Evaluations of successful practices in the implementation of green management

R M Lamzin, D A Mosolova and O A Knyazhechenko
Volga Region Research Institute of Manufacture and Processing of Meat-And-Milk Production, Volgograd, Russia

E-mail: rom.lamzin@yandex.ru

Abstract. The stability of modern socio-economic processes is determined by the rational regulation of the relationship between the optimal provision of production and consumer relations and the scientifically grounded use of the components of the natural environment. In this regard, by analyzing and summarizing various methods of obtaining economic products in demand on the market, as well as by methods of statistical and economic analysis of multidirectional information data, the need to find a multidimensional organizational and management structure that combines productive forms of use and disposal of available production technologies is revealed, subject to full compliance conditions of the minimum possible impact on the natural environment. The main goal of green management is to obtain the maximum possible economic and production effects, which is expressed in the form of the maximum possible level of profit with the maximum satisfaction of consumer demands with the maximum possible extraction of raw materials and energy from the minimum possible amount of components of the natural environment. As a result of the study, it was established that in conditions of violation of natural-natural relationships and natural-climatic conditions of life of modern society, green management is a productive system for the development of promising forms and methods of economic activity in conditions of natural and climatic instability with the receipt of innovative economic products.

1. Introduction

In conditions of violation of the stability of natural systems and processes with a growing threat of irrational environmental management, the need to build an innovative economic and management structure aimed at finding and applying resource-saving technologies for the production of high-quality products that are in demand at various levels of market relations from the world community, society on a scale is revealed. states, the population of certain territories and individuals.

The specified organizational and management structure, based on the advanced achievements of management and resource-saving technologies for the implementation of economic and entrepreneurial initiatives, and also acts as a modern integrated system for the balanced conduct of economic and production activities while maintaining the environmental safety of the population in various territories. Thus, a green management system is formed based on an optimal combination of economic and environmental saving effects. The key structural component of this regulation is a set of economic and environmental methods for the productive use of natural resources in various sectors of the economy, and first of all, in the field of the agro-industrial complex and various forms of production of food raw materials and high quality food products.
The process of considering environmental and economic efficiency and the results obtained in various practices of implementing green management is based on the results of a scientific and comprehensive analysis of innovative ways of developing the agro-industrial complex and the use of various components of the natural environment, which is defined in reports on the problems of using digital technologies in the structure of agriculture in the formation of and the functioning of artificial and economic biocenoses. The main category of initial information of a scientific and applied nature was obtained by considering various achievements and products of an economic and environmental nature in various countries of the world community.

Trends and main characteristics of modern green management are formed on the basis of advanced achievements and the use of multidirectional green economy technologies, which are implemented in the production of raw food raw materials and further in the production of various categories of food products. As auxiliary factors in the development of the structure of green management, the need to maintain public-private partnerships with the active presentation of private-entrepreneurial initiatives in the system of state-municipal administration to regulate environmental management processes and conduct agro-industrial production of environmentally friendly and, at the same time, obtain economically promising goods and services that are in demand in modern the market.

2. Materials and methods
The study was carried out on the basis of the complex use of a number of special scientific methods when considering the specifics of the manifestation of technologies for the implementation of green management in the system of state and municipal management of agricultural production processes and the implementation of projects and initiatives that have formed in the system of functioning of the business community. These methods were the analysis of the initial information of a scientific-theoretical, statistical and applied nature, which is supplemented by methods of forecasting productive options for the development of the socio-economic situation in the field of food production.

The basic information materials for characterizing various practices for the implementation and innovative implementation of the structural elements of green management have become information about the concepts, strategies of economic and environmental transformations developed in different countries of the world and certain sets of measures aimed at expanding resource-saving technologies for the economic functioning of enterprises and organizations of all forms of ownership, which occurs within the framework of increasing the level of public environmental safety.

The system of practical manifestation of elements of green management is determined by identifying means of eliminating such problems as: 1) violation of natural-ecological systems; 2) reduction of biodiversity in accordance with the specifics of different territories; 3) negative changes in climatic conditions; 4) an excessive level of exploitation of natural resources with an increased impact on the environment.

Thus, the grounds are formed for characterizing the directions of modernization of economic and production systems with the further creation of a green management structure.

3. Results and discussion
A sharp reduction in various biological resources, desertification and degradation of land, and especially land that can be used in the structure of the agro-industrial complex, with an increasing level of shortage of various natural components necessary for the full satisfaction of the most important social needs, is relevant evidence of the violation of the natural state of natural biosystems and components of the natural environment.

The processes of gradual climate change and the growing shortage of economically demanded natural components of the environment determine the demand for the implementation of an integrated system for regulating the economic and industrial use of natural resources while ensuring the minimum possible impact on natural systems while preserving their natural state. Thus, the structure of green management is being formed, which is based on a number of socio-economic, organizational and functional conditions:
• Building production and market relations with the parallel and interconnected implementation of economic and environmental-saving effects, which is complemented by the parity of satisfying economic needs while obtaining the optimal level of profit and maintaining the required level of environmental safety.

• Comprehensive regulation of the processes of extraction and further industrial use of the structural elements of the natural environment with continuous monitoring and taking into account the ongoing changes of an economic and natural resource nature.

• Optimal assessment and regulation of the processes of economic and industrial use of natural components in conditions of increased risks of disruption of natural-ecological relationships and a significant reduction in biodiversity, as well as the onset of radical climate change [6, 9].

• Identification of effective forms of entrepreneurship in the current economic and environmental conditions of investment and their implementation with the aim of sustainable formation of an integrated structure of natural capital as a modern natural component of resource support for the production activities of various economic entities and the life of the population in certain territories [13].

• Maintaining environmental sustainability through innovative transformations of the applied technologies for the production of economically demanded goods and services in the format of expanding various forms of resource conservation, minimizing waste levels with the most complete extraction of production initial components from available resources [2].

• Development of promising innovative strategies aimed at partial or complete reformating of production and consumer processes with the search for stable sources of additional income, based on the preservation of the natural state of natural objects [5, 12].

Through the implementation of these conditions, green management is expressed in an increase in the productivity of ongoing investment flows with increased financing of environmentally friendly production technologies with the transformation of all varieties of natural raw materials and the release and further sale on the market of products that meet current quality standards. This ensures the focusing of a significant part of private business financial resources, supplemented by state financial support, to further ensure environmental safety, technological modernization of production processes in accordance with the need for rational use of the components of the natural environment, as well as full satisfaction of social needs in the format of economic and environmental stability.

The applied structural elements of the green management implementation system are reflected in the corresponding specific functional areas of regulation of economic activity:

• Constant search and all-round support of economic and technological innovations that provide the optimal necessary mode of resource use with the minimum possible impact on the natural environment [8, 14].

• Stimulating research and development focused on identifying clean energy sources sufficient for the stable production of high-quality economic products [11].

• Coordination of interaction between the structures of state and municipal administration and the activities of private business entities on the implementation of specific taxation and the provision of additional subsidies in accordance with the degree of compliance with the current environmental legislation [10].

• Implementation of comprehensive control in relation to the mode of obtaining high-quality goods and services that ensure optimal profit while maintaining the natural qualities of natural biosystems, as well as to establish economic and production methods to reduce the level of carbon dioxide emissions into the atmosphere.

Based on these areas of implementation of green management, it is possible to imagine the structure of its functioning (figure 1).
Figure 1. Implementation of green management functions.

Figure 1 shows a set of key functional areas for the implementation of green management, each of which is a set of activities within the framework of environmental and industrial innovations being undertaken. Through the implementation of the specified sequence of actions, a system of green regulation of economic transformations is formed in close cooperation with maintaining the stability of natural systems.

In connection with the performance of these functions, a set of conditions for ensuring environmental and economic efficiency arises, which is reflected in the form of a set of maximum and minimum possible parameters (figure 2).

Figure 2. Structural elements of environmental and economic efficiency in the framework of green management.

The parameters of the effective functioning of green management indicated in figure 2 in practical measures for transforming the modern economy are implement in practice through the implementation of environmental and economic projects. In particular, this is a series of strategies aimed at resolving the problems of obtaining fresh water and the economic use of the sea coast. The implementation of these strategies is provided in eight water basins, including in six countries of the European Union.
(Bulgaria, Cyprus, Italy, the Netherlands, Portugal and Poland), as well as in Morocco [4, 7]. One of the key tools for maintaining the rational use of various water bodies occurs through environmental taxation, which provides for increased mandatory payments in case of violation of environmental standards. This helps to reduce the volume of discharge of harmful substances and waste into these water bodies. In addition, environmentally friendly forms of taxation make it possible to significantly support the optimal fuel safety regime of various states while strengthening their independence from international oil suppliers, which, in turn, helps to reduce greenhouse gas emissions while reducing the impact of negative forms of climate change.

In connection with solving the problems of protecting the natural environment and maintaining a system of rational resource use in the production of goods and services, a specialized waste management system is being formed, which provides for the development of innovative forms of their processing and reuse, as well as regulation of their discharge standards. It is produced in the countries of South Asia (Bangladesh, India), on the territory of a specific subregion – the Greater Mekong (Cambodia, Thailand, China), as well as in other countries of Southeast Asia (Indonesia and the Philippines) [3].

The set of interrelated science-based practices for the implementation of various structural components of green management can be demonstrated using a number of examples of strategies developed in different countries to ensure the balanced functioning of resource-saving economic systems (table 1).

Table 1. Practices of implementing the structural elements of green management in different countries.

| Country              | Content of implemented practices                                                                                                                                 |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| USA                  | Development of means of generating wind and solar energy while reducing traditional forms of extraction of natural resources (coal, oil, raw materials for nuclear power plants) while preserving jobs in the field of generating and converting electricity. Development of projects for increased investment in renewable energy sources while increasing the level of efficiency of resource consumption based on innovative research studies. Revealing the specifics of building an optimal green management system in accordance with the peculiarities of the functioning of economic structures. |
| Canada               | Implementation of various forms of investment in environmentally friendly production technologies and green business. Cooperation of government bodies and representatives of the business community to develop productive forms of using limited natural resources. Increasing the level of energy efficiency in the functioning of private enterprises and organizations, as well as in the lives of individual citizens. Scientifically grounded regulation of economic and production processes while maintaining the course of current technological transformations. |
| Great Britain        | Conservation and sustainable management of biodiversity and natural resources. Refusal of subsidies and special taxation of the extraction and use of fossil fuels in production in order to reduce the level of air pollution. Increasing investment in renewable energy sources. Supporting the development and implementation of low-carbon industrial complexes. Comprehensive scientific validity of modern methods of crop and livestock production with an increase in food security and farm incomes while reducing waste emissions into the environment. |
| The Republic of Korea | Protection and restoration of forests as one of the most important components of the system of providing environmental and economic services in the tourism sector. |
| Ethiopia             |                                                                                                                                                                                                   |
Transition to innovative energy efficient technologies in industrial production and transport systems.

**Indonesia and Malaysia** (shaping elements of a green economy on the island of Borneo)

- Promotion of renewable energy sources (introduction of feed-in tariffs, etc.).
- Establish an e-virtual center of excellence in green economy to enhance the capacity to develop skills and knowledge in environmental management.
- Creation of an electronic information platform for coordinated interaction between representatives of state authorities and the private sector of the economy to stimulate the growth of investments in the development of resource conservation.
- Analysis of the specifics of the functioning of each sector of the economy in order to establish the most effective mechanisms for the use of natural resources.

**Mexico**

- Design and creation of an MRV system (monitoring, reporting and verification) in the process of eliminating or reducing the level of threats to disrupt natural systems.

**Colombia**

- Expansion of fiber-optic digital infrastructure in the collection and analysis of versatile information about the state of natural biosystems.

Based on the consideration in table 1 of various practices for implementing green management, it is necessary to emphasize the productive nature of the optimal combination of the components of material, technological, financial, human and natural capital as an integrated resource base capable of providing a productive combination of economic and environmental effects in full satisfaction of the needs of individuals and society. in the goal. This is ensured by a synchronous increase or limitation of resource investments in the resulting economic results, which is regulated by the functions of economic and natural administration [1].

Maintaining or limiting production activities within the framework of this administration can be carried out by regulating targeted investment in the sectoral components of the national and regional economy, depending on the level of negative impact on the natural environment. The primary nature of this regulation is manifested in the system of the agro-industrial complex as one of the key areas of use of land and water bodies in order to obtain intermediate products (food raw materials) and final food products that satisfy the most important physiological needs.

To establish the prospects for the use of environmentally friendly production technologies and productive forms of private entrepreneurial activity, an ecological and economic assessment of the degree of efficiency of using available natural resources with the economic productivity of their transformation is carried out. The nature of this efficiency is expressed in the minimum possible amount of resources of the required quality with the maximum possible receipt of quality economic benefits.

### 4. Conclusion

Green management focuses on finding the most productive forms of maintaining public welfare by reducing the level of environmental risks while ensuring sustainable economic foundations for the production of quality goods and services. This production is ensured under the conditions of the lowest possible level of emission of industrial waste during the development and stage-by-stage implementation of scientifically based strategies for rational use of natural resources in the private and public sectors of the economy.

The nature and specifics of the practical implementation of these strategies directly depends on the degree of financing of transformations aimed at the productive development of promising forms and methods of economic activity in conditions of natural and climatic instability and compliance with resource conservation conditions.
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