ABSTRACT

Since the last century concerns over environmental issues have aroused enormously. The rise of technology and advances in industry and mass production is causing irreversible damage to the environment. The mankind is to blame for the extinction of many species and the threats to the nature. In such a scenario it is important to take immediate actions to reshape and maintain the ecobalance on an international scale.

KEYWORDS

Environmental protection, UNEP, Greenpeace, biosphere, acid rain.

INTRODUCTION

Environmental protection is a set of measures aimed at preserving the richness of natural resources, reducing the negative impact of human factors on the environment and preventing air, water and soil pollution. Environmental support in Russia needs additional funding to upgrade treatment facilities of factories, factories, industrial enterprises, to inform about accidents, leaks, massive emissions of harmful substances. If you do not take measures to protect, rational use, and restore natural resources, then the thoughtless waste of natural resources will lead to catastrophic consequences.
Environmental protection (or nature protection, nature protection, environmentalism) is a set of measures designed to limit the negative impact of human activities on the environment (nature).

The study of the diverse impact of scientific and technological progress on the natural environment (biosphere) is one of the most important problems of our time. The ultimate goal of such a study is to protect and improve the environment for the prosperous existence of our and future generations.

Such measures may include:

- Limiting emissions into the atmosphere and hydrosphere in order to improve the overall environmental situation.
- Creation of reserves, national parks in order to preserve natural complexes.
- Restriction of fishing, hunting in order to preserve certain species.

The social environmental movement, which spread in the 20th century in European countries, aimed at strengthening measures to protect the environment, as well as the theory of managing socio-economic development and the environment, which considers humanity to be a part of the biosphere and asserts the need to transform nature in the interests of man, science, formed in the middle of the 19th century, when this word meant a number of new ideas that people develop largely under the influence of the environment;

- Issues that environmentalists pay attention to:
  - Decrease in biodiversity,
  - Global warming,
  - Ozone holes,
  - Acid rain
  - Disposal of radioactive waste,
  - The possibility of a nuclear winter,
  - Infringement of animal rights.

**MATERIALS AND METHODS**

Environmentalists believe that the cause of the above problems is human activity and seek to reduce the consumption of directly or indirectly harmful products for the environment in everyday life.

**Limiting garbage disposal.**

Nothing affects the state of nature like human activity, no natural disasters have a more serious and lasting effect on the environment. Emissions of toxic waste poison water, air and soil and lead to the death of entire ecosystems, deforestation and poaching lead to the extinction of many animal species. The situation gets worse as technology advances. We will tell you about environmental protection organizations, their tasks, goals and means, as well as what everyone can do to protect nature today.

**World environment day**

Environmental protection was not a priority until the middle of the twentieth century, although by that time anthropogenic activities had long had the most negative impact on nature. Only at the 27th session of the UN General Assembly was this issue raised for the first time. At the same time, a new organization was created in the UN system - the United Nations Environment Program (UNEP). In the same year, on the day of the start of the Stockholm Conference on the Environment, a special holiday was established - World Environment Day. It is celebrated every year on 5 July and is held under the auspices of UNEP.

The purpose of this holiday is to remind every inhabitant of the Earth that the planet is our common home and its state depends on the
actions of each of us. All over the world on this day environmental actions are held - from marathons, bike rides and concerts to subbotniks.

**What is WWF?**

WWF is one of the largest conservation organizations in the world.

Each holiday is dedicated to a specific theme and is held under its own motto. The very first World Environment Day was held under the slogan "Only One Earth". In recent years, the topic has become narrower, and each year the holiday is dedicated to one aspect of environmental protection, for example, rising sea levels due to global warming, illegal capture of wild animals, forest conservation, green economy, and so on.

However, it is necessary to remember the fragility of the environment not once a year, but daily. The holiday only draws attention to the problem, but it should be solved systematically. That is why active work is underway around the world to protect and preserve the planet's natural resources.

**RESULTS AND DISCUSSIONS**

Conservationists now face many challenges. Anthropogenic activity is diverse, and so is its impact on our habitat. These are the main goals that ecologists are focusing on today:

Limiting the release of toxic wastes that poison water and soil;

Creation of reserves to protect unique natural complexes and ecosystems;

Limiting hunting and fishing to preserve endangered species, introducing new fishing methods that cause minimal harm to nature;

Limiting waste disposal and finding ways to recycle it.

**Greenpeace**

An independent international environmental organization that has become famous for notable public actions. Now Greenpeace's activities are aimed mainly at protecting biological diversity, reducing the emission of gases into the atmosphere and the production of toxic waste, as well as against the development and use of nuclear technologies. The protests regularly staged by supporters of the organization have created a controversial reputation for it. But this does not detract from the achievements of Greenpeace. For example, in Russia, the organization is implementing its own forestry campaign, in which volunteers conduct raids and extinguish forest fires, and plant young trees. A lot has been done to introduce environmentally friendly methods of collecting, sorting and recycling waste.

**UNEP**

The already mentioned United Nations Program (UNEP) is the main body of the United Nations for environmental protection and one of the largest environmental organizations in the world. Its activities are mainly aimed at environmental monitoring, the development of laws and regulations, and educational activities. In particular, it was thanks to UNEP that the rules and regulations for the transport of hazardous and toxic substances were adopted. This organization has actively participated in the development of many international conventions dedicated to environmental protection. UNEP also acts on a practical level: for example, it supports and sponsors the introduction of technologies that enable the use of renewable energy sources. There is a solar panel loan program that was launched in India and is now in other developing countries.

**World Society for the Protection of Animals**

This organization fights for the ethical treatment of animals, both wild and domestic.
Over the years, the organization protested against whaling, bullfighting, and keeping dolphins in captivity - in dolphinariums and zoos. And it has achieved significant success, for example, thanks to the activities of the OIE in Pakistan, bear-baiting was prohibited. The OIE is currently developing a World Declaration for Animal Welfare, which will be presented to the UN. The main office of the OIE is located in London, and its branches are located in 13 countries, but the activities of the society cover more than 150 countries of the world.

Of course, these are not all such organizations - there are hundreds of foundations and associations operating all over the planet, the main goal of which is to protect the environment. It is important that almost all of them exist on the funds of voluntary donations.

What can everyone do to protect the environment?

Very often people think that the problem of environmental protection is not directly related to them. Air, water and soil pollute factories and plants, animals are destroyed by poachers, and ordinary people seem to have nothing to do with these actions. In fact, this is not the case. Each of us does things on a daily basis that harm or help preserve the environment. A plastic bag thrown on a beach can cross the ocean and kill a seabird off the coast of another continent, swallowing the bag, mistaking it for a fish. By handing over the battery for recycling, you will save several cubic meters of soil from pollution. The use of public transport and car sharing can significantly reduce gas emissions. It is enough to pay attention to your daily habits and think about whether they are all safe for nature - this alone will become a significant contribution to environmental protection.

CONCLUSION

There is another way to help nature - to support any conservation organization. For example, WWF, like many other foundations, exists on private donations. And sometimes these are very modest amounts, but due to the fact that the fund has many supporters, these donations help to implement such large-scale projects as climate, marine, forestry programs and other projects aimed at preserving biodiversity. Thanks to joint efforts, the Ussuri tigers, bison, Far Eastern leopards and more than ten endangered animal species were saved from complete extinction. With the participation of WWF specialists, more than half of Russia's specially protected natural areas were created and a complete ban on cutting rare trees was introduced. The Foundation and its supporters achieved the transfer of the oil pipeline from the shores of Lake Baikal and saved the whales living off the coast of Sakhalin from death. But this is just the beginning of work, and WWF still desperately needs your help to restore the populations and return them to their natural habitat. Therefore, WWF has developed several participation programs, and you can choose the one that suits you: to support the work of the fund as a whole or its individual program, transfer a one-time donation, buy an eco-souvenir, or set up regular debits from the account.

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