

House flipping is not developed in Belarus. Usually the real estate business is related only to the renovation and not to the resale of houses. But the very idea of house flipping seems to be very beneficial for people who want to discover new business opportunities in real estate. Those who may become interested in it should start with the market research. The questions to be answered are [3]:

- 1) How many empty and dilapidated houses are there in Belarus?
- 2) Where can we find empty houses?
- 3) How to buy an abandoned house?
- 4) Who would want to buy a flipping house?

House flipping may become an innovative business for Belarus. In our country there are a lot of empty houses and people who want to buy their own real estate. Like any other business flipping house has its advantages and disadvantages, but the skillful use of information and acquiring experience in this area can be an excellent source of income for people wishing to work in the field of real estate.

To summarize, now we have an idea of what is house flipping and how we can carry out this type of business in Belarus.

REFERENCES:

1. Arrived learn [Electronic resource]. – Mode of access: <https://arrived.com/blog/house-flipping> – Date of access: 03.03.2023
2. Flipping prosperity [Electronic resource]. – Mode of access: <https://flippingprosperity.com/what-does-flipping-houses-mean> – Date of access: 03.03.2023
3. Pro Gomel [Electronic resource]. – Mode of access: <https://progomel.by/economy/realty/2021/09/900150.html> – Date of access: 04.03.2023

Ellina Noskova
Science tutor *Yu. Bulash*
BSEU (Minsk)

YOUNG PEOPLE’S AWARENESS OF SUSTAINABLE CONSUMPTION: BELARUSIAN PERSPECTIVE

Over-consumption is taking a heavy toll on the planet in the form of huge amounts of rubbish and depleting resources. Various marketing gimmicks, fashion trends, technological advancements manipulate people’s minds forcing more and more persons to buy things which are not only harmful to the environment, but are not needed at all. In the end, colossal quantities of goods and products end up in landfills, littering the environment with toxic chemicals and non-biodegradable plastic and polythene objects.

There is an opinion that nowadays the majority of young people are environmentally conscious and care about the environment. They are concerned about issues such as climate change, pollution of the earth and oceans, the extinction of animals, animal welfare, the impact of all these problems on the world economy and, what is more, have a strong sense of the particular need to rebuild the planet [1]. Conscious consumption is something that people, especially young, need to implement in their daily routine in order to preserve the planet.

Conscious consumption simply means participating in the economy with more awareness of how your consumption habits influence society and the planet at large. Conscious consumers are both ethically and environmentally aware. They consider the impacts their purchases have on the environment, as well as their health and overall well-being [2]. Conscious consumption is based on a few main principles, the rule of Rs: people should refuse, reduce, reuse, recycle, repair, and renovate. Refuse the things they do not need, reduce consuming a lot, reuse things, recycle, repair things and give them a second life and renovate their thinking and habits in order to ensure a prosperous future for our planet [3].

Our overall aim was to find out how concerned Belarusian young people are about the ecological issues and how environmentally conscious they are. To this end, we created a questionnaire which consists of 20 core questions covering consumption habits, the importance of environmental issues, visions for the future, awareness of the issue of conscious consumption and the desire of young people to live more sustainably. These are the key questionnaire questions:

1. Do you have a clear idea of what conscious consumption is?
2. Are you familiar with the basic principles of conscious consumption?
3. Is there anything that prevents young people from living an environmentally friendly and conscious life in terms of consumption?
4. What serious problems do you think society might face in the future caused by the lack of conscious consumption in people's daily lives?
5. Do you have a desire to live more sustainably?

The survey was conducted among students of higher education institutions in Belarus. A total of 205 people took part in the survey. Based on its results, some conclusions can be drawn. The majority of respondents are aware of the issue of conscious consumption: 45.9% claimed to have a clear understanding of what conscious consumption is, 45.5% responded that they have an idea of conscious consumption but it is vague and 8.3% of interviewees said that they do not know what it is at all. The next question clarified whether young people today are familiar with the basic principles of conscious consumption. Responses showed that 65.9% of respondents know what it is while the rest do not. The result makes it clear that the problem of low levels of informed consumption is not left untouched; what is more, youth are informed to some extent.

A significant part of the survey included open-ended questions. One of them was question number 3 (see above). The answers vary, but highlighting the main responses, it can be noted that the following reasons prevent people from living sustainably and using products consciously: low awareness; current trends which imply the popularization of fast fashion amongst internet celebrities; lack of opportunity to purchase environmentally

friendly products, including material ones; lack of necessary conditions to live in an environmentally friendly manner; lack of awareness of how pressing the issue is; laziness and unwillingness to change. It goes without saying that many social, political and, most importantly, economic and environmental problems are and will continue to be exacerbated if society is unwise to buy everyday goods, use exhaustible natural resources and avoid sorting waste.

In our survey, we asked respondents to indicate the problems they think society may face in the future caused by the lack of conscious consumption in people's daily lives. The respondents were concerned about issues such as global warming, climate change, pollution of oxygen, water and the environment in general, depletion and scarcity of natural resources, declining populations of various animal and plant species, deteriorating human health, energy crisis, natural disasters, economic crisis, hunger and others. These issues are indeed becoming relevant.

Apart from all the questions discussed earlier, there is another vital question (number 4). According to the survey, 81% of the people who participated in the questionnaire would like to live more sustainably, 12.2% are satisfied with their lifestyle and 6.8% believe that they are already living consciously and sustainably. This shows that the problem of low level of conscious consumption is quite urgent. A large proportion of young people would like to live more ecologically and change their lifestyles for the better to avoid problems related to the environmental crisis.

Our study shows that young people are particularly concerned about the exploitation of child labor, including due to the particularly rapid growth of fast fashion. According to the International Labor Organization and UNICEF data for 2020, the number of working children totals 160 million [4]. The exploitation of child labor has catastrophic consequences, such as high levels of violence, both physical and psychological, slavery, sexual exploitation, low levels of education, social assistance and deprivation of basic human rights. The youth are also concerned about the problem of the instability of the economic conditions in many countries, health and safety issues, and waste management problem, which might worsen owing to the deterioration of the environment.

A large proportion of the respondents buy necessities based primarily on cost and quality, at the same time 69% of people buy trendy items just occasionally, which means that the youth do not fully succumb to the influence of fashion trends. Brands that do adhere to sustainable fashion were cited by only a couple of respondents. Young people know few sustainable fashion brands, and this is understandable, since they are either not widespread enough in our country or are just starting to gain popularity. Most respondents claimed that to become more aware of this issue, it is necessary to spread this information through the Internet and social media.

It should be highlighted that Belarusian young people are quite aware of the issue of conscious consumption; moreover, they are concerned about it. Youth are knowledgeable about various organizations that support conscious consumption and know how to live more sustainably and what they need to do to do so. 54.1% of the young people believe that the number of environmental problems would be reduced if humanity followed the principles of conscious consumption, that is why many young people (81%)

would like to live more consciously and contribute to the sustainable development of the planet.

Conscious consumption is not just a mainstream, it is a way of life. We hope that Belarusian youth will embrace the principles of this lifestyle, since, according to our research results, young people know what problems society may face in the future.

REFERENCES:

1. UK Tribes. Young people and the environment [Electronic resource]. – Mode of access: <https://www.uktribes.com/report/young-people-and-the-environment>. – Date of access: 10.03.2023.

2. What is Conscious Consumption? A Fashion Lover's Guide. [Electronic resource]. – Mode of access: <https://blog.armoire.style/conscious-consumption/>. – Date of access: 12.03.2023.

3. Экологично и разумно: осознанное потребление как тренд [Electronic resource]. – Mode of access: https://avon-wish.ru/girlfriends_secrets/intervu-s-osnovatelnicej-proekta-sobirator-valeriej-korostelevoj-na-temu-reciklinga-vesej.html. – Date of access: 15.03.2023.

4. 2020 Global Estimates of Child Labour, 2020 [Electronic resource]. – Mode of access: https://www.ilo.org/wcmsp5/groups/public/---ed_norm/---ipecc/documents/publication/wcms_797515.pdf. – Date of access: 24.03.2023.

Veronica Romanovskaya, Maryia Kukuruza

Science tutor *S. Zaikova*

GrSU (Grodno)

PROSPECTS OF THE IOT TECHNOLOGIES IN AGRICULTURE OF THE REPUBLIC OF BELARUS

Nowadays, information technologies have a significant impact on various sectors of the economy: industry, agriculture and forestry, construction, energy, etc. It is hard to imagine life without telecommunications and multimedia technologies, without artificial intelligence technologies and the Internet of things. The Internet of Things (IoT) is a very promising area. This technology does not stand still and is constantly evolving.

The Internet is not only a network of computers, but it has already become a network of devices of all types and sizes: smartphones, household appliances, vehicles, medical instruments, industrial devices, etc. The Internet of Things is everywhere, although we do not always see it or know that the device is part of it. Many people associate the Internet of Things with the Smart Home, although these technologies are widely used in many areas of the economy.

There is a list of specific areas in which the Belarusian economy could impact IoT growth and adoption: