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DIGITIZATION AND GREENING OF THE ECONOMY

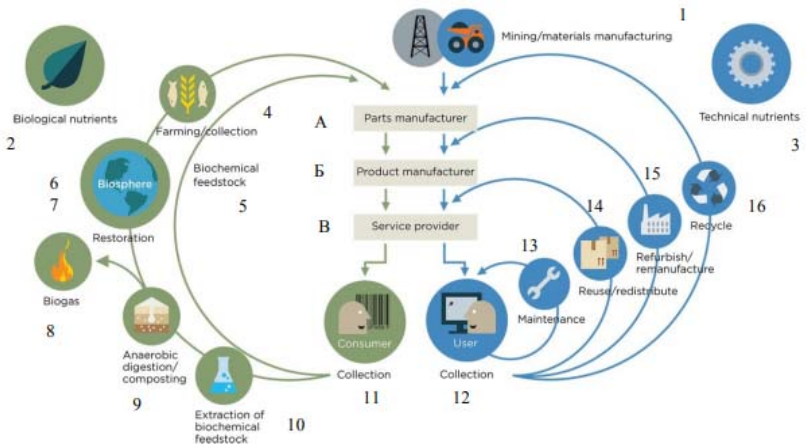
Digitalization – the increased use of information and communication technologies (ICT) – is affecting all areas of our lives. Rapid progress in the development of hardware and software is steadily moving us towards a fully-digital society. The ways how we learn, communicate, and consume are cases in point. Applications and devices make it “easier” (in inverted comma, because sometimes technology makes things more complicated or confusing) to do routine work or to stay in contact with each other. Many of them have already become so embedded in our daily experiences that it is hard to imagine living without them. Instant e-mail delivery, navigating with online maps, and an internet at our fingertips, available 24/7, has become second nature to us. The increased use of digital technologies to transfer money, to hail a taxi or to control energy consumption provides an illustration. The impact of digitalization on our lives is profound. A typical day in the internet today comprises 2.3 billion GB of web traffic, 152 million Skype calls, 207 billion emails sent, 36 million purchases on Amazon, 8.8 billion videos watched on

Youtube, and 4.2 billion Google searches. [3]

The speed with which digital technologies continue to make inroads into societies is constantly on the rise. And the lines between the old economy and a new digital one are becoming increasingly blurred. The digital economy is built on a myriad of technologies and products. Key pillars include the internet, smartphones, broadband and mobile networks, Radio Frequency Identification (RFID), sensors (to detect changes in the environment), as well as a rapidly expanding universe of software. Increasingly, these technologies are not only used by users to communicate with other users or devices, but also to enable smart devices to communicate with each other in what has been coined the “Internet of Things” (IoT).

But, climate change and digital technologies are undoubtedly two of the most defining features of our civilization. Both present huge challenges, which could have unimaginable consequences for the human specie, and promise great rewards to those who will find a way to effectively tackle their negative consequences. Hence, it comes as no surprise that digital transformation and environmental sustainability have been two of the hottest topics in the economic world for several years now [1].

Working towards green development is another prime example of the combination of digitization and greening of economics [2].



A - Manufacturer of parts
B - Product Manufacturer
B - Service Provider

1 - Production / production of materials
2 - Biological Nutrients
3 - Technical Nutrients
4 - Farming / Harvesting
5 - Biochemical raw materials
6 - Biosphere
7 - Reconstruction
8 - Biogas
9 - Anaerobic processing / composting
10 - Extraction of biochemical raw materials
11 - Collection - Consumer
12 - Build - User
13 - Maintenance
14 - Reuse / redistribution
15 - Repair / Recovery
16 - Recycling

Fig.1. The company's place in the Circular Economy

The circular economy is a system that is renewable in its intent and purpose.

In addition, the circular economy emphasizes the use of renewable energy and eliminate the use of toxic chemicals that may cause repeated harm use, and aims at eliminating waste through advanced and innovative design of materials, products, systems and, within this framework, business models/

In the Fourth Industrial Revolution, Ukraine is well positioned to grow its innovation ecosystem and must do so quickly to compete in the global digital economy.

The digital leaders share the common goal of making the Digital Single Market a practical reality. To that end, they have identified 10 principles for an Pan-European Ecosystem for Innovation and Entrepreneurship that can help the continent to change the global competition in its favour:

1. Pan-European approach to innovation

2. Corporate-startup collaboration
3. Innovation funding
4. Enabled government and public institutions
5. Data access and protection
6. Entrepreneurial talent mobility
7. Digital education, reskilling and upskilling
8. Gender diversity
9. Digital infrastructure and interoperability
10. Harmonized legislation and standards

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WOMEN'S EMPOWERMENT POLICIES IN DIGITAL ECONOMY

Over decades, women have constituted a clear majority of the Ukrainian population. According the last all-Ukrainian census in 2001, women's share in total population was 53,7%, and in some regions it reached 55% [2]. Women's labour force participation rate in Ukraine as of 2018 is 56,8% (vs men's 69,0%), and the gender pay gap, calculated as difference between average earnings of men and