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STRATEGIC DIRECTIONS FOR ENHANCING THE EFFICIENCY OF ENVIRONMENTAL AND ECONOMIC MANAGEMENT IN THE GREEN ECONOMY

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Abstract. *This study examines the strategic directions for enhancing the efficiency of environmental and economic management within the framework of the green economy. The research highlights the growing importance of sustainable development principles, including resource efficiency, low-carbon growth, and ecological balance, in modern economic systems. It analyzes key mechanisms such as the integration of environmental policies into economic planning, the promotion of green innovations, and the development of institutional frameworks that support sustainability. The paper also explores the role of government regulation, private sector participation, and international cooperation in achieving effective environmental and economic governance. Special attention is given to the implementation of green technologies, circular economy practices, and investment in renewable energy as critical drivers of long-term economic growth. The findings suggest that improving management efficiency requires a комплекс approach based on policy coherence, technological advancement, and stakeholder engagement. The study concludes that adopting strategic green economy pathways not only mitigates environmental risks but also enhances economic competitiveness and social well-being.*

Keywords: *Green economy, environmental management, economic efficiency, sustainable development, green innovation, resource efficiency, low-carbon development, circular economy, environmental policy, governance.*

INTRODUCTION

In recent decades, the global economy has faced increasing environmental challenges, including climate change, resource depletion, biodiversity loss, and environmental degradation. These challenges have highlighted the limitations of traditional economic growth models that prioritize short-term gains over long-term sustainability. In this context, the concept of the green economy has emerged as a strategic approach aimed at achieving economic development while ensuring environmental protection and social well-being. The green economy promotes the efficient use of natural resources, reduction of carbon emissions, and the integration of environmental considerations into economic decision-making processes. It emphasizes the transition to low-carbon and resource-efficient production systems, the adoption of clean and innovative technologies, and the development of environmentally responsible governance mechanisms. As countries strive to meet international sustainability goals, improving the efficiency of environmental and economic management has become a critical priority. Effective environmental and economic management requires coordinated efforts between governments, businesses, and society.

This includes the implementation of appropriate regulatory frameworks, the encouragement of green investments, and the strengthening of institutional capacities. Moreover, the integration of environmental policies into broader economic strategies ensures that sustainability becomes a central component of development planning. Despite growing attention to green economy principles, many

countries still face challenges in aligning economic growth with environmental sustainability. These challenges include insufficient policy integration, limited financial resources, technological gaps, and weak institutional support. Therefore, identifying strategic directions for enhancing management efficiency in the green economy is essential for achieving balanced and sustainable development.

This study aims to analyze the key strategic directions that can improve the effectiveness of environmental and economic management in the context of the green economy. It focuses on identifying practical mechanisms and policy tools that support sustainable growth while minimizing environmental impacts. The results of the study are expected to contribute to the development of more efficient and integrated approaches to managing economic and environmental systems.

LITERATURE REVIEW

The concept of the green economy has become central in contemporary research on sustainable development and improving management efficiency. According to the United Nations Environment Programme, the green economy is defined as an economic system that improves human well-being and social equity while significantly reducing environmental risks and ecological scarcities [1]. This definition provides a theoretical basis for integrating environmental and economic management systems. Recent studies emphasize that enhancing environmental and economic management efficiency requires strong policy integration and institutional coordination. The World Bank highlights that sustainable growth depends on aligning environmental policies with macroeconomic and fiscal strategies, particularly in developing countries [2]. Likewise, the Organisation for Economic Co-operation and Development underlines the importance of green growth strategies based on innovation, investment in clean technologies, and structural reforms [3].

The role of innovation is widely discussed in the literature as a key driver of the green economy. Joseph Stiglitz and co-authors argue that innovation-oriented development, especially in renewable energy and resource-efficient technologies, is essential for achieving long-term sustainability [4]. In addition, the circular economy model has gained increasing attention as an effective approach to reducing waste and improving resource efficiency (Geissdoerfer et al., 2020) [5]. Institutional quality and governance mechanisms are also considered critical for effective environmental and economic management.

The International Monetary Fund emphasizes that transparent governance, effective regulatory frameworks, and policy consistency are necessary to achieve environmental objectives [6]. Weak institutional systems may significantly limit the effectiveness of green economy policies. Moreover, recent research highlights the importance of financial mechanisms in supporting green transformation. The European Central Bank points out that green finance instruments, including green bonds and sustainable investment funds, play a crucial role in mobilizing financial resources for environmentally sustainable projects [7]. The socio-economic implications of the green economy are also widely discussed.

The International Labour Organization notes that the transition to a green economy can create new employment opportunities while improving environmental quality and public health [8]. However, challenges such as workforce adaptation and regional disparities remain relevant. Despite the growing body of literature, there are still gaps, particularly in terms of practical implementation in developing countries and the integration of environmental, economic, and social dimensions into a unified management framework. Therefore, further research is required to develop comprehensive strategies for improving management efficiency in the green economy.

RESEARCH METHODOLOGY

This study employs a comprehensive and integrated research methodology to analyze the strategic directions for enhancing the efficiency of environmental and economic management in the context of the green economy. The research design is based on a combination of qualitative and quantitative approaches, allowing for a more in-depth understanding of the subject. The methodological framework primarily relies on a systematic literature review, comparative analysis,

and analytical synthesis of existing theoretical and empirical studies.

Key reports and databases from international organizations such as the United Nations Environment Programme, World Bank, and Organisation for Economic Co-operation and Development were utilized as core data sources. These sources provide reliable and up-to-date information on green economy development, environmental policy, and economic performance. In addition, the study applies a comparative analysis method to examine different national and regional experiences in implementing green economy strategies. This approach enables the identification of best practices and effective policy mechanisms that contribute to improving management efficiency. Special attention is given to the analysis of policy instruments, including environmental regulations, green financing tools, and innovation support systems.

The research also incorporates elements of statistical and trend analysis to evaluate the relationship between environmental indicators and economic performance. Indicators such as carbon emissions, energy efficiency, and investment in renewable energy are analyzed to assess their impact on economic growth and sustainability outcomes. Data used in the study are obtained from internationally recognized databases and reports.

Furthermore, a systems approach is applied to understand the interconnections between environmental and economic management processes. This approach allows for the identification of key factors influencing management efficiency, including institutional quality, technological development, and stakeholder engagement. The study also employs a logical and structural analysis method to develop strategic recommendations. Based on the findings from the literature review and data analysis, the research formulates practical directions aimed at improving the effectiveness of environmental and economic governance within the framework of the green economy. Overall, the chosen methodology ensures the reliability and validity of the research results and provides a solid foundation for developing scientifically grounded conclusions and recommendations.

ANALYSIS AND RESULTS

In the context of ongoing globalization and climate change, the need to harmonize economic growth with environmental sustainability is becoming increasingly urgent. Resource scarcity, the intensification of environmental problems, and the negative externalities of industrial development require a fundamental reconsideration of regional management systems. Therefore, developing strategic directions for improving management efficiency based on the principles of the green economy is both a pressing scientific and practical task. The transition to an intensive stage of economic development necessitates the efficient use of energy and natural resources.

Through green economy strategies, it is possible to reduce production costs, promote innovation, and align economic growth with environmental safety. These strategies contribute not only to economic performance but also to ecological stability. The importance of these strategic directions lies in their dual capacity to enhance economic efficiency while ensuring environmental protection. This serves as a key prerequisite for achieving long-term sustainable development. In addition, green economy strategies improve the transparency of governance systems, strengthen cooperation between the public and private sectors, and accelerate institutional development. Furthermore, these approaches contribute to social stability by creating new employment opportunities, improving living standards, and fostering environmental awareness among the population.

In this regard, the green economy plays a crucial role in integrating economic, environmental, and social objectives. The essence of improving management efficiency within the green economy lies in integrating economic, ecological, and social processes into a unified system. This integrated approach ensures the rational use of resources and the preservation of ecological balance. The formation of these strategic directions is based on a systematic approach, econometric models (such as regression and panel data models), and integrated indices (including GMEI and AIMI). These tools provide a scientific basis for decision-making and enhance the effectiveness of environmental and economic management. The content of the strategic directions includes the following key

components: expansion of green investments; development of public-private partnership (PPP) and cluster mechanisms; implementation of digital governance systems; strengthening of environmental monitoring and control. Within the environmental component, the main priorities include reducing carbon emissions, increasing the use of renewable energy sources, improving waste management systems, and ensuring the protection of natural resources.

From an economic perspective, particular importance is given to the introduction of innovations, improvement of production efficiency, development of exports, and formation of regional clusters. The implementation of these strategies is expected to lead to more stable economic growth, improved environmental indicators, increased investment volumes, and a significant enhancement in management efficiency. In conclusion, improving the efficiency of environmental and economic management within the framework of the green economy requires a comprehensive and integrated approach. These strategic directions play an important scientific and practical role in shaping a sustainable model of regional development.

Table 1.

Strategic Directions for Enhancing Management Efficiency in the Green Economy: Analysis of Relevance, Essence, and Effectiveness[3]

No.	Strategic Direction	Relevance (Rationale)	Essence (Content)	Outcome (Effectiveness)
1	Transition to a Green Economy	Climate change, resource scarcity	Integration of environmental and economic systems	Sustainable development
2	Development of Green Investments	Increasing investment demand	Financing environmentally friendly projects	Energy efficiency, economic growth
3	Expansion of PPP Mechanisms	Limited public resources	Public-private partnership	Infrastructure development
4	Development of Cluster Systems	Need for competitiveness	Integration of enterprises	Innovation and efficiency
5	Digital Governance (AI, Big Data)	Demand for digital transformation	Data-driven management	Faster and more accurate decisions
6	Environmental Monitoring Systems	Lack of environmental control	AI-based monitoring	Early risk detection
7	Renewable Energy Development	Energy security challenges	Implementation of renewable energy sources (RES)	Energy independence
8	Waste Management Systems	Environmental pollution	Recycling and waste processing	Environmental cleanliness
9	Institutional Reforms	Governance inefficiencies	Transparency and legal frameworks	Effective governance
10	Regional Development Policy	Regional disparities	Resource allocation	Regional sustainability

The table systematically reflects the relevance, essence, and outcomes of strategic directions aimed at enhancing management efficiency in the context of the green economy. Each direction has been formulated as a response to specific challenges and represents a comprehensive management approach. The analysis shows that the integration of these strategic directions significantly improves

[3] Developed by the Author

management efficiency. The combined implementation of green investments, public-private partnerships (PPP), cluster systems, and digital governance mechanisms ensures a balance between economic growth, environmental sustainability, and social well-being.

Table 2.

Stages of Enhancing Management Efficiency in the Context of the Green Economy: System of Tasks and Expected Outcomes (2026–2035)

No.	Stage (Years)	Key Tasks	Expected Outcomes
1	**Diagnostics and Analysis (2026–2027)**	Assessment of environmental and economic indicators (CO_2 emissions, investment, employment); calculation of GMEI and AIMI indices	The level of regional development is identified; key problems and opportunities are determined
2	**Strategic Planning (2027–2028)**	Development of a green economy strategy; defining KPIs and priority areas	A long-term development strategy is formulated
3	**Institutional Reforms (2028–2030)**	Improvement of the regulatory and legal framework; development of PPP and green finance systems	Increased transparency of governance and improved investment attractiveness
4	**Practical Implementation (2030–2033)**	Implementation of renewable energy projects, AI-based monitoring systems, clusters, and PPP initiatives	Enhanced environmental and economic efficiency; introduction of innovations
5	**Monitoring and Optimization (2033–2035)**	Evaluation of results; analysis based on AIMI and GMEI; development of corrective measures	Improved management efficiency; strategy optimization
6	**Final Stage (2035)**	Ensuring environmental, economic, and social balance	Formation of a sustainable development model

Digital technologies will be introduced to modernize the management system. Real-time monitoring and decision-making systems will be developed based on artificial intelligence, Big Data, and the Internet of Things (IoT). The introduction of new technologies will be supported through the promotion of innovation. In this process, startups, research centers, and cluster systems will play a key role. To ensure economic and environmental balance across regions, resources will be allocated

efficiently, infrastructure will be developed, and regional clusters will be established. Forecast Results (2026–2035). As a result of implementing the strategic directions, the GDP growth rate will stabilize, environmental indicators will improve, investment volumes will increase, and the level of employment will rise.

However, the implementation of the strategy may face certain risks, including insufficient financial resources, institutional constraints, and the underdevelopment of technological infrastructure. Stages of Implementing Green Economy Strategic Directions (2026–2035) The transition to a green economy and the improvement of governance efficiency are carried out in a phased manner. This approach makes it possible to define clear objectives, mechanisms, and expected outcomes at each stage, ensuring the consistent implementation of the strategy.

Diagnostics and Analysis (2026–2027). At the initial stage, a comprehensive analysis of the ecological and economic conditions of regions is conducted. This process includes the assessment of CO_2 emissions, resource efficiency, investment levels, and employment indicators, as well as the calculation of the GMEI and AIMI indices. At the end of this stage, the level of regional development is determined, key challenges and opportunities are identified, and a scientific foundation for strategic planning is established.

Strategic Planning (2027–2028). At this stage, a long-term strategy for the transition to a green economy is developed. It defines environmental and economic goals, key performance indicators (KPIs), investment priorities, and priority sectors. Within the framework of strategic planning, green investments, public-private partnership (PPP) projects, cluster systems, and digital governance mechanisms are designed in an integrated manner.

Institutional and Legal Reforms (2028–2030). This stage focuses on improving the governance system through the development of a regulatory and legal framework. Institutions supporting public-private partnerships, green finance, and environmental policy are strengthened. An improved institutional environment increases investment attractiveness, enhances transparency in governance, and enables more effective decision-making.

Practical Implementation (2030–2033). At this stage, the developed strategies are implemented in the real sector and across regions. Renewable energy, waste management, environmental monitoring, and digital platforms are widely introduced.

Key mechanisms at this stage include:

— AI-based environmental monitoring. Implementation of PPP projects. Expansion of cluster systems. Introduction of Smart City technologies

— Monitoring and Optimization (2033–2035). At this stage, the results of implemented strategies are evaluated. Governance efficiency is analyzed using AIMI and GMEI indices, and necessary adjustments are made.

— Monitoring leads to improved resource efficiency, better environmental performance, and more stable economic growth. Formation of a Sustainable Development Model. At the final stage, a balance between environmental sustainability, economic growth, and social well-being is achieved. As a result, a sustainable model of regional development is formed, ensuring long-term competitiveness.

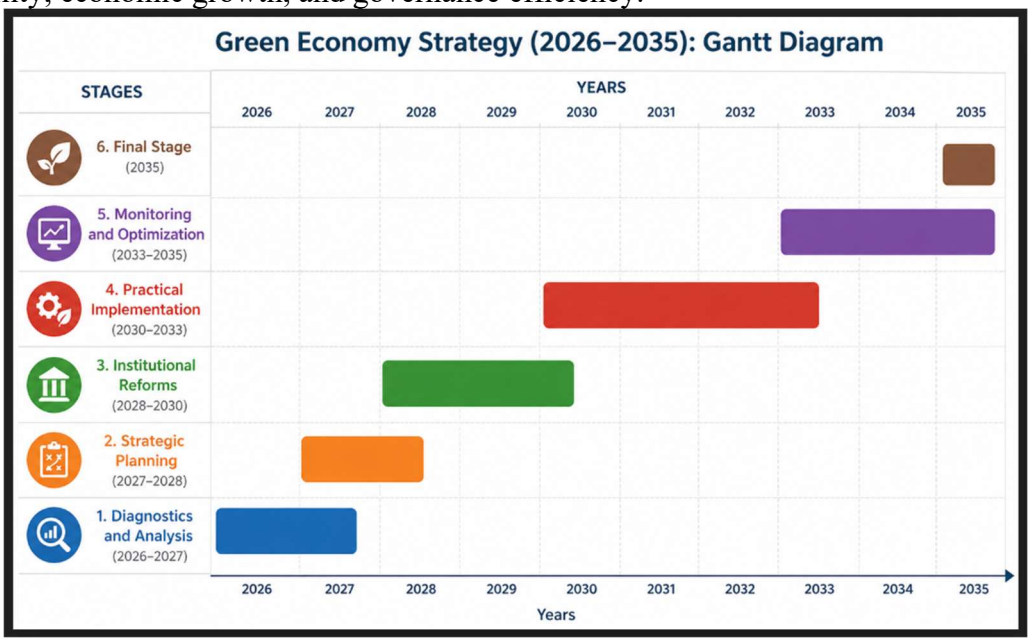
Table 3.

Stages of Improving Governance Efficiency in the Green Economy: System of Tasks and Outcomes (2026–2035)

No.	Stage (Years)	Key Tasks	Expected Outcomes
1	Diagnostics and Analysis (2026–2027)	Assessment of environmental and economic indicators (CO_2, investment, employment); calculation of GMEI and AIMI indices	The level of regional development is determined; key problems and opportunities are identified
2	Strategic Planning	Development of a green economy	A long-term development

	(2027–2028)	strategy; definition of KPIs and priority areas	strategy is formulated
3	Institutional Reforms (2028–2030)	Improvement of the regulatory and legal framework; development of PPP and green finance systems	Governance transparency and investment attractiveness are increased
4	Practical Implementation (2030–2033)	Implementation of renewable energy, AI-based monitoring, cluster systems, and PPP projects	Environmental and economic efficiency increases; innovations are introduced
5	Monitoring and Optimization (2033–2035)	Evaluation of results; analysis based on AIMI and GMEI; development of corrective measures	Governance efficiency improves; the strategy is optimized
6	Final Stage (2035)	Ensuring environmental, economic, and social balance	A sustainable development model is formed

This table systematically reflects the step-by-step implementation of the process of improving governance efficiency within the framework of a green economy. Each stage contributes to the overall strategic objective through its specific tasks. The analysis shows that a phased approach enables the effective organization of strategic management. When processes—from diagnostics to monitoring and optimization—are implemented consistently, a balance is achieved between environmental sustainability, economic growth, and governance efficiency.



The analysis shows that the KPI system is an important tool for improving the effectiveness of strategic management. Defining clear indicators for each stage enables performance evaluation, efficient use of resources, and timely optimization of the strategy. As a result, a balance is achieved between environmental sustainability, economic growth, and social well-being.

Table 4.

System of KPI Indicators for the Implementation Stages of the Green Economy Strategy (2026–2035)

No.	Stage	KPI Indicator	Unit of Measurement	Target Value
1	Diagnostics and Analysis (2026–2027)	GMEI calculation coverage	%	100% of regions
		AIMI implemented systems	%	≥70%

		Formation of environmental database	%	≥90%
2	Strategic Planning (2027–2028)	Adoption of strategic documents	units	100%
		Implementation of KPI systems	%	≥80%
		Number of green investment projects	units	≥50
3	Institutional Reforms (2028–2030)	Volume of PPP projects	billion USD	≥10 billion
		Number of regulatory documents	units	≥20
		Investment attractiveness index	index	+20% growth
4	Practical Implementation (2030–2033)	Share of renewable energy	%	≥30%
		Coverage of AI monitoring systems	%	≥85%
		Number of clusters	units	≥100
5	Monitoring and Optimization (2033–2035)	Reduction in CO_2 emissions	%	−25%
		Governance efficiency (GMEI)	index	≥0.75
		Level of digital governance	%	≥90%
6	Final Stage (2035)	Sustainable development index	index	≥0.80
		GDP growth rate	%	≥6–7%
		Employment rate	%	≥95%

This table systematically presents the key KPI indicators for the implementation stages of the green economy strategy. For each stage, specific units of measurement and target values are defined, which contribute to the effective organization of the monitoring and evaluation system of the strategy.

CONCLUSION

The transition to a green economy requires a systematic, phased, and well-coordinated approach that integrates environmental sustainability, economic development, and effective governance. The analysis demonstrates that implementing strategic directions through clearly defined stages-ranging from diagnostics and planning to institutional reforms, practical implementation, and continuous monitoring-ensures consistency and long-term effectiveness of the strategy.

The introduction of KPI-based evaluation mechanisms plays a crucial role in enhancing governance efficiency. By establishing measurable indicators and target values for each stage, it becomes possible to assess progress, optimize resource allocation, and make timely adjustments to strategic actions. This, in turn, strengthens transparency, accountability, and data-driven decision-making within the governance system.

Furthermore, the integration of innovative tools such as AI-based monitoring, digital governance platforms, and public-private partnerships contributes to improving institutional capacity and investment attractiveness. These mechanisms support the practical implementation of green initiatives across regions and sectors. As a result, the proposed framework enables the achievement of a balanced relationship between environmental sustainability, stable economic growth, and social well-being. Ultimately, it contributes to the formation of a resilient and competitive model of

sustainable development, ensuring long-term prosperity and ecological stability.

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