

SUSTAINABLE DEVELOPMENT: TRENDS, DIRECTIONS AND PROBLEMS. THE CASE OF UKRAINE

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Abstract

In the article it is analyzed the indicators of achieving of the Sustainable development goals in Ukraine in accordance with the Monitoring report in 2020. Problems and barriers that stand in the way of sustainable development in Ukraine are identified. The reasons for the occurrence of the phenomenon “greenwashing” and ways to overcome it are formulated. Positive and negative examples of Ukrainian case are given.

Keywords: greenwashing, eco-friendly, barrier, sustainable development goal.

Introduction

In 2015, the 70th session of the UN General Assembly approved 17 Sustainable Development Goals for 2030. These global developments are being adapted and developed in each country to achieve the global goal of sustainable development. Modern economic conditions require companies not only to take care of their own well-being, but also to value the interests of consumers, to take into account public opinion, to adhere to environmental principles of production.

Recently, domestic trends in production and consumption are increasingly promoting the principles of "green economy", when the production and consumption of goods must be safe for the world. On the other hand, this leads to populist statements by manufacturers about the environmental friendliness of their products and technologies, which, however, do not make any real changes in their business principles. This is how the concept of “greenwashing” arises.

In addition, despite the growing interest in organic consumption, most Ukrainian consumers are not aware of the ecologization necessity of products, their production and consumption. That is why socio-ethical marketing can be an effective tool for promoting socio-economic growth while preserving or even improving the environment. This determines the urgency and relevance of a particular study.

Modern globalization processes and development stages of the world society have caused the need to reconcile the economic aspects of governance with environmental, aimed at preserving the environment. Harmonious coexistence is possible only in conditions of sustainable development. Despite a certain lag of Ukraine's economy from neighboring countries, Ukrainian society cannot stay away from global trends to ensure sustainable development. Therefore, there is a need to find appropriate tools and methods for managing the environmental and economic development of economic entities at different levels. Such methods can be based on the concept of socio-ethical marketing, which determines the search for synergies between the interests of producers, consumers and society as a whole. Management of the enterprise based on social and ethical marketing will be the foundation for finding their unique opportunities, strengthening their own competitive advantages and will help harmonize the enterprise development with the environment

preservation. Today there are developments of domestic and foreign scientists concerning the solution of problems of maintenance of sustainable development.

The problems of this scientific field devoted to the works of foreign and domestic scientists (Kumar and Polonsky, 2017; French and Russell-Bennett, 2015; Maniatis, 2016; Dangelico and Vocalelli 2017, etc.).

To further deepen the methodological and theoretical basis of sustainable development in Ukraine, it is necessary to study the current state of sustainable development and identify problems and barriers that arise in the process of its implementation. This was determined by the purpose of this article

1. Achievement of the Sustainable Development Goals in Ukraine.

In 2015 Ukraine, as other UN members, committed to achieve the Sustainable Development Goals by 2030. During 2016–2017, it was continued the large-scale process of adapting the Sustainable Development Goal (SDG) to the Ukrainian context. The creation of a national strategic framework for Ukraine for the period up to 2030 was based on the principle of "leave no one behind." Each global goal has been revised to take into account the specifics of national development. The result of this work was a national system of SDG, which consists of tasks of national development with appropriate indicators.

In 2020 the result of Monitoring of Sustainable Development Goals in Ukraine was presented.

Let's analyze the main indicators of the SDGs according to the target values for 2020 and the real values in 2019. The indicators were grouped together for the goals and separate targets inside each goal (table 1-10) by authors.

Goal 1. End poverty (Table 1). As we can see, part of the target values of indicators was achieved. But the share of poor people is still high. Also, it is was reduced some state social programs of supporting. And it is also negatively affected to vulnerable groups of population in Ukraine.

Table 1. Goal 1 “End poverty”. The target value set for 2020 and the value in 2019 (developed by the authors, based on Monitoring Report, 2020)

Indicators	Target value	2019	Result ¹
Target 1.1. Reduce poverty by 4 times, including by eliminating extreme poverty			
1.1.1. Share of the population whose average per capita equivalent total expenditure is lower than the actual (estimated) subsistence minimum, %	30,0	41,3	-
1.1.2. Share of individuals whose daily consumption is below USD 5.05 PPP, %	0,5	0,3	+
Target 1.2. Increase the coverage of poor people with targeted social assistance programs			
1.2.1. Share of the poor population covered by state social support in the total number of poor people, %	65,0	57,4	-
1.3.1. Ratio of poverty levels of households with children and households without children, times	1,6	1,2	+
1.3.2. Share of food expenditure in total household spending, %	50,0	48,5	+

Notes. ¹ “+” – if the target value was achieved, “-” – if it wasn't.

Goal 2. End hunger, promote sustainable agriculture (Table 2). Ukraine still has unsatisfactory indicators of the consumption index of main products (meat, dairy products, fruits). But it is worth noting the achievement of the indicators of the agricultural sector, as well as increasing the volume of organic production. This is a trend of recent years and the future development of agriculture. It was not possible to reach the set value of the

consumer price index for food (105,0%). But it should be borne in mind that due to the devaluation of the national currency in 2015 it reached 144,4%, which is much higher than 108,3% in 2019.

Table 2. Goal 2 “End hunger, promote sustainable agriculture”. The target value set for 2020 and the value in 2019 (developed by the authors, based on Monitoring Report, 2020)

Indicators	Target value ²	2019	Result ¹
Target 2.1. Ensure accessibility to balanced nutrition to the level of scientifically based standards for all population groups			
2.1.1. Consumption of meat per capita, kg/year	61,0	53,6	-
2.1.2. Consumption of milk and dairy products per capita, kg/year	270,0	200,5	-
2.1.3. Consumption of fish per capita, kg/year	x	12,5	
2.1.4. Consumption of vegetables per capita, kg/year	x	164,7	
2.1.5. Consumption of fruit per capita, kg/year	65,0	58,7	-
Target 2.2. Double agricultural productivity, primarily through innovative technologies			
2.2.1. Labour productivity in agriculture, USD 1,000s per employee	10,0	10,8	+
2.2.2. The index of agricultural production, %	102,0	101,4	-
Target 2.3. Ensure the development of sustainable food production systems that help maintain ecosystems and gradually improve the quality of land and soil, primarily through innovative technologies			
2.3.1. The index of food production, %	103,0	103,9	+
2.3.2. Share of food industry and agricultural raw materials processing production in exports of Ukrainian Classifier of Goods for Foreign Economic Activity groups 1–24, %	51,0	44,3	-
2.3.3. Share of agricultural land under organic production in the total area of agricultural land, %	1,1	1,1	+
Target 2.4. Reduce the volatility of food prices			
2.4.1. The consumer price index for food, %	105,0	108,3	-

Notes. ¹“+” – if the target value was achieved, “-” – if it wasn’t. ²“x” – target value for 2020 of some indicators hasn’t been set.

Goal 3 “Healthy lives and well-being” (Table 3) is one of the most difficult to achieve sustainable development goals in Ukraine. The Ukrainian health care system has long been required fundamental reform. Many steps have been taken in this direction in recent years, but this is not enough to improve the health of the Ukrainian population. Although the principles of a healthy lifestyle are becoming increasingly popular in Ukraine, the percentage of the population who smokes is still quite high. Also, it is worried the percentage of vaccine individuals, which fluctuates constantly due to the dissemination of false information, erroneous information policies by the Ministry of Health, and the low level of education of both ordinary people and doctors. The challenges facing both Ukraine and the world in light of the recent events of the COVID-19 pandemic may also harm the medical system. The above may be an obstacle to achieving this goal.

Table 3. Goal 3 “Healthy lives and well-being”. The target value set for 2020 and the value in 2019 (developed by the authors, based on Monitoring Report, 2020)

Indicators	Target value ²	2019	Result ¹
Target 3.1. Reduce maternal mortality			
3.1.1. Number of cases of maternal mortality, per 100,000 live births	11,8	14,9	-
Target 3.2. Minimize preventable mortality among children under 5			
3.2.1. Mortality of children under 5, cases per 1,000 live births	8,5	8,2	+
Target 3.3. End the epidemics of HIV/AIDS and tuberculosis, including through innovative practices and treatments			
3.3.1. Number of patients diagnosed with HIV for the first time, per 100,000 persons	30,9	42,6	-

3.3.2. Number of patients diagnosed with active tuberculosis for the first time, per 100,000 persons	51,7	60,1	-
Target 3.4. Reduce premature mortality from noncommunicable diseases			
3.4.1. Number of deaths from cerebrovascular disease at the age of 30–59, per 100,000 men of corresponding age	56,2	57,3	-
3.4.2. Number of deaths from cerebrovascular disease at the age of 30–59, per 100,000 women of corresponding age	25,5	23,4	+
3.4.3. Number of deaths from malignant breast tumours at the age of 30–59, per 100,000 women of appropriate age	23,0	22,6	+
3.4.4. Number of deaths from malignant cervical tumours at the age of 30–59, per 100,000 women of appropriate age	10,1	11,7	-
Target 3.5. Reduce by a quarter premature mortality, including through the introduction of innovative approaches to diagnosing diseases			
3.5.1. Probability of dying at the age of 20–64, men	0,36	0,38	-
3.5.2. Probability of dying at the age of 20–64, women	0,15000	0,14536	+
Target 3.6. Reduce serious injuries and deaths from road traffic accidents, including through innovative practices of resuscitation, treatment and rehabilitation after road traffic accidents			
3.6.1. Number of deaths from road traffic accidents, per 100,000 persons	11,0	10,9	+
3.6.2. Number of persons injured in road accidents, per 100,000 persons	x	3,8	
Target 3.7. Ensure universal, quality immunization with innovative vaccines			
3.7.1. Immunization rate of population according to the Preventive Vaccination Calendar by designated six age groups for prevention of ten infectious diseases, %	x	88,6	
Target 3.8. Reduce the prevalence of smoking among the population through innovative media to inform about negative effects of smoking			
3.8.1. Share of women who smoke at the age of 16–29, %	4,5	7,5	-
3.8.2. Share of men who smoke at the age of 16–29, %	27,0	29,3	-
Target 3.9. Reform health care financing			
3.9.1. Share of expenditures of the population in general spending on health, %	40,0	49,22	-

Notes. ¹“+” – if the target value was achieved, “-” – if it wasn’t. ²“x” – target value for 2020 of some indicators hasn’t been set.

Goal 4. Quality education (Table 4). Quality education is an important system of indicators. Unfortunately, most of the tasks have not yet been achieved. However, it is worth noting the digitalization of the educational process, which is quite high. However, the events of the last two years and the transition to predominant distance learning have shown the unwillingness and inability of both pupils, students, and teachers to use information technology in the educational process. Although the coverage of inclusive education was not achieved in 2019. It is worth remarking that inclusiveness, in general, began to be introduced only in 2016. Therefore, even 35% is already a significant achievement.

Table 4. Goal 4 “Quality education”. The target value set for 2020 and the value in 2019 (developed by the authors, based on Monitoring Report, 2020)

Indicators	Target value ²	2019	Result ¹
Target 4.1. Ensure access to quality school education for all children and adolescents			
4.1.1. Share of graduates of general secondary education institutions in the current year who have target level of academic achievement in the Ukrainian language ³			
4.1.2. Number of full-time secondary school students per teacher, at the beginning of the school year	9,50	9,39	-
Target 4.2. Ensure access to quality pre–primary development for all children			
4.2.1. Coverage of children aged 5 years by pre-school education institutions and structural units of public and private legal entities, %	80,0	69,1	-
Target 4.3. Ensure access to vocational education			
4.3.1. Ratio of the number of entrants to vocational technical establishments to the total number of places in vocational technical establishments funded from the state and local budgets	86,0	85,0	-

Target 4.4. Improve the quality of tertiary education and ensure its close relationship with science, and promote the establishment of towns of education and science in the country			
4.4.1. Number of Ukrainian cities – members of the UNESCO Global Network of Learning Cities	x	4	
4.4.2. Population by the level of education and gender, % ⁴			
4.4.3. Cost of training a specialist, UAH	x	52482,7	
4.4.4. Expenditures of higher education institutions on scientific research activities, million UAH	x	484,9	
Target 4.5. Increase the prevalence of knowledge and skills required for decent jobs and entrepreneurship among the population			
4.5.1. Level of participation of the population in formal and informal forms of education and vocational training, %	10,0	8,0	-
4.5.2. Share of the population who reported using the Internet over the past 12 months, %	59,0	70,1	+
Target 4.6. Eliminate gender disparities among school teachers			
4.6.1. Share of men among pedagogical staff, %	17,0	13,0	-
Target 4.7. Create a modern learning environment in schools, including inclusive education, through innovative approaches			
4.7.1. Share of rural full-time secondary schools with Internet access, %	85,0	95,2	+
4.7.2. Share of rural full-time secondary schools, where computers are used in the educational process, %	65,5	98,7	+
4.7.3. Share of full-time secondary schools with inclusive education, %	40,00	35,14	-

Notes. ¹”+” – if the target value was achieved, “-” – if it wasn’t. ²“x” – target value for 2020 of some indicators hasn’t been set. ³ – the indicator is characterized by general distribution statistics of graduates by location of general secondary education institution (settlement, village; urban settlement; city) and by gender. ⁴ – the indicator is characterized by general distribution statistics of population by the level of education and gender.

The Goal 5 is “Gender equality”. It is characterized by such targets:

- create an environment for ending all forms of discrimination against women and girls;
- reduce the level of gender-based and domestic violence, and ensure efficient prevention of its manifestations and timely assistance to victims;
- encourage shared responsibility for housekeeping and childrearing;
- ensure equal opportunities for representation at all levels of decision-making in political and public life;
- increase the population’s access to family planning services and reduce teenage fertility.

Gender policy in Ukraine has only recently begun to gain momentum. Most of the indicators required for the analysis were not calculated and analyzed in Ukraine. However, it is worth noting the launch of an information campaign to protect women and children and prevent domestic violence.

Goal 6. Clean water and sanitation. It is characterized by such targets:

- provide access to quality services of safe drinking water, and ensure the construction and reconstruction of centralized drinking water supply systems using the latest technologies and equipment;
- provide access to modern sanitation systems, and ensure the construction and reconstruction of water intake and sewage;
- reduce the discharge of untreated wastewater, primarily through innovative technologies of water purification at the national and individual levels;
- increase the efficiency of water use.

It should be noted that a large proportion of the rural population does not have access to a centralized water supply, but uses individual water sources. Some individual households still do not have access to water in their territories. Water quality in Ukraine depends on the region.

Goal 7. Quality education (Table 5). The level of import dependence in the Ukrainian energy sector remains

quite high. It was not possible to diversify the import of all types of fuel and reduce the share of one country in it. This is quite dangerous, especially in terms of military escalation in eastern Ukraine with the Russian Federation, which is a powerful supplier of energy. Also, the share of alternative fuels remains low.

Table 5. Goal 7 “Affordable and clean energy”. The target value set for 2020 and the value in 2019 (developed by the authors, based on Monitoring Report, 2020)

Indicators	Target value ²	2019	Result ¹
Target 7.1. Expand the infrastructure and modernize networks for reliable and sustainable energy supply through the introduction of innovative technologies			
7.1.1. Generation of power, billions of KWh	163,8	154,0	-
7.1.2. Electric power distribution losses, %	11,00	10,35	-
7.1.3. Heat losses in heat networks, % The target value for 2020 hasn't been set	x	20,4	
Target 7.2. Ensure diversification of the supply of primary energy resources			
7.2.1. Maximum share of imported primary energy (excluding nuclear fuel) from one country (company) in the total supply (imports), %	15,0		- ³
7.2.2. Share of one supplier of the nuclear fuel market, %	70,0	55,4	+
Target 7.3. Increase the share of renewable energy in the national energy balance, in particular through the introduction of additional capacities at facilities that produce energy from renewable sources			
7.3.1. Share of energy produced from renewable sources in total final energy consumption, %	11,0	8,1	-
Target 7.4. Increase the energy efficiency of the economy			
7.4.1. Energy intensity of GDP (primary energy consumption per unit of GDP), kg of oil equivalent per USD 1 by PPP 2011	0,200	0,165	+

Notes. ¹ “+” – if the target value was achieved, “-” – if it wasn't. ² “x” – target value for 2020 of some indicators hasn't been set. ³ – maximum share of imported primary energy: coal (68,6%), petroleum (76,7%), natural gas (45,1%).

The Goal 8 is “Decent work and economic growth”. It is characterized by such targets:

- ensure a steady GDP growth by modernizing production, developing innovation, increasing export potential and exporting products with high value added;
- increase the efficiency of production based on sustainable development and the development of competitive high-tech industries;
- increase employment;
- reduce the share of youth not in employment, education or professional training;
- promote a safe and secure working environment for all workers, including through the application of innovative technologies in terms of health and safety;
- create institutional and financial capacities for the self-realization of the potential of the economically active population and the development of the creative economy.

The indicator “Share of exports of goods whose production uses technologies of high and medium-high level in total exports of goods” did not reach the set level of 25% and also decreased in 2019 compared to 2015 (16.4% and 19.2% in accordance). Ukraine remains an exporter of resources, not high-tech products. However, it is necessary to note the growth of Ukraine in the ranking of the Global Innovation Index from the 64th position in 2015 to the 47th – In 2019 (target – the 50th place). The employment rate of the population aged 20-64 is not high enough at almost 70% (however, it was planned at 66%). The level of occupational safety remains insufficient. And it did not achieve the task. For example, the number of victims of accidents at work that led to disability of 1 day or more, in % of 2015 level should have been at 70%, but not 91% in 2019. The number of workers killed in accidents at work in 2019 was 113% of the 2015 level (target value is 70%). In

2019, Ukraine took 64th place in the rating of Doing Business. This is much better than 81st place in 2015. But it is not enough, because the target value was set in 30th place.

Goal 9. Industry, innovation and infrastructure (Table 6). Indicators of industry and innovation remain at a fairly low level. Research and development are underfunded. Volumes of sold innovative products are also at an unsatisfactory level. Less than half of Ukraine's population is covered by Internet services, and in rural areas, this number is even lower (22 people per 100 inhabitants). Despite that it was planned to ensure increased youth participation in research, the share of researchers under the age of 40 is also falling from 36.7% in 2015 to 32.0% in 2019.

Table 6. Goal 9 “Industry, innovation and infrastructure”. The target value set for 2020 and the value in 2019 (developed by the authors, based on Monitoring Report, 2020)

Indicators	Target value ²	2019	Result ¹
Target 9.1. Develop quality, reliable, sustainable and accessible infrastructure based on the use of innovation technologies, including ecologically clean means of transport			
9.1.1. Share of the rural population living further than 3 km from paved roads, %			
9.1.2. Volume of transported goods, millions of tonnes	1650,0	1578,8	-
9.1.3. Number of passengers, millions	5200,0	4262,3	-
9.1.4. Degree of depreciation of assets by ACE “Transport, storage, post and courier services”, %	49,0	54,1	-
Target 9.2. Ensure increased use of electric transport and related network infrastructure			
9.2.1. Share of electric transport in domestic traffic, %	65,0	69,9	+
...			
Target 9.5. Create financial and institutional systems (innovative infrastructure) that will ensure the development of scientific research and scientific and technical (experimental) development			
9.5.1. Share of expenditure on scientific research and development in GDP, %	1,50	0,43	-
9.5.2. Share of sales of innovative products in total sales of industrial products, %	5,0	1,3	-
Target 9.6. Ensure access to the Internet, especially in rural areas			
9.6.1. Population coverage with Internet services, subscribers per 100 persons	50,0	46,0	-
Target 9.7. Ensure increased youth participation in research			
9.7.1. Share of researchers under 40 in the total number of researchers	x	32,0	

Notes. ¹“+” – if the target value was achieved, “-” – if it wasn't. ²“x” – target value for 2020 of some indicators hasn't been set. ³ – data are developed once every 5 years, from 2021.

The results of achievement of the *10th Goal “Reduce inequality”* is presented in the Table 7. Unfortunately, planned values could not be achieved. And achieving the common goal is still unfulfilled.

Table 7. Goal 10 “Reduce inequality”. The target value set for 2020 and the value in 2019 (developed by the authors, based on Monitoring Report, 2020)

Indicators	Target value ²	2019	Result ¹
Target 10.1. Ensure accelerated growth of income of the least well-off 40 percent of the population			
10.1.1. Ratio of growth rate of the average per capita total income of the least well off 40% to the whole population, %	x	0,97	
10.1.2. Share of total income of the least well off 40% in the total income of population, %	x	24,4	
Target 10.2. Prevent manifestations of discrimination in society			
10.2.1. Share of persons who reported that in the past 12 months they personally experienced gender-based discrimination in the total number of requests to expert councils on gender-based discrimination, %	x	75,0	
Target 10.3. Ensure access to social services			

10.3.1. Share of rural households who suffered from deprivation due to lack of access to ambulance services in the settlement, %	30,0	39,2	-
10.3.2. Share of rural households who suffered from deprivation due to the lack of a medical facility near their home, %	20,0	29,6	-
10.3.3. Share of rural households who suffered from deprivation due to the lack of regular daily transport to another settlement with developed infrastructure, %	18,0	24,4	-
Target 10.4. Pursue remuneration policy based on equality and fairness			
10.4.1. Ratio of the average wage (income) of 10th and first decile groups of workers (decile coefficient), times	23,0	- ³	
Target 10.5. Reform pension insurance based on fairness and transparency			
10.5.1. Ratio of average pension to average wage in the economy (with 35 years of insurance experience), %	35,0	33,1	-

Notes. 1 "+" – if the target value was achieved, "-" – if it wasn't. 2 "x" – target value for 2020 of some indicators hasn't been set. 3 – data will be additionally provided.

The Goal 11 is "Sustainable development of cities and communities". It is characterized by such targets: ensure access to housing; ensure development of settlements and territories exclusively based on integrated planning and participatory management; ensure protection and safeguarding of the cultural and natural heritage, with involvement of the private sector; ensure timely public alert about emergencies through innovative technologies; reduce the adverse impact of pollutants, including on the urban environment in particular, through innovative technologies; ensure the development and implementation of local development strategies aimed at economic growth, job creation, tourism, recreation and development of the local culture, and production of local products.

In recent years, Ukraine has seen a significant breakthrough in the development of cities and communities. The decentralization policy that was launched in 2015-2016 provided a significant impetus for development in the form of increased funding. Now local communities can independently choose the vector of their further development. But as with the other goals, the targets of 11th Goal have not been fully realized.

The Goal 12 is "Sustainable consumption and production". It is characterized by such targets: reduce resource consumption of the economy; reduce the loss of food along the production and marketing chains; ensure sustainable use of chemicals through innovative technologies and production; reduce the amount of waste generation, and increase recycling and reuse through innovative technologies and production.

Resource intensity indicators are estimated relative to 2015 and were planned at 90%. Thus, in 2019 it was possible to reduce GDP energy intensity – 88.2%, GDP carbon intensity – 77.9%. However, the indicators of GDP material intensity increased – 100.5% and GDP waste intensity – 126.2%.

The one target of *the Goal 13 "Mitigate climate change impact"* is to limit greenhouse gas emissions in the economy. Achieving this goal is assessed as the Ratio of GHG emissions to 1990 level. Unfortunately, this indicator has been growing in recent years.

The results of achievement of *the 14th Goal "Conserve marine resources"* is presented in the Table 8. In the analysis of the achievement of this goal, it is necessary to note the reduction of pollution of marine areas and the direction of consumption of marine resources to sustainability and the development of protection management.

Goal 15. Protect and restore terrestrial ecosystems (Table 9). It is necessary to increase the effectiveness of measures to protect and restore terrestrial ecosystems, increase the area of land used for organic production. It is also necessary to introduce innovative technologies in the cultivation and restoration of arable land.

Table 8. Goal 14 “Conserve marine resources”. The target value set for 2020 and the value in 2019 (developed by the authors, based on Monitoring Report, 2020)

Indicators	Target value ²	2019
Target 14.1. Reduce marine pollution		
14.1.1. Share of discharges of polluted wastewater in total discharges in the marine environment, %	11,0	1,0
Target 14.2. Ensure the sustainable management and protection of marine and coastal ecosystems, and improve their resilience and recovery through innovative technologies		
14.2.1. Area of territories and objects of the natural reserve fund of coastal regions, % of the territory of coastal areas	7,0	5,9
14.2.2. Area of territories and objects of the natural reserve fund in the Black and Azov Seas, thousands of hectares	650,0	625,9
Target 14.3. Implement effective regulation of extraction of marine resources		
14.3.1. Volumes of extraction of aquatic bioresources in the exclusive (maritime) economic zone of Ukraine, thousands of tonnes	36,0	30,2

Notes. ¹ “+” – if the target value was achieved, “-” – if it wasn’t. ² “x” – target value for 2020 of some indicators hasn’t been set. ³ The analysis of the indicators presented in the generalized report on water use for 2019 (form № 2TP-vodhosp (annual)) shows a significant decrease in the volume of discharged return (waste) polluted water in the Azov Sea water body. The sharp decrease in quantitative data on the volume of return (wastewater) explains the difference in the value of the SDG indicator 14.1.1. for 2019 from previous years.

Table 9. Goal 15 “Protect and restore terrestrial ecosystems”. The target value set for 2020 and the value in 2019 (developed by the authors, based on Monitoring Report, 2020)

Indicators	Target value	2019	Indicators
Target 15.1. Ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems			
15.1.1. Area of territories and objects of the natural reserve fund, thousands of hectares	6276,9	4082,2	-
15.1.2. Share of area of territories and objects of the natural reserve fund in the total area of the country, %	10,4	6,8	-
15.1.3. Share of the area of the national environmental network in the total area of the country, %	39,0	38,2	-
Target 15.2. Promote sustainable forest management			
15.2.1. Forested territory of the country, %	17,0	15,9	-
15.2.2. Wood stock in forests, millions of cubic meters	2200,0	2102,0	-
Target 15.3. Restore degraded lands and soils through innovative technologies			
...			
15.3.2. Amount of arable land, thousands of hectares	31150,9	32756,0	+
15.3.3. Share of arable land in total area of the country, %	51,6	54,3	+
15.3.4. Area of land used for organic production, thousands of hectares	500,0	468,0	-
15.3.5. Area of agricultural land of extensive use (hayfields, pastures), thousands of hectares	8389,3	7534,2	-
15.3.6. Share of area of agricultural land of extensive use (hayfields, pastures) in total area of the country, %	13,9	12,5	-
Target 15.4. Ensure the conservation of mountain ecosystems			
15.4.1. Area of the nature reserve fund in mountainous regions, thousands of hectares	905,3	683,8	-
15.4.2. Share of the area of the nature reserve fund in mountainous regions in the total area of the country, %	1,50	1,13	-

Notes. ¹ “+” – if the target value was achieved, “-” – if it wasn’t.

The 16th Goal characterizes peace, justice and strong institutions.

Goal 17. Partnership for sustainable development (Table 10). Unfortunately, the level of direct investment inflows remains rather low. In 2019, it reached 2422 million US dollars and was planned at 10,000 million US dollars.

Table 10. Goal 17 “Partnership for sustainable development”. The target value set for 2020 and the value in 2019 (developed by the authors, based on Monitoring Report, 2020)

Indicators	Target value ²	2019	Indicators
Target 17.1. Mobilize additional financial resources by promoting foreign and domestic investment			
17.1.1. Ratio of private remittances from abroad to GDP, %	6,0	7,8	+
17.1.2. Net foreign direct investment (according to the balance of payments), USD billions	10000,0	2422,0	-
Target 17.2. Consistently reduce the debt burden on the economy			
17.2.1. Ratio of gross external debt to exports of goods and services in annual terms, %		192,0	
Target 17.3. Develop a partnership between government and business to achieve the SDGs			
17.3.1. Number of projects of public–private partnership, units	205,0	187,0	-

Notes. ¹ “+” – if the target value was achieved, “-” – if it wasn’t. ² “x” – target value for 2020 of some indicators hasn’t been set.

Conclusions of the analysis of progress towards achieving the SDG in Ukraine (Monitoring Report, 2020): about 60% of the target values of the indicators set for 2020 have been achieved. However, progress is heterogeneous and, in some areas, needs to be seen in the light of the reforms and transformations currently under way. This includes empowering women, ensuring the quality of education, reducing the burden of epidemics, and protecting the most vulnerable. Goals that have not yet been achieved are within reach, but efforts need to be made to achieve them. This should be done by taking into account aspects of sustainable human development in reforms and transformations and defining the "momentum of acceleration" that will allow the country to equalize progress between regions and within regions. The private sector and society should act as positive and constructive drivers of change, more actively promote the implementation of initiatives and policies to accelerate the achievement of goals.

2. Problems and barriers in the way of Ukraine to sustainable development.

During our research were identified major problems that are barriers in the way of Ukraine to sustainable development:

1. Lack of eco-culture and low level of education about sustainable development. Often education is limited to standard environmental regulations at school and university.
2. Low socio and economic level of the population, due to which there is the unwillingness to act not only in personal interests and pay the additional cost for environmental friendliness
3. High level of the shadow economy, lack of support programs from the state, which is why enterprises are not ready to invest in environmental friendliness and social responsibility
4. Underdevelopment of Ukrainian legislation, slow harmonization with European practices due to the instability of the political system
5. Lack of a clear and effective system of punishments and rewards for observing or violating the principles of sustainable development at the state and/or local levels
6. Insufficiently developed industry of waste processing and e-waste disposal.
7. Lack of a perfect bio-product standardization system.

But still, the fashion for environmental friendliness has reached Ukraine.

3. Greenwashing as one of problems in the way of Ukraine to sustainable development.

Unfortunately, modern enterprises, realizing the competitive advantages and opportunities for development provided by greening, are increasingly dismissing the desire for greening as a demonstration of pseudo-environmental activity. This technology of ecological positioning of an enterprise, product, or service without a sufficient evidence base is called greenwashing or green camouflage.

Thus Oxford English Dictionary (2018) defines greenwashing as misinformation disseminated by a business unit to promote an environmentally responsible public image, and as a public image of environmental responsibility declared by the enterprise but perceived as unfounded or deliberately misleading.

In the work of Jones (2017), greenwashing is seen as the practice of using PR, marketing, and advertising tools to make an unfounded or misleading claim about the benefits of a product or service based on the principles of sustainable development.

According to Chantal Verdonschot, greenwashing can also be characterized by the fact that companies or organizations spend a significant amount of resources to convince the public that they are environmentally responsible, but do not follow business practices that minimize their negative impact on the environment. Using greenwashing techniques, companies or organizations try to profit from the growth of consumer loyalty to their environmental initiatives, while distracting attention from the negative impact on the environment that arises as a result of their management.

In CorpWatch (2001) it is noted that greenwashing is a phenomenon of socially and ecologically destructive companies that try to preserve and expand their markets, pretending to be "friends" of the environment and leaders in the fight to eradicate poverty. It should also be noted that greenwashing should not be positioned as a distorted communication, it is primarily a professionally designed marketing complex, the leitmotif of which is the growing concern of consumers about the environment.

Shchekolova and Dyvak (2013) note that greenwashing is used to maintain the image of an environmentally friendly company, to obtain political support, increase sales.

In general, greenwashing can be defined as 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.

In our study, we emphasize that greenwashing should not be understood as a driver, but as a barrier to sustainable development. In pursuit of economic benefits, businesses are increasingly resorting to greenwashing technologies as part of greening strategies, which, in the long run, is slowing down sustainable development efforts, making more and more people skeptical of environmental initiatives.

Greenwashing is also a limiting factor in the process of building consumers' patterns of environmentally conscious behavior and significantly distorts the facts in the consumer decision-making process. In the array of information about products and services, consumers must not only assess all their advantages and disadvantages but also recognize false claims and unfounded claims. Under such conditions, some companies actively invest in the environmental image, implementing environmental initiatives and implementing environmental trends, while other companies focus only on claims, without creating any practical basis.

It should also be noted that the destructive aspect of greenwashing is that the time and resources that could be better spent on initiatives with a positive impact on the environment are used to create pseudo-environmental initiatives.

In our opinion, the key problem is that a comprehensive regulatory framework has not been developed to regulate greenwashing, even in the most developed countries of the world. Thus, there are standards for preventing or limiting the practice of greenwashing, there are no industry standards for the transmission of environmental messages, the development of the regulatory system is deliberately hampered by the filing of global business giants. All this contributes to the exponential growth of greenwashing. And, if this trend continues without any regulatory influence, consumer confidence will gradually be undermined, leading to mistrust and suspicion of any green advertising. Taking into account all the above, the authors have formed a set of recommendations aimed at combating greenwashing at the level of various business entities (consumers, entrepreneurs, regulatory authorities).

Thus, consumers are encouraged to use an analytical decision-making style, which, in turn, should call into question any environmental claims of entrepreneurs. The consumer decision must be based on strong evidence of the validity of environmental claims of enterprises. Authoritative environmental organizations and foundations (Greenpeace, Ecolabel Index, CorpWatch, etc.), international certification organizations (ISO), independent research foundations and programs, etc. can become sources of such evidence base.

Entrepreneurs are advised to pay attention to the fact that, on the one hand, greenwashing brings benefits, but on the other hand in the long run can lead to loss of reputation, lost profits, increasing technological debt. Therefore, the communication of entrepreneurs should be based on the principles of transparency, honesty, reasonableness, openness, and willingness to admit mistakes. Using the above principles, companies must support all their claims with relevant data, genuine environmental goods and services, certificates, and independent expert opinions. And also to make available to the public not only the positive effects of business on the environment but also negative. Companies must audit the life cycle and identify the extent and nature of the impact of all their products on the environment throughout the life cycle.

Regulators should implement a public-private partnership model in which government and private bodies jointly develop comprehensive and stringent standards and regulations aimed at curbing greenwashing in the form of unified guidelines, uncompromising monitoring, supervision, and punishment. Particular attention should also be paid to measures aimed at raising public awareness of greenwashing, the formation and development of the environmentally friendly value system among consumers and entrepreneurs.

Conclusions.

Therefore, further developments of the authors will be aimed at more accurately selecting, improving and implementing effective tools, methods and forms of socio-ethical marketing, to form on their basis the principles of organizational and economic mechanism of socio-ecological and economic management of economic entities of different levels. The practical implementation of this mechanism will bring the Ukrainian economy closer to achieving the global goals of sustainable development.

Orientation of activity of domestic commodity producers on the concept of social and ethical marketing will allow providing their long-term stability, to coordinate interests of various subjects of the activity. This will eliminate the risks of the external environment and strengthen the internal capabilities of domestic businesses.

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