Galechan (2008)	Environmental marketing – the development and creation of methods for the promotion and sale of environmentally friendly products or services. One of the goals of environmental marketing is to balance the interests of the economy and the environment, which, in turn, in addition to saving allows you to be more competitive in environmentally sensitive markets.

Following the above given definitions of environmental marketing, we can conclude that this is an activity that aims to meet the needs of consumers through the development, production and promotion of environmentally friendly goods and services. Today our economic, social, political and health systems all have a high level of interdependence with the environment. Over the decade ahead, we can expect to see more voters and consumers prioritizing environmental issues – particularly where there is a strong, direct link to their health, as with air quality⁵. Therefore, today's transformation of companies' marketing strategies into environmental direction is very relevant and has a long-term perspective. The transition to a circular economy will not only have a positive impact on the environment, but will also create additional competitive advantages for the product, add value to the brand, and promote more positive consumer associations with the company. According to a BSR study, most companies that are concerned with climate change, focus on key manufacturing processes, namely the product they produce, public policy, marketing and sales⁶.

Environmental marketing can take several forms depending on the purpose of the promotion. We offer the following classification:

⁵ https://docs.wbcsd.org/2020/05/WBCSD_V2050IB_Macrorends_Disruptions_20202030.pdf

⁶ <https://www.bsr.org/reports/BSR-Globescan-State-Sustainable-Business-2019.pdf>

- 1) actually environmental marketing – this term can be applied to the situation when companies conduct environmentally responsible business to best meet the needs of their customers, which are often manifested in concern for the environment;
- 2) corporate responsible environmental marketing – business informs society about environmental problems and ways to solve them and at the same time creates a positive commitment to its brand. In this situation, the environmental issues covered by the company may be directly related to the product sold by the company or not related to the company's activities;
- 3) social-environmental marketing – businesses conduct various advertising campaigns on current environmental issues to raise public awareness of these problems and involve them in solving them. At the same time, such materials do not mention companies and specific brands. Often, businesses thus sponsor various information campaigns conducted by non-profit, government agencies.

Considering the marketing mix for different types of environmental marketing, we note that it has certain features in comparison with classic commercial marketing, both in essence and in a set of elements. For environmental marketing, we suggest considering not 4P, but 6GP (Green P). The first element of the Product – Green Product, which can be in the form of both goods and services, and obligatory will meet the environmental needs of consumers and will save energy, consist of natural ingredients, will be recycled, or use reduced packaging. Production of green products should be based on green technology in order to save natural resources. The green product can be produced in many ways. First, a new green product can be created through modern environmental equipment, the latest environmental management systems and the use of environmentally friendly raw materials. One example of such a product is Weleda's products, which consist of ingredients that do not contain synthetic fragrances and dyes, silicones and microplastics, and are not tested on animals, as evidenced by international certificates. Secondly, green can be products made from recycled materials or other, already used goods, as well as in compliance with all legal requirements for non-harm to the environment. For example, the Patagonia brand has been creating clothes from recycled plastic bottles, used synthetic clothing and ocean debris since 1993. Thirdly, the product can be considered environmentally responsible, which, due to its technological features, can be repaired many times, which will maximize its service life, and thus reduce demand for new similar products, thereby reducing the burden on the environment due to reduction of production. For example, the technical regulations of the European Union on new ecodesigns of electronics oblige manufacturers to provide consumers with the right to repair them.

Companies must put with their product detailed instructions for its repair, and produce enough parts that will allow such repairs. Also, the green attributes of goods can be called environmentally friendly packaging, which can be made from recycled, biodegradable materials. For example, Ukraine has already adopted a law "On Restricting the Circulation of Plastic Bags in Ukraine", which prohibits the distribution of retail, catering and services of ultra-thin and thin plastic bags, which encourages businesses to review the packaging of their products. Companies often try to optimize the size of the package to use as few materials as possible and reduce the volume of the goods during transportation, which also reduces the carbon footprint. Therefore, companies need to understand the demands and needs of their consumers in order to correctly determine the set of necessary elements and attributes of green goods that will be desirable to the target audience.

The next element of the marketing mix of environmental marketing – Place – Green Place, ie not only convenient for the consumer, but also the environmentally friendly location of production facilities and distribution centres of the company. This also includes the presence in the company of a business model that works on the principles of circular economy, resource management, elimination of harmful emissions, supply chain optimization (from producer to consumer), along with logistics (reducing fuel and energy use) and packaging (size optimization or the composition of the packaging material). For example, Hewlett Packard in 2020 increased the use of recycled content by redesigning the wood pallet component, which is typically built from virgin materials, with a hybrid design that is made of 60% reclaimed wood and 30% sustainable materials. The new wood pallet design weighs 44% less, reducing the carbon footprint of the packaging and logistics⁷. Another example, Siemens, which increased the share of electricity that they purchase from renewable sources such as wind farms. In fiscal 2019, a significant share of sites in Germany, the United States, the United Kingdom, Austria, Spain, Portugal, the Czech Republic, the Netherlands and Denmark were already supplied with “green” electricity. The overall coverage of “green” electricity was 58% in the fiscal year 2019. So, CO2 emissions could be reduced by this company by more than 550,000 metric tons through purchasing electricity from renewable sources⁸. In turn, green goods should be sold in a store that is built or decorated in compliance norms and standards of environmental management, or sustainable ideas and associations about the "green" image of the room. It is also important that the point of sale, shop window and design of the store correspond to the overall positioning of

⁷ <https://assets.ext.hp.com/is/content/hpedam/documents/a00113000-3999/a00113526/a00113526enw.pdf>

⁸ <https://assets.new.siemens.com/siemens/assets/api/uuid:16c327d3-3e02-427e-952f-e7f610d954fe/siemens-sustainability-information-2019.pdf>

green goods. The digitalization of marketing has a positive effect on the development of this element of the marketing mix, namely the transition to online shopping, which minimizes the logistical burden on the environment, and the burden associated with the maintenance of a large number of offline stores.

Price – Green Price, which includes not only the cost of "green" products for the company, which, of course, in the short term will be higher than products that do not meet environmental requirements, but also an additional markup, which will be determined by product positioning, customers' perception and position to competitors. If the product is really "green" and officially meets all the requirements, for the eco-consumer it will contain a certainly added value, for which he will agree to pay an additional price compared to other "non-green" goods. For the price of "green" goods not to seem too high, it is worth working on the positioning of the product, and above all on its essence and benefits. To give the product a certain added value and balance in the consumer's perception the high price of the product and its usefulness, you can apply first, the strategy of exaggerating the benefits associated with the purchase of this product – to emphasize its useful properties, naturalness, reusability, recycling capabilities, energy efficiency. Or secondly, the strategy of emphasizing the costs in case of refusal to purchase this product. For example, some companies talk about the environmental damage caused by the purchase and use of non-environmental goods, some about the damage to health, irresponsible behaviour, waste. For certain types of goods, it should be chosen strategies that are more suitable for their promotion.

Promotion – Green Promotion, can include any traditional and non-traditional tools of marketing communications, such as advertising, PR, promotion, social media promotion, PP, and more. But still, today "green" companies pay more attention to tools that do not contradict the main idea of the product and are more creative and visible. Most companies are moving to digital marketing, which does not involve printing materials on paper and big boards, but can save natural resources. For example, the Nike Better World advertisement, created 100% from a reworked old classic advertisement of the company, which was designed to draw attention to the social and environmental problems of mankind, was widely discussed. Also, propaganda and PR are popular for eco-promotion, when companies first develop the idea of a certain ecological lifestyle, and then under this style offer products that will satisfy consumers. Such examples may be the promotion of waste sorting, the use of biodegradable or reusable packages, a healthy lifestyle. Raising the topic of eco-promotion, it is necessary to mention modern examples of greenwashing among companies. Greenwashing is a situation when a company emphasizes its environmental friendliness and green image when positioning its products,

although it does not actually have one. It is most often used by unscrupulous manufacturers to increase demand for goods. Greenwashing is found in many areas – cosmetics ("natural" cosmetics, which contain silicones, parabens and one or two natural ingredients and is called "natural cream"), food (may contain harmful dyes, preservatives, stabilizers, emulsifiers, flavour enhancers, but contain in the name of the word "organic", "natural"), packaging materials (eco-packages, which decompose in three years, but contain impurities that turn the package into microplastic), disposable tableware (often contains polypropylene, even if most of it is starch or paper), clothing (such as eco-leather containing plastic or clothing made of synthetic fabrics), and in most advertising campaigns that use green colour and associations with nature in promotion, shopping and packaging. If the product is indeed "green", the company must have the appropriate environmental certificate, which gives the right to use the eco-label, but it is preceded by verification of the finished product and its life cycle – components, production technology, associated environmental impacts, gives a guarantee of truly ecological, green goods.

Among the classic elements of the marketing mix for environmental marketing, an important and stimulating component is Policy – Green Policy. The implementation of laws in the field of ecology and environmental protection motivates and forces companies to improve their production, logistics processes, the product itself and approaches to its promotion. For example, the Law of Ukraine "On Basic Principles and Requirements for Organic Production, Circulation and Labeling of Organic Products" prohibits the uncontrolled use of agricultural products and goods called "eco", "bio", "organic" in Ukraine and advocates for fines and seizures of such products. The Law of Ukraine "On Restricting the Circulation of Plastic Bags on the Territory of Ukraine" is aimed at reducing the use of plastic bags in Ukraine, limiting their distribution to improve the environment and landscaping and applies to three types of packages: ultrathin plastic bags, thin plastic bags and oxodegradable plastic bags (such bags often have the label "eco", but after a while, they just crumble into microplastic). Presidential Decree "On the Sustainable Development Goals of Ukraine until 2030" will also help ensure the transition to rational models of consumption and production. Support of the ecological policy of business by the state and definition of priority directions of development of this sphere accelerates positive shifts in the field of environmental marketing.

Another element of the marketing mix is crucial for environmental marketing, especially in the field of corporate responsibility and social-environmental marketing. This is a partnership – a Green Partnership of business with international organizations, charitable foundations, state bodies to reduce the environmental trail of its activities, protection and restoration of nature.

For example, companies such as Morshynska and Silpo have implemented projects with WWF-Ukraine, Kredobank has cooperated with the human rights organization "Ecology-Law-Man" and so on. Such interaction not only promotes and strengthens the implementation of various environmental projects but also improves the "green" image of the company, which cooperates with well-known environmental organizations.

Thus, the strategy and tactics of environmental marketing involve both the use of approaches and tools of classical marketing and social. Green marketing should take into account not only the factor of attractiveness and competitiveness of the product, but also its environmental, ethical, moral components, its impact not only on potential consumers but also society as a whole, take into account the longer time consumers need to accept certain ecological ideas, which requires more time to promote this product, and in most cases to pay a higher price for an ecological product. Green marketing requires more time, financial capacity and immersion in the essence of this concept of the consumer, and therefore it is more difficult to implement by companies, but in the future – one of the main factors of survival and competitiveness of the business.

Conclusion. Every year, the essence of marketing changes in the direction of expansion and accumulation of new tools, technologies and strategies under the influence of new challenges of modern global business. One of the most defining and large-scale challenges to humanity today is the problem of climate change, which has led to the leading position of the environmental factor among the many global problems of today. The role of the "nature-society-man" system in the modern world is constantly growing and determines the development of society, states and business. Therefore, we can talk about the existence of the ecological imperative, the essence of which is to transform the values of humanity, the formation of its needs within the paradigm of sustainable development. This will mean the introduction of certain rules of conduct and prohibitions that limit the negative impact of man on the environment, awareness of each citizen of the need to change the usual way of life and take measures to protect the environment. Such changes must be based on both technological re-equipment of society and many social programs that include the restructuring of society based on a new system of values within the concept of sustainable development, which focuses on non-economic interests of the individual and focuses on humanitarian values of modern society. The environmental imperative also plays a significant role in business activities, which is manifested in social responsibility strategies. A new trend among progressive companies seeking to gain a competitive advantage through compliance with relevant environmental

requirements is the development of "green", environmental marketing, which aims to meet consumer needs by developing, manufacturing and promoting environmentally friendly goods and services. Green marketing should take into account not only the factor of attractiveness and competitiveness of the product, but also its environmental, ethical, moral components, its impact not only on potential consumers but also society as a whole, take into account the longer time consumers need to accept certain ecological ideas, which requires more time to promote this product, and in most cases to pay a higher price for an ecological product. Therefore, the tools of the marketing mix for different types of green marketing have certain features in comparison with classic commercial marketing, both in essence and in a set of elements.

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