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SHARING AS PART OF THE CIRCULAR ECONOMY

Ю. А. Козловская, студента группы 10503122 ФММП БНТУ,
научный руководитель – старший преподаватель **С. А. Сласси Мутабир**

Резюме – шеринг является важным аспектом экономики замкнутого цикла, способствующим рациональному использованию ресурсов и снижению негативного воздействия на окружающую среду. В бизнесе шеринг позволяет сократить операционные расходы за счет совместного использования ресурсов. Таким образом, шеринг способствует устойчивой экономике, оптимизируя затраты и снижая экологическую нагрузку.

Resume – sharing is an important aspect of the circular economy that promotes resource efficiency and reduces environmental impact. In business, sharing reduces operating costs by sharing resources. In this way, sharing contributes to a sustainable economy by optimizing costs and reducing the environmental burden.

Introduction. Various sharing services are rapidly gaining popularity in the world: carsharing, kicksharing, bikesharing, foodsharing and many others. All these services have one goal in common the possibility of sharing and consumption.

Main part. Initially, such services were created so that consumers could save money and use goods that were not available to them for one reason or another. For example, it is possible not to buy a car, but to rent it for a short or long term period. One may not buy a suit for an event, but borrow one for the evening. All this allows the consumer to save significantly on the costs associated with buying new things.

The difficult economic situation in the country has opened up new opportunities for sharing services. Businesses began to consider them as an anti-crisis measure, allowing them to optimize costs and in some cases even increase the quality of services. Thus, the maintenance of one's own fleet of vehicles in the current conditions can be very hard on the pocket of an entrepreneur engaged in logistics. Instead, a businessman rents a car when he really needs it. Or, for example, the company previously bought new sets of workwear, but now has decided to rent them, which has not only achieved cost optimization, but also removed the headache associated with their maintenance.

Sharing services have shown growth and “customized” their products to make them more convenient not only for large players, but also for small and medium-sized businesses. As a result, such services have become not only

a means to optimize operating costs and an anti-crisis measure, but also a tool to prevent and reduce waste generation.

Circular economy is a model of production and consumption aimed at ensuring economic growth by increasing the efficiency of resources already involved in the production cycle through the reuse of goods and remanufacturing, the use of renewable raw materials, and the involvement of secondary resources in the production cycle. Sharing is one part of the circular economy, the idea of which is the collective use of goods and services, which allows optimizing costs and reducing waste, as well as enjoying things and services of higher quality. Speaking about the importance of the Sharing Economy, one cannot but touch upon the care of the environment and reduction of waste generation the most important tasks for the state. According to the estimates of the World Bank, 2.01 billion tons of solid municipal waste are generated annually in the world. Some wastes are easily recycled, others are difficult or buried in landfills, emitting toxic gases.

One of the most difficult sectors to collect and recycle today is the textile industry, the total amount of waste from which is estimated at more than 2 million tons per year, and no more than 1–2 % is recycled, while, for example, the percentage of plastic collection and recycling is more than 12 % per year, glass waste more than 18 %, and waste paper more than 55 % [1].

Sharing makes it possible to radically reduce waste generation. For example, in pharmaceutical production, the amount of required workwear per person can be reduced by 24 times compared to disposable clothing. This effect is achieved through professional workwear maintenance and remanufacturing.

If we talk about the amount of textile waste reduction in pharmaceutical production, then using the shearing model it is possible to achieve a 90 % reduction in waste, in the food industry by 20 %, in the car service by 50 %. And overalls that are no longer recoverable are centrally collected and disposed of [2].

The reduction of waste generation is also influenced by the flexibility of business processes: the company's needs may change, for example, due to seasonal production growth. And the company does not need to rush around to think how to buy new sets, and then, after the seasonal peak where to dispose of unnecessary overalls. And of course, an important factor of shearing is the possibility to save money, as it is cheaper to rent than to buy and maintain.

Conclusion. The development of the closed cycle economy and the shearing model will grow every year. This follows both from the tasks set for the state and from the business community, which is now looking not only towards savings and more rational use of funds, but also towards ecological solutions that allow us to preserve our planet for the next generations.

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BEHAVIORAL ECONOMICS AND ENVIRONMENTAL SCIENCE: REDEFINING URBAN SUSTAINABILITY

*Н. В. Колесников, студент группы 10503123, ФММП БНТУ,
научный руководитель – старший преподаватель Н. П. Буланова*

Резюме – по мере роста городов, в которых к 2050 году будет проживать 70 % человечества традиционное городское планирование сталкивается с двойным кризисом: неэффективностью распределения ресурсов и инертностью поведения горожан. Рассмотрим, как слияние поведенческой экономики и науки об окружающей среде приводит к смене парадигмы устойчивого городского развития. На примере конкретных примеров от амстердамских экспериментов с циркулярной экономикой до сингапурской декарбонизации, основанной на «подталкивании».

Resume – as cities grow, with 70 % of humanity expected to live in them by 2050, traditional urban planning faces a double crisis: inefficiencies in resource allocation and the inertia of urban behaviour. Consider how the fusion of behavioural economics and environmental science is leading to a paradigm shift in sustainable urban development. Using case studies ranging from Amsterdam's circular economy experiments to Singapore's nudge-based decarbonisation.

Introduction. Cities have long been engines of economic growth, yet their 21st-century role is increasingly that of climate battlegrounds. Conventional approaches – carbon taxes, green infrastructure mandates – often falter against human irrationality and systemic complexity. Enter behavioral economics, which dissects cognitive biases, and environmental science, which quantifies ecological thresholds. When merged, these fields empower cities to design policies that align human behavior with planetary boundaries [1]. The Economist contends that the next wave of urban innovation will be led not by engineers but by “choice architects” who understand both methane emissions and mental shortcuts.

Main part. Urban dwellers consistently undervalue long-term environmental benefits, a phenomenon behavioral economists’ term hyperbolic discounting. Barcelona’s “superblock” initiative overcame this by reframing car-free zones as immediate social gains (playgrounds, cafes) rather than distant climate wins. Post-implementation, nitrogen dioxide levels fell 33 % within a year, while 68 % of residents reported improved quality of life (Barcelona City Council, 2023). Such interventions reveal that tweaking choice architecture – e. g., defaulting buildings to renewable energy contracts – can yield faster results than punitive regulations. – Data Loops: From Ecosystems to Economies. Amsterdam’s “Energy Atlas” plat-