MODERNIZATION OF THE ENVIRONMENT: FORMATION, CURRENT STATE AND PROSPECTS

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Abstract. *This article discusses the stages of environmental formation, development, current state and prospects for environmental modernization.*
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Ecological modernization is a multifaceted phenomenon. It is not inappropriate to call it socio-ecology in a broader sense. In this regard, a broader opinion is given below about the attitude to the environment in the modern world, the circumstances related to its formation, and the issue of social ecology.

In the modern world, there is no longer a separate "man" and "nature": man becomes ecological, nature becomes social. It follows that the measures to preserve and improve the living environment are a necessary component of the "package" of development measures. Today, the "environmental factor" is increasingly limiting any effort to modernize production and its infrastructure, because any excess of the carrying capacity of local ecosystems and the biosphere as a whole will boomerang back on society, which in the form of a reduction in production: the birth rate, an increase in morbidity and mortality, an increase in migration costs, etc.

In fact, nature does not need modernization - it needs care and respect. For this, it is necessary to modernize not only the things created by man and which directly affect the environment, but also the attitude of man to nature, that is, modernization must begin with our consciousness and worldview, and only then it will spread to everyone - to all areas of our life.

It should also be said that the demand is economically justified from the point of view of the tasks and goals of ecological modernization. Ecological tourism, recreational hunting and fishing, recreation centers surrounded by a unique landscape are clear evidence of this. A more accurate proof of this can be found in the UN report of a few years ago: the transition to a green economy increases the well-being of the population, and also has a positive effect on the environment. For example, when investing in the forest sector of the economy, the number of jobs in it will grow by 20% by 2050, in transport by 10%, and in energy by 20%, it was said.

It is worth noting that the demands of alternative regulatory schemes to promote new environmental protection strategies should make pollution prevention efforts a shared responsibility. That is why the nature of regulatory relations between business and government should change from confrontation to cooperation. At the heart of their vision is the mobilization of socially responsible private interests to support long-term solutions to pollution prevention that serve the cause of nature conservation. In support of this belief, there is already evidence from some large business organizations that their corporate existence depends on the environmental impact of companies and businesses and on the continued support of the public and government. is a growing awareness.

At this point, it is necessary to dwell on the history of the theory of ecological modernization. The theory of ecological modernization was first developed in the early 1980s in a small group of Western European countries, particularly Germany, the Netherlands, and Great Britain. Social scientists such as Martin Janik, Volker von Prittwitz, Udo Simonis and Klaus Zimmermann (Germany), Gert Spaargaren, Maarten Hajer and Artur PJ Mol (Netherlands) and Albert Weil, Mauri Cohen and Joseph Murphy (UK) have made major contributions. .

Even in a relatively short period of time, ecological modernization theory has developed with considerable diversity and debate, not only in its national origins and theoretical foundations, but also chronologically. While reserving a more detailed review and analysis of this literature for other places, we have considered it useful for the purpose of the topic to distinguish at least three stages in the development and maturity of this school of thought.

The first phase is characterized by Joseph Huber's emphasis on the role of technological innovation in environmental reform, especially in industrial production: a critical attitude towards the (bureaucratic) state; a positive attitude towards the role and dynamics of market participants in environmental reform; a systems-theoretical and rather evolutionary perspective, with a limited understanding of human agency and social struggles; and focus on nation-state level analyses.

The second period, from the late 1980s to the mid-1990s, focused less on technological innovation as a key driver of environmental modernization. A more balanced view of the respective roles of states and markets in environmental change has emerged, and more attention is paid to the institutional and cultural dynamics of ecological modernization. During this period, it continued to emphasize national and comparative studies of industrial production in the Organization for Economic Co-operation and Development (OECD) countries on environmental modernization.

From the mid-90s of the 20th century, the boundaries of the theory of ecological modernization expanded theoretically and geographically, and included research on the ecological transformation of consumption: ecological modernization in non-European countries (newly industrialized countries, less developed countries, transitional economies in Central and Eastern Europe, as well as, OECD countries such as the USA and Canada).

Thus, we can say that ecological modernization is not a new concept and practice for today. As long as there is history, it is natural that there will be a future. We, the representatives of the new generation, should take into account theoretical and practical information and serve for the protection of the environment. In addition, we need to deeply study and continue to study the current state of the environment, develop the necessary measures for its formation and perspective, and apply it to our lifestyle.

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