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IMPLEMENTATION OF ECO STARTUPS IN THE DEVELOPMENT OF GREEN TERRITORIES

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Abstract. In the context of the spread of the European Green Deal and activation of green economy on the European continent, the issue of the development of green territories and appropriate tools for regulating these processes arises. At the same time, a special place is given to innovative entrepreneurship as a driver of green development of territories. The article is devoted to the substantiation of the areas of implementation of environmental innovations - eco-startups in the development of territories in the context of the spread of the principles of green economy. To achieve this goal, the article uses dialectical method of cognition, systemic and complex approaches, methods of observation and logical generalization, system-structural analysis, cognitive modeling.

The authors propose the definition of "green territory", develop its concept and systematize the main components. Arguments are given on the impact of eco-startups on the activation of green development of the territory, the models of innovative activity as basic ones for ecological startups are revealed. The challenges and opportunities of eco-startups in the context of the spread of the European discourse of green economy are structured. The problems of ecological entrepreneurship in Ukraine are identified and the potential for overcoming them is determined. A conceptual scheme has been developed that reveals a cognitive relationship between components such as entrepreneurial activity, ecosystem stability, circularity principles, territorial disproportions, migration flows, green territory image, regional investments and establishes the impact of these components on the level of green development.

The authors state the intensification of innovative entrepreneurship through ecological startups, and prove that systematized principles of circularity and a new look at the development of green territories are the

driver of this process. It is proved that the implementation of these principles through ecological entrepreneurship allows to form and maintain the image of green territories and promotes the formation of a positive investment climate at regional level. The results of the study can be useful both for the state and regional management systems, since they substantiate the directions of formation of regional development policy, and for business structures in terms of determining the priorities and prospects of environmental development.

Keywords: green territory, green image, innovative entrepreneurship, green business, eco-startup

Introduction

European integration challenges to the post-war recovery of Ukraine involve a fundamental change in views on the development of territories. In the countries of the European Union, there is a strong trend towards green regeneration of territories, overcoming of disparities between the city and the countryside, development based on digitalization, and decentralization in management. The concept of "New European Bauhaus", which was launched in 2021 as part of the European Green Course and which provides for the rational use of territorial resources, comfort and high quality of life, reduction of the burden on the ecosystem, digital transformation, reuse and recycling of materials, is spreading across EU countries.

Within the framework of the "New European Bauhaus", an initiative has been launched for Ukraine as well, which substantiates three main areas of work: solution of urgent problems of territorial restoration and accelerated construction according to new green standards, introduction of circular economy approaches in post-war reconstruction, and development of the potential of local communities in Ukraine. All this determines the need to develop technologies in various industries and spheres of activities: construction, transport, energy, social security. And this opens up new opportunities for innovative entrepreneurship, which can be involved in the restoration of territories, the construction of new infrastructure, the introduction of progressive approaches to public service in compliance with environmental requirements and standards of conscious business.

In the EU countries, the activation of "green" entrepreneurship is observed as a special form of doing business with compliance with the principles of environmental sustainability and circularity in the production of goods, performance of works, and provision of services. It is through such activities that the values of conscious consumption and social responsibility of business are spread, which also affects the development of "green" territories.

Literature review

In scientific discourse on the impact of ecological entrepreneurship on the development of territories, two directions can be distinguished. The first one is scientific publications devoted to ecological entrepreneurship and its role in the development of economic systems both at the national and regional levels. In this context, an article by a team of authors from Utrecht University (Tiba *et al.*, 2021), which examines the role of startups in creating ecosystems at the regional level, is interesting. The authors have developed a rating of entrepreneurial ecosystems according to their share of sustainable enterprises, and found a stable relationship between the growth of entrepreneurial activities and the sustainability of ecosystem development. However, the impact of eco-startups on the formation of such ecosystems has been neglected.

An article by a team of scientists from the University of Muenster (Bendig *et al.*, 2022) is devoted to the study of issues of investing in green startups. Based on the concept of absorptive capacity, the authors argue that corporate venture capital allows existing companies to access valuable external knowledge about green startups, thus being a reliable means to increase their internal environmental innovation. However, the authors do not reveal how this affects the development of ecological entrepreneurship at regional level and activates innovative potential of territories.

The development of innovation ecosystem is the object of research by scientists from the Vytautas Magnus University. In their article (Pilelienė & Jucevičius, 2023), the authors made a bibliometric review of the Scopus database in the field of innovation ecosystem development in order to identify key trends in this rapidly growing field of interdisciplinary research by various quantitative and qualitative parameters. Key findings indicate that research on innovation ecosystem development began to develop late, which is a sign that this area is still understudied. However, the research of these authors is descriptive in nature, the impact of innovative entrepreneurship on territorial development is not disclosed.

Among Ukrainian publications on this issue, we can single out the articles by B. Kosovych (2020), devoted to the essence, prerequisites of development, key principles of ecological entrepreneurship; O. Borovyk (2012), which defines the advantages of green business over traditional one; G. Poiasnyk (2023), in which the role of ecological entrepreneurship in the post-war reconstruction of the country is substantiated.

The second direction of research combines works that reveal the principles of territorial development in the conditions of the spread of green economy. Here we can highlight an article by scientists from Harbin Institute of Technology (Bai & Guo, 2021), who substantiate the need to create a green infrastructure network from the point of view of ecosystem services and environmental sensitivity. However, the authors do not specify what role eco-startups will have in this network.

An article by a team of authors from four leading universities: Cairo University, Central University of Jharkhand, Beijing University of Technology, National Institute of Technology Rourkela is devoted to the assessment of the opportunities of green economy for sustainable development of territories (Houssam *et al.*, 2023). In this paper, the authors empirically established the relationship between green economy and three different dependent variables, such as GDP per capita, total unemployment, and poverty.. However, the authors neglect the connection between green development and innovative entrepreneurship.

In this context, the works of the following Ukrainian authors: S. Kovalenko (2022), devoted to the development of territories based on digitalization; V. Yukhnovskyi and O. Zibtseva (2019), in which the assessment of ecosystem services in the development of green territories is provided; V. Faifura *et al.*, (2022), which reveals the principles of ecological modernization of the development of territorial communities in the context of green economy, are interesting.

However, these directions of scientific research are developing in parallel, while the issues of ecological entrepreneurship impact on the development of "green" territories remain understudied.

The purpose of the article

The purpose of the article is to substantiate the directions of ecological startups implementation in the development of territories in the context of the spread of the European Green Course.

Material and methods

The information base of the research consists of domestic and foreign scientific periodicals, the European Green Deal, and the results of the authors' own research. The methodological basis of the study is the dialectical method of knowing reality, a systematic approach to the study of the elements of the concept of green territory, fundamental provisions of the knowledge economy.

The research has been conducted at theoretical and empirical levels. The consistency of scientific research has been achieved by the method of logical generalization.

System-structural analysis has been used to organize and comprehensively study the components of the formation of the concept of "green territory", challenges and opportunities of eco-startups in the development of these processes; system analysis - to assess the potential of eco-startups in promoting the image of a green territory. Determination of features, problems, prospects of

innovative entrepreneurship, its impact on the development of green territory have been carried out by means of observation and generalization. Using the method of cognitive modeling, a conceptual diagram of the level of green territories development in the conditions of the activation of innovative entrepreneurship has been built.

Results and discussion

The spread of the European Green Course stimulates the development not only of economic sectors and business structures, but also of the entire European space - both at the level of countries and at the level of individual territories - regions, settlements, communities. New approaches to understanding the quality of life are being formed, new criteria for determining the comfort of the territory for living from the standpoint of environmental safety and sustainable development are emerging. In this context, a "green territory" is a territory whose development is based on a green economy model, which provides for economic growth in combination with environmental sustainability (Stukalo (Ed.), 2018).

The concept of green territory is based on the modern philosophy of regional management, focused on reasonable consumption, satisfaction of public interests (Fig. 1). The norms of this concept regulate the initiative of creating an image of the territory depending on socially significant landmarks and guaranteeing a safe environment.

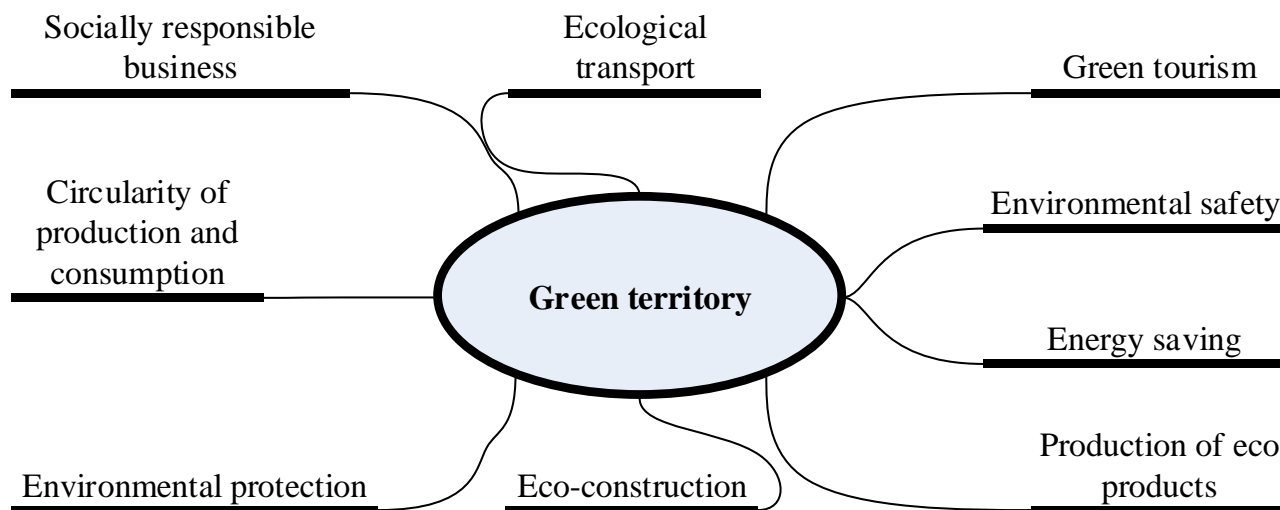


Figure 1. Components of the formation of the concept of "green territory"

Source: compiled by the authors

Green territory combines the efforts of both the government (in the field of ensuring environmental safety, implementation of resource and energy saving policy, environmental protection) and business (in the field of development of green technologies, circular design, eco-construction, ecological transport, production of ecological products and services, implementation of standards of environmental and social responsibility), as well as the population (use of conscious consumption standards in everyday life). This is, above all, the ability to organize one's life in compliance with ecological standards regarding consumption, caring for the environment, which is manifested in the consumption of ecological products, the use of environmentally safe transport, sorting of household waste, etc. (Stukalo (Ed.), 2018).

New concept of territorial marketing determines that a "green" territory is a brand, which can attract investors, demonstrate the possibility of profitable eco-friendly projects that can be implemented in a densely populated and industrially developed region (Zinchenko, 2017). Green tourism is

especially promising, since climatic conditions, cultural factors, and the history of the region contribute to this. Sustainable economic development of the territory also depends on understanding all the advantages that a successful "green" image provides.

The concept of a green territory should be based on modern approaches of environmental management and the following principles:

the priority of the idea of sustainable development in the context of the combination of economic and environmental security of the country and its regions;

systematicity and complexity in the implementation of the strategy for the development of the environmental management system as a qualitatively new ideology of management;

consistency and purposefulness in the process of developing a balanced strategy for the development of the environmental management system and when implementing a specific organizational and economic mechanism at each stage of its formation;

progressive development of environmental management in the context of social responsibility of business and innovation of solutions aimed at sustainability and awareness of consumption.

For business, green territory opens up new opportunities - there is a need to develop new energy-saving technologies, rationally use the resources, digitalize the services, and improve environmental parameters of products. A new system of competitive business advantages is being formed: those enterprises that can create an environmentally friendly product and ensure its consumption in an environmentally safe way become more attractive and have stable positions on the market. New types of services encourage business activities, new business niches, new types of activities are formed. Through innovative processes, small and medium-sized businesses are stimulated, new jobs are created (Zinchenko & Apalkov, 2023; Petrik, 2023).

Thus, a new form of innovation appears - eco-startups, the implementation of which aims to achieve not only economic results, but also the goals of sustainable development of territories.

Among modern possibilities using the principles of 9R circular economy, the implementation of the following business models of innovative activity in the development of green territories are appropriate:

1. The model of joint use (co-working, car sharing, etc.).
 2. The service model that originates from business service activities (aircraft engines, restaurant coffee machines, complex medical equipment).
 3. The model of repair and recycling that implements the principles of circularity of the business of green territories (primarily industrial design, possibilities of secondary use in old or new manifestations of the product).
 4. The lease model that, in contrast to the shared use model, allows the lessee to have the opportunity to use the leased property alone.
 5. The product life cycle management model that provides for the full use of resources with the minimization of waste in the processes of creation, implementation, use and disposal of the product.
- These are only basic business models of ecological startups, which are already being implemented by territorial communities in Ukraine and the world, which allows to implement the principles of circularity in the life of society and an individual (Iakovenko & Levkovich, 2023).

The application of the above models in innovative entrepreneurship is subject to new and familiar challenges for business, and of course generates a certain potential from the implementation of business projects (Fig. 2).

Thus, among the problems of implementation of ecological startups according to proposed business models in the development of green territories, the following ones appear.

Financial challenges: high risk and the need for quick money are a well-known problem of investing in innovation, which significantly reduces the number of investors (Tkalic & Iakovenko, 2022).

Regulatory restrictions expose the need for a coordinated legislative, regulatory, normative framework of different levels with the business model of an ecological startup, as an example we

can cite the existing green tariff for the sale of generated electricity in Ukraine. An issue of this level can significantly complicate or speed up the entry of an eco-startup into the consumer market. Technical difficulties are indeed present in almost every innovative project, therefore this has also been transmitted to ecological startups, which causes the need to use the experience of foreign partners and scientific communities on the established subject, as well as borrow or exchange certain latest technologies, which in turn creates a fruitful collaboration of communities, scientists-innovators and business.

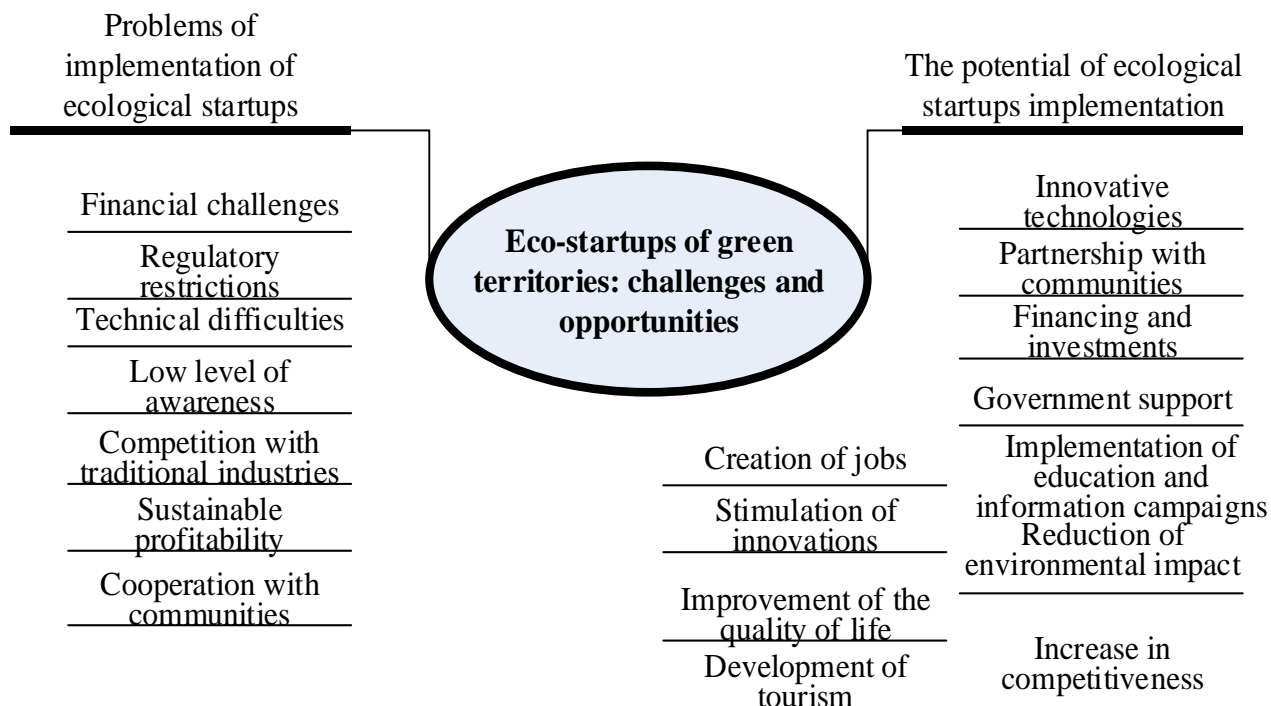


Figure 2. Challenges and opportunities of eco-startups of green territories

Source: compiled by the authors

The low level of society's awareness of the need to implement the principles of circularity through ecological startups causes the need for an expanded worldview of consumers through educational activities, studying the experience of the countries of the world, regarding a certain direction of the startup's business model. This, of course, requires time and powerful efforts, which the entrepreneur focuses specifically on the implementation of the business model. Therefore it is expedient, among others, for educational institutions and initiative groups to carry out such activities within the framework of the implementation of international projects.

Competition with traditional industries will arise for every ecological startup in the development of green territories due to the replacement of goods and services with the latest opportunities, this problem is almost identical to ordinary competition, only supported by the innovativeness of the eco-startup's offer.

The problem of sustainable profitability is one of the manifestations of financial problems in the above-mentioned innovation process. It is difficult enough to ensure sustainable profitability even for a well-developed business model due to changing external economic environment (COVID-19, crises, wars).

The dialogue (cooperation) with citizens who live in territorial community of green territory is one of the last, but no less important issues, primarily because these citizens will feel the effect of the implementation of the eco-startup business project and will receive constant profit from its use. However, there are not isolated cases of non-acceptance of ecological, circular innovations in

society, therefore, during the development of the business model of an eco-startup, it is necessary to devote some time to solving this problem.

Of course, the implementation of ecological startups in the development of green territories should not exist at a time when there are only problems with their implementation, therefore, of course, it is necessary to determine the potentially significant opportunities (potential) of these projects.

- Innovative technologies. The use of the latest technologies allows to create more efficient and environmentally friendly products and services. For example, the use of renewable energy sources, recycling and the use of secondary materials (Zinchenko *et al.*, 2023; Yakushev *et al.*, 2022).

- Partnership with the community. It is important to establish partnerships with local communities and consider their needs and opinions. This will help to gain community support and create products or services that meet the needs of the local population.

- Financing and investments. Access to financing is a key factor for successful development of ecological startups. Support from financial institutions, investments from venture capital funds and grant programs can provide the necessary resources to implement projects.

- Government support. The development of favorable legislation and policies that promote ecological entrepreneurship can stimulate the development of ecological startups. This may include tax breaks, subsidies, tariff incentives and other measures.

- Implementation of education and information campaigns. Informing the public about the benefits of ecological startups and their contribution to sustainable development can increase demand for their products and services. Education can also contribute to the development of an environmental outlook among the population.

- Creation of jobs. Ecological startups can create new jobs in the green economy sector, which contributes to reducing unemployment and increasing the income of the population.

- Stimulation of innovations. The development of ecological startups contributes to the stimulation of innovations and technological progress in the field of ecology and sustainable development.

- Reduction of environmental impact. Ecological startups can help to reduce negative impact on the environment, in particular by reducing emissions of harmful substances, optimizing the use of resources and improving energy efficiency.

- Increase in competitiveness. Environmental solutions can help companies to reduce energy and material costs, as well as meet modern sustainability standards, making them more competitive in the market.

- Improvement of the quality of life. The development of ecological startups can lead to improvements in the quality of air, water and soil, which directly affects the health and well-being of the inhabitants of the territories.

- Development of tourism. Preservation of nature and the implementation of environmental initiatives can become an additional incentive for the development of ecological tourism and attracting tourists to the region.

The relationship between the level of development of green territories and the ecosystem of these places is a key factor to preserving the natural environment and sustainable development. Green territories, such as parks, gardens, forests and other ecologically clean areas, form an integral part of ecosystems that ensure biodiversity and the health of the local population.

The principles of circularity, aimed at minimizing waste and optimal use of resources, can become a catalyst for entrepreneurial activities in green territories. These principles stimulate the creation of new business models, in particular green and ecological startups, which contribute to the preservation of nature and the creation of sustainable ecosystems.

Ecological startups are an important tool for ensuring the sustainable development of green territories. They develop and implement innovative technologies and solutions aimed at preserving the environment and optimizing the use of resources.

The principles of circularity interact with the level of development of green territories, contributing to the creation of environmentally friendly and sustainable ecosystems. By reducing waste and optimizing the use of resources, they contribute to the preservation of nature and the health of the local population.

The implementation of the principles of circularity can positively affect the image of green territories and make them more attractive to residents and investors (Telnova *et al.*, 2023). Provision of sustainable and environmentally friendly development creates a positive perception among the public and contributes to the attractiveness of places for residence, business and tourism (Stukalo *et al.*, 2018; Yakushev *et al.*, 2023).

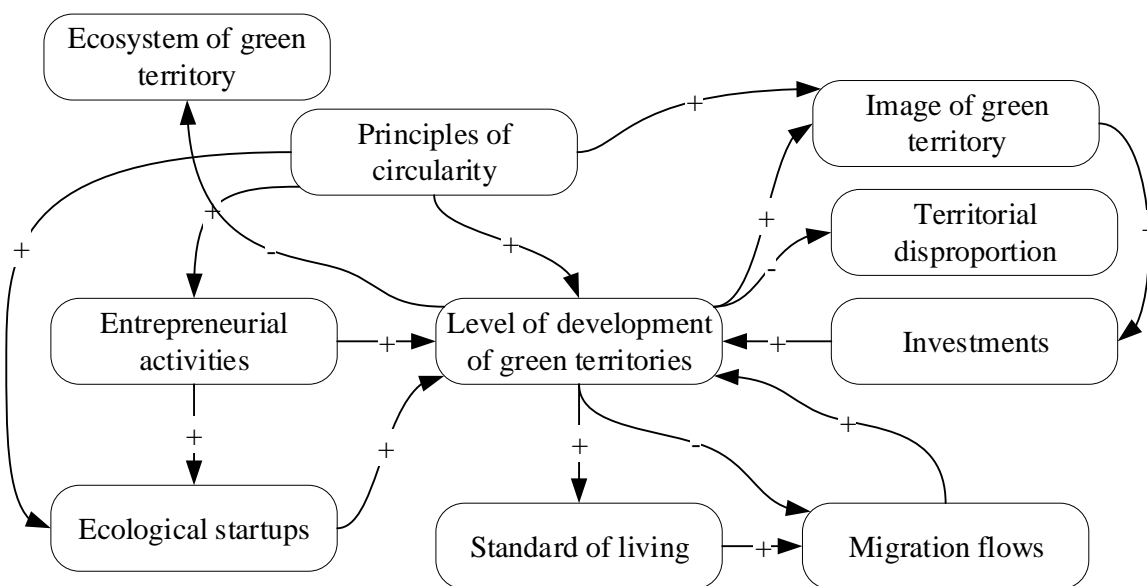


Figure 3. Conceptual diagram of the level of development of green territories

Source: compiled by the authors

Entrepreneurial activities in green territories can be a key factor for their further development. Creation of new jobs, development of infrastructure and attraction of investments are important components of sustainable development of green areas.

The development of ecological startups in green territories contributes to the creation of innovative solutions and technologies that help to preserve nature and optimize the use of resources. These startups create new business opportunities and contribute to economic development of local communities.

The level of development of green territories can influence migration flows, as attractive and environmentally friendly areas can attract new residents and investors. This can lead to an increase in population and economic development in these regions.

The standard of living in green territories can influence migration processes, as comfortable and environmentally friendly conditions attract new residents. Improvement of the infrastructure and provision of high-quality living conditions can help to increase the number of newcomers to green territories.

Investments in the development of green territories can become a key factor for their further growth and efficiency. Large investments can be used to create and maintain green territories, introduce new environmental technologies and support environmental initiatives.

The image of green territories can influence investment attractiveness, as a positive perception of the territory can stimulate investors to invest in its development and maintenance.

The level of development of green territories can be a determinant of territorial disparity, as uneven development can lead to inequality in access to green areas and environmentally friendly environment.

Conclusions

Summarizing the research, it is possible to state a powerful movement in innovative entrepreneurship with the help of ecological startups. Systematized principles of circularity and a new look at the development of green territories act as the driver of this process. It can be argued that the implementation of these principles through innovative entrepreneurship and ecological startups allows to form and maintain the image of green territories, which in turn allows to promote a positive investment climate in these territories.

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Conflict of interest

None.

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РЕАЛІЗАЦІЯ ЕКО-СТАРТАПІВ У РОЗВИТКУ ЗЕЛЕНИХ ТЕРИТОРІЙ

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Анотація. В умовах поширення European Green Deal та активізації зеленої економіки на європейському континенті постає питання розвитку зелених територій та розробки відповідного інструментарію регулювання цих процесів. Особливе місце при цьому відводиться інноваційному підприємництву як драйверу зеленого розвитку територій. Стаття присвячена обґрунтуванню напрямів реалізації екологічних інновацій – еко-стартапів у розвитку територій в контексті поширення принципів зеленої економіки. Для досягнення поставленої мети в статті використовуються діалектичний метод пізнання, системний та комплексний підходи, методи спостереження та логічного узагальнення, системно-структурний аналіз, когнітивне моделювання.

Авторами запропоновано визначення «зеленої території», розроблено її концепт та систематизовано основні компоненти. Наведено аргументи щодо впливу еко-стартапів на активізацію зеленого розвитку території, виявлено моделі інноваційної діяльності як базові для екологічних стартапів. Структуровано виклики та можливості еко-стартапів в умовах поширення європейського дискурсу зеленої економіки. Виявлено проблеми екологічного підприємництва в Україні та визначено потенціал для їх подолання. Розроблено концептуальну схему, що виявляє когнітивний зв'язок між такими компонентами, як підприємницька активність, стійкість екосистеми, принципи циркулярності, територіальні диспропорції, міграційні потоки, імідж зеленої території, регіональні інвестиції, та встановлює вплив цих компонентів на рівень розвитку зеленої території.

Автори констатують активізацію інноваційного підприємництва за допомогою екологічних стартапів, доводять, що драйвером цього процесу виступають систематизовані принципи циркулярності та новий погляд на розвиток зелених територій. Доведено, що імплементація цих принципів через екологічне підприємництво дозволяє формувати і підтримувати імідж зелених територій та сприяє формуванню позитивного інвестиційного клімату на регіональному рівні. Результати дослідження можуть бути корисними як для системи державного та регіонального менеджменту, оскільки обґрунтовують напрями формування політики регіонального розвитку, так і для бізнес-структур у частині визначення пріоритетів та перспектив розвитку екологічного підприємництва.

Ключові слова: зелена територія, зелений імідж, інноваційне підприємництво, зелений бізнес, еко-стартап