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## MANAGING OF RESPONSIBLE CONSUMPTION AND SUSTAINABLE PRODUCTION ENTERPRISES IN THE GLOCALIZATION CONDITIONS

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### **Highlight**

CONSUMPTION AND SUSTAINABLE PRODUCTION ENTERPRISES IN THE GLOCALIZATION CONDITIONS

### **Abstract**

*The article discusses important issues related to lean production and consumption, providing the author's perspective on the factors and initiatives necessary for their implementation. The paper emphasizes the importance of each stakeholder's role in sustainable development. The agricultural market is analysed, and general steps for implementing a Sustainable Development Strategy are proposed, including simulations of sales and pricing policies after the introduction of sustainable development aspects. With the world's population growing and resources declining, there is a need to meet increasing demand while also conserving water resources, agricultural land, and promoting environmentally friendly labour practices. To achieve this, countries must adopt innovative approaches to responsible consumption and sustainable production, particularly in light of the socio-economic impact of COVID-19. Therefore, it is essential to develop an innovative model of sustainable consumption and production. COVID-19 has become a catalyst for socio-economic change, highlighting the adaptability of countries to change and the necessity for effective restoration and implementation of sustainable production and consumption models. This article explores the management of responsible consumption and sustainable production enterprises in the context of glocalization. It analyses the impact of global trends and local contexts on businesses striving for sustainable development. The article emphasizes the role of leadership, strategic planning, and the implementation of effective management practices in achieving these goals. The authors examine various models and approaches to managing responsible consumption and sustainable production, including concepts of green manufacturing, circular economy, and corporate social responsibility. They consider advanced practices and initiatives in these areas that are already successfully implemented by large and small enterprises.*

The article also investigates the influence of glocalization on enterprise management. Glocalization is defined as the convergence of global and local factors influencing businesses. It highlights the need for enterprises to adapt their strategies and operations to the specific cultural, social, and environmental contexts in which they operate, while also addressing global challenges related to responsible consumption and sustainable production.

#### **Keywords**

managing innovative development, responsible consumption, sustainable production, decoupling factor.

#### **Introduction**

Today, there are almost 700 million people starving while about one-third of the world's products are wasted due to various reasons. If production continues to increase, it will have a negative impact on the environment, leading to the depletion of soil, water, and nutrients, greenhouse gas emissions, and ecosystem degradation. This situation is unacceptable for socio-economic development and will have a growing negative effect. The Food and Agriculture Organization (FAO) requests the separation of resources from their impact on sustainable consumption and production patterns to transition to a greener and socially inclusive global economy. Sustainable practices will lead to the "respect" of biophysical borders and reduce global consumption to meet the biophysical potential of ecosystem services. Responsible consumption and sustainable production should be mainstreamed to mitigate the socio-economic impact of COVID-19.

The pandemic, financial crisis, and war provide an opportunity to rethink the social, economic, and political state of the world economy. Relevant trends encourage a systemic transition to a sustainable economy that will benefit humanity and the planet. The axiom of modernity is that the needs of people are unlimited, but the planet's ability to meet them is limited. Scientists are trying to understand and assess the limits of human use of natural resources before causing irreversible negative impacts. The borders should be delineated and updated at the state level to avoid economic and societal destruction [4;5].

The key task is to increase environmental friendliness to avoid the formation of "climate stress." An opportunity for resource-intensive enterprises is the "development of new markets for climate-neutral and cyclical products." Industrial activity causes 90% of biodiversity loss and water degradation and 20% of total emissions in the European Union, while only 12% of recycled materials are used. The corresponding strategy aims to modernize resource-intensive production and stimulate recycling and reuse of products with state support.

The European Green Deal is an ambitious growth strategy launched at the EU level in response to environmental degradation and recent climate change. The corresponding strategy aims to reduce harmful impacts on the environment and ensure a future with "zero pollution, affordable and safe energy, smarter transport, and high-quality food." Almost one trillion euros will be allocated to measures aimed at all economic sectors focused on clean technologies, innovation, cheaper and greener transport, a decarbonized energy sector, and efficient buildings. Small and medium-sized enterprises (SMEs) are considered fundamental to the European economy, providing more than 50% of Europe's GDP and approximately 70% of all jobs. However, going digital or green is a more complex process for SMEs than for larger companies.

The topic of managing responsible consumption and sustainable production enterprises in glocalization conditions is of utmost importance and relevance in today's globalized world. Glocalization, which refers to the fusion of global and local factors, has significant implications for businesses seeking to achieve sustainability goals. Managing responsible consumption involves promoting environmentally conscious behaviours among consumers and encouraging them to make sustainable choices. This includes reducing waste, minimizing carbon footprints, and supporting eco-friendly products and services. Sustainable production, on the other hand, focuses on implementing practices that minimize environmental impact throughout the production process, such as resource efficiency, renewable energy usage, and waste reduction. In glocalization conditions, businesses face the challenge of balancing global trends and local contexts. They must adapt their strategies and operations to meet the specific needs and preferences of local markets while also addressing global sustainability challenges. This requires a comprehensive understanding of the socio-cultural, economic, and environmental factors influencing consumer behaviour and production practices. By effectively managing responsible consumption and sustainable production enterprises in glocalization conditions, businesses can contribute to the achievement of global sustainability goals. They can minimize their ecological footprint, conserve resources, and contribute to the well-being of local communities. Additionally, such enterprises can enhance their reputation, attract environmentally conscious consumers, and gain a competitive advantage in the marketplace.

Overall, the topic of managing responsible consumption and sustainable production enterprises in glocalization conditions is crucial in creating a more sustainable and environmentally conscious business environment that addresses both local and global sustainability challenges.

For example, some interesting practical case studies that demonstrate the management of responsible consumption and sustainable production in the context of glocalization:

— *Interface*: Interface, a global carpet manufacturer, implemented a sustainability strategy called "Mission Zero" with the goal of eliminating any negative impact on the environment by 2020. They focused on reducing waste, using renewable energy sources, and promoting responsible sourcing of materials. Through their innovative approach, they successfully transformed their production processes and became a leader in sustainable business practices.

— *Unilever: Unilever, a multinational consumer goods company, has embraced responsible consumption and sustainable production through its Sustainable Living Plan. They have set ambitious targets to reduce the environmental footprint of their products, promote social responsibility, and improve the health and well-being of their consumers. Unilever's initiatives include sustainable sourcing of raw materials, packaging innovations, and educating consumers about sustainable choices.*

— *Tesla: Tesla, an electric vehicle manufacturer, has revolutionized the automotive industry by promoting sustainable transportation. Their electric cars offer an alternative to traditional fossil fuel-powered vehicles, reducing greenhouse gas emissions and dependence on non-renewable energy sources. Tesla's commitment to sustainable production extends beyond their products to their Gigafactories, which aim to operate on renewable energy and minimize environmental impact.*

— *The Body Shop: The Body Shop, a cosmetics and skincare company, has long been committed to ethical sourcing and responsible production. They actively promote fair trade practices, sustainable packaging, and community empowerment. The Body Shop sources natural ingredients from around the world, ensuring that local communities benefit from their activities while minimizing environmental harm.*

*These case studies demonstrate successful initiatives in managing responsible consumption and sustainable production in the glocalization conditions, highlighting how companies can integrate environmental and social considerations into their business strategies for long-term success.*

*While managing responsible consumption and sustainable production enterprises in the glocalization conditions brings numerous positive outcomes, there are also some negative aspects to consider. Here are a few:*

— *Greenwashing: Some companies may engage in greenwashing, which involves presenting a misleading or exaggerated image of environmental responsibility. They may claim to be sustainable or eco-friendly without implementing substantial changes in their practices. This can mislead consumers and undermine the credibility of genuine sustainability efforts.*

— *Lack of standardization: The absence of standardized regulations and definitions for responsible consumption and sustainable production can create challenges. Different countries and regions may have varying interpretations and criteria, making it difficult to compare and assess the environmental and social impact of different enterprises accurately.*

— *Supply chain complexities: Achieving sustainable production requires collaboration and coordination across complex global supply chains. Ensuring responsible sourcing of materials, minimizing waste, and monitoring environmental and social practices throughout the supply chain can be challenging. Lack of transparency and traceability can hinder efforts to achieve sustainability goals.*

— *Affordability and accessibility: Responsible consumption products and sustainable alternatives may sometimes be more expensive or less accessible to certain segments of the population. This can create inequalities in access to sustainable options and limit the widespread adoption of responsible consumption practices.*

— *Balancing economic growth and sustainability: Achieving sustainable production and consumption while maintaining economic growth can be a delicate balance. Some enterprises may prioritize short-term profitability over long-term sustainability goals, leading to conflicts between economic interests and environmental/social considerations.*

*It is crucial for stakeholders to address these negative aspects and work towards overcoming challenges to ensure the genuine implementation of responsible consumption and sustainable production practices in glocalization conditions.*

## **Methods**

*The paper discusses the important topic of how small and medium-sized enterprises (SMEs) can contribute to sustainable and inclusive growth through the provision of green jobs. However, in many developing countries, these companies struggle with the cost of innovation and technology transfer, making government support programs crucial. Methods for managing responsible consumption and sustainable production enterprises in glocalization conditions involve a range of strategies and approaches. Here are some key methods that can be employed:*

— *Stakeholder Engagement: Engaging and involving various stakeholders such as consumers, employees, suppliers, local communities, and governmental organizations is crucial. This can be done through communication, collaboration, and incorporating their perspectives and feedback into decision-making processes.*

— *Sustainable Supply Chain Management: Implementing sustainable practices throughout the supply chain, including sourcing raw materials responsibly, promoting fair trade, reducing waste, and optimizing logistics, can contribute to responsible consumption and sustainable production.*

— *Life Cycle Assessment: Conducting life cycle assessments to evaluate the environmental impacts of products or services from production to disposal. This helps identify areas for improvement and informs decision-making regarding resource usage, product design, and waste management.*

— *Circular Economy Principles: Adopting circular economy principles, such as designing products for reuse, recycling, or refurbishment, can minimize waste and promote a more sustainable production and consumption cycle.*

— *Green Technologies and Innovation: Embracing and implementing green technologies and innovation can enhance resource efficiency, reduce emissions, and improve overall sustainability performance. This includes adopting renewable energy sources, implementing energy-saving measures, and exploring sustainable packaging solutions.*

— *Education and Awareness: Promoting education and awareness initiatives to increase consumer knowledge about responsible consumption and sustainable production practices. This can be achieved through marketing campaigns, consumer education programs, and partnerships with educational institutions or NGOs.*

— *Regulatory Compliance: Adhering to and complying with relevant environmental regulations and standards is essential for managing responsible consumption and sustainable production. This includes monitoring and reporting on environmental performance and ensuring compliance with legal requirements.*

— *Collaboration and Partnerships: Collaborating with other businesses, industry associations, NGOs, and government entities can foster knowledge sharing, best practice exchange, and collective efforts to address sustainability challenges and promote responsible consumption and sustainable production.*

*These methods, when implemented collectively and tailored to specific globalization conditions, can contribute to the effective management of responsible consumption and sustainable production enterprises. They help businesses align their operations with global sustainability goals while taking into account the unique local contexts in which they operate. Quantitative evaluation methods can be used to measure the effectiveness of managing responsible consumption and sustainable production in the context of globalization. Some of these methods include:*

— *Life cycle assessment (LCA) - a method of assessing the environmental impact of a product at all stages of its life cycle, from raw material extraction to disposal. It can be used to evaluate the sustainability of production.*

— *Key performance indicators (KPIs) - metrics used to assess the effectiveness of managing responsible consumption and sustainable production, such as energy consumption, atmospheric emissions, and water use. They can be used to compare the performance of companies in the industry.*

— *Corporate social responsibility (CSR) assessment - a method used to measure a company's level of social responsibility towards its employees, customers, community, and the environment. It can be used to evaluate the effectiveness of managing responsible consumption and sustainable production.*

— *Certification systems - standards and certification programs that establish sustainability criteria for products and services. They can help companies achieve high sustainability standards and increase consumer and stakeholder trust.*

— *Impact assessment - a method used to measure a company's impact on the environment and society, including its impact on climate, human health, and well-being. It can be used to evaluate the effectiveness of managing responsible consumption and sustainable production.*

*These methods can be used to measure the effectiveness of managing responsible consumption and sustainable production in the context of globalization. The study of eco-enterprises is relevant globally, but not all countries are currently engaged in the analysis of green entrepreneurship, despite its importance for economic and social development. Therefore, it is important to debunk the myth that eco-entrepreneurship is expensive and negatively affects profitability. Finally, it is crucial to develop a comprehensive economic and political approach that harmonizes the impact of management decisions across different states.*

*Here is one possible mathematical model for the relationship between responsible consumption and sustainable production enterprises in globalization conditions:*

$$Y = f(X_1, X_2, X_3, X_4, X_5, X_6, X_7)$$

*Where:*

*Y = Performance of enterprises in responsible consumption and sustainable production practices*

*X1 = Adoption of sustainable production practices*

*X2 = Adoption of responsible consumption practices*

*X3 = Ability to adapt to changing market conditions*

*X4 = Meeting demands of customers and stakeholders*

*X5 = Enhancing reputation and competitive advantage*

*X6 = Contributing to global sustainable development goals*

*X7 = Leveraging opportunities presented by new technologies and digitalization*

*The function f represents the relationship between these variables and the performance of enterprises in responsible consumption and sustainable production practices. The model suggests that the adoption of sustainable production and responsible consumption practices, along with the ability to adapt to changing market conditions, meet customer and stakeholder demands, enhance reputation and competitive advantage, and contribute to global sustainable development goals, all contribute to the performance of enterprises in this area. Leveraging opportunities presented by new technologies and digitalization is also likely to have a positive impact on performance.*

*Facts and Implications of Lean Production and Consumption:*

— *Waste Reduction: Lean production focuses on minimizing waste across all aspects of the production process. By identifying and eliminating non-value-added activities, companies can reduce costs, improve efficiency, and enhance overall productivity.*

— **Efficiency and Quality Improvement:** Lean production emphasizes continuous improvement and streamlining operations. This approach leads to increased efficiency, shorter production cycles, and improved product quality. By eliminating waste and optimizing processes, companies can deliver products and services that meet or exceed customer expectations.

— **Supply Chain Optimization:** Lean production extends beyond the boundaries of individual companies and includes the entire supply chain. It emphasizes collaboration, coordination, and synchronization among suppliers, manufacturers, and distributors. This helps reduce inventory levels, minimize lead times, and improve overall supply chain performance.

— **Employee Empowerment and Engagement:** Lean production encourages employee involvement and empowerment. It promotes a culture of continuous improvement, where employees are encouraged to identify and address inefficiencies. This leads to increased engagement, motivation, and innovation among employees, fostering a positive work environment.

— **Environmental Benefits:** Lean production inherently promotes environmental sustainability by reducing waste, energy consumption, and emissions. By minimizing overproduction, transportation, and unnecessary inventory, companies can minimize their ecological footprint and contribute to a more sustainable future.

— **Customer Focus:** Lean production places a strong emphasis on understanding and meeting customer needs. By eliminating waste and delivering products and services efficiently, companies can improve customer satisfaction and loyalty. This customer-centric approach drives competitiveness and long-term success.

The implications of adopting lean production and consumption practices include improved financial performance, enhanced competitiveness, reduced environmental impact, increased customer satisfaction, and a more engaged workforce. By embracing lean principles, companies can achieve sustainable growth and contribute to a more efficient and responsible economy.

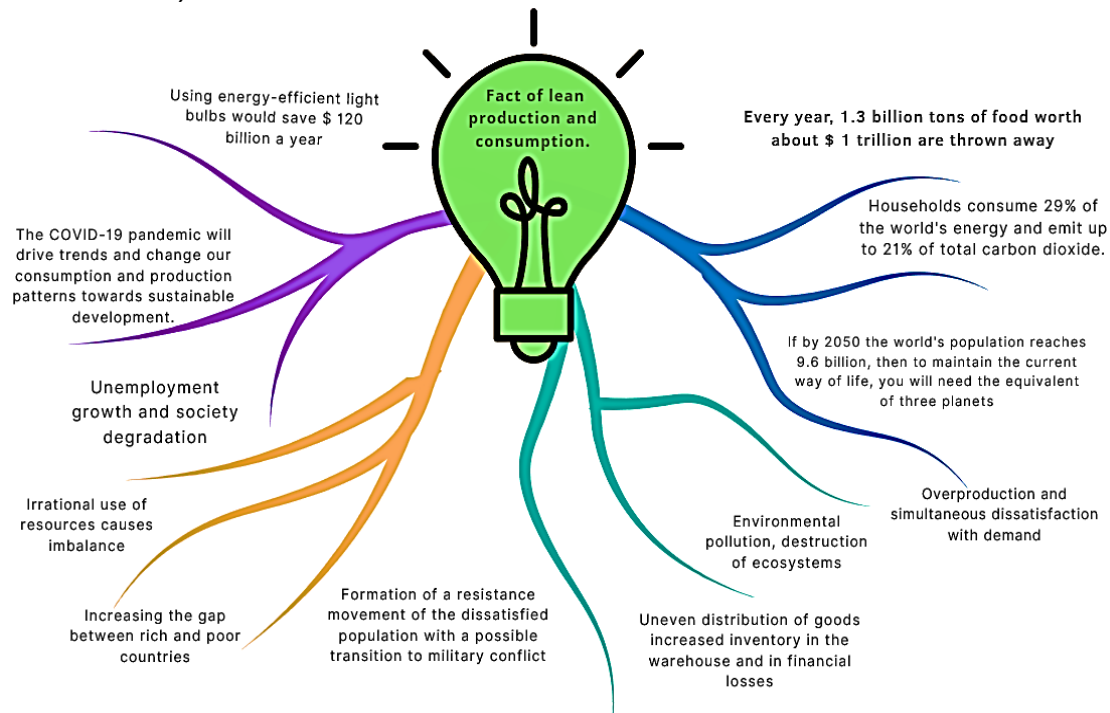


Figure 1. Facts and implications of lean production and consumption Source: Formed by author

During our study, we came to the appropriate to distribute responsible consumption by sectors, Fig.2. Lean production and consumption are an approach to manufacturing and consumption that emphasizes efficiency and waste reduction. Some key facts and implications of this approach include:

— **Focus on reducing waste:** Lean production and consumption is focused on reducing waste in all forms, including time, energy, materials, and labour. This can lead to significant cost savings and environmental benefits.

— **Continuous improvement:** Lean production and consumption involves an ongoing process of identifying and eliminating waste through continuous improvement. This requires a culture of innovation and flexibility within an organization.

— **Improved quality:** By reducing waste and streamlining processes, lean production and consumption can lead to improved product quality and customer satisfaction.

— **Increased productivity:** Lean production and consumption can increase productivity by reducing downtime, improving efficiency, and increasing employee engagement.

— Sustainable development: Lean production and consumption can contribute to sustainable development by reducing environmental impact, conserving resources, and promoting social equity.

— Challenges: Implementing lean production and consumption can be challenging, as it requires significant changes in organizational culture, management practices, and supply chain relationships. Additionally, there can be resistance from employees and stakeholders who may be sceptical of the benefits of lean production and consumption.

Overall, lean production and consumption can lead to significant benefits for organizations, the environment, and society. However, it requires a commitment to continuous improvement and a willingness to embrace change.

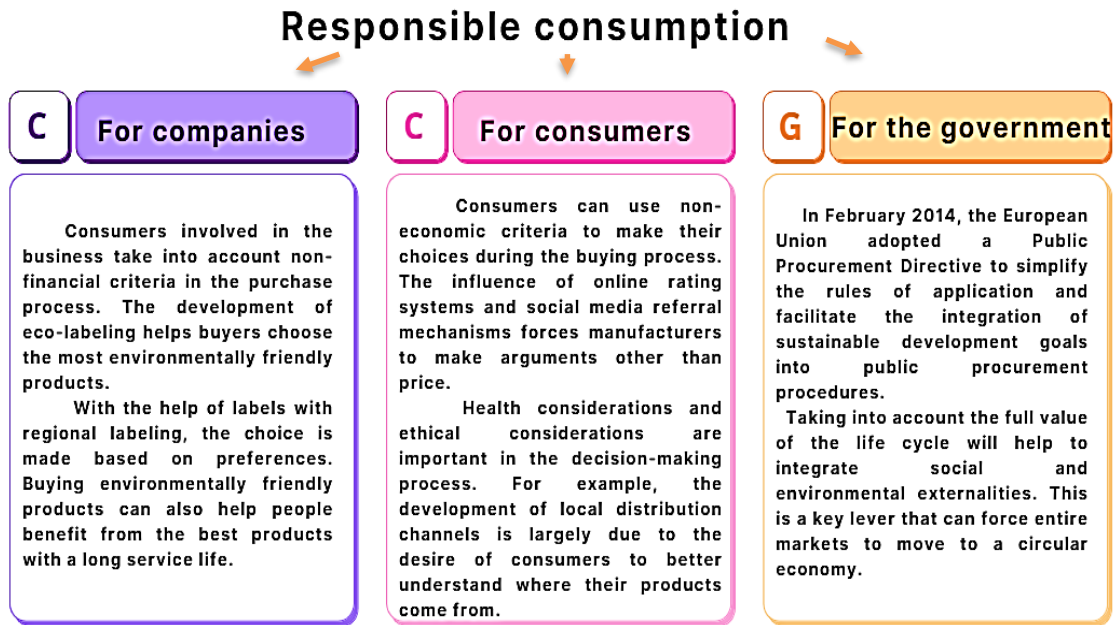


Figure 2. Responsible consumption sectoral distribution of influence on consumer preferences  
 Source: Formed by author

Mostly, companies instead of conducting a supply and demand analysis, simply reduce the goods produced number that are correlated with price increases. But instead of adapting businesses to modern demands of sustainable development and raising awareness of the need for frugal consumption, we have the opposite effect, which mostly encourages consumers to buy more to make stocks [6;20].

For successful interaction of production and consumption it is expedient to use the set algorithm, fig.3.

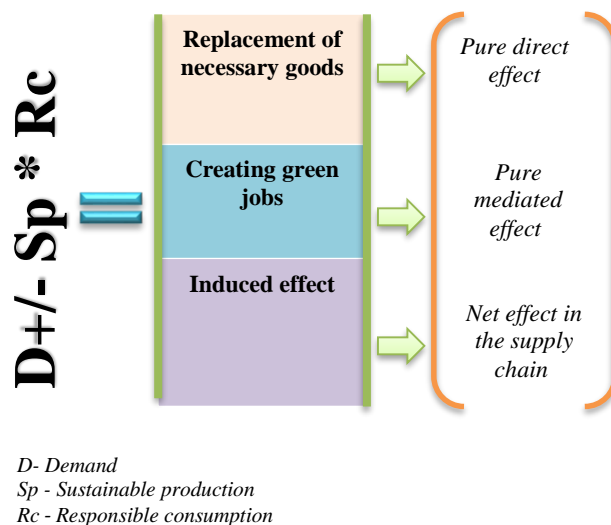


Figure 3. Formula impact Responsible consumption and Sustainable production  
 Source: Formed by author

And this trend is again launching sweeping overproduction and an increase in unsold products. That is, the concept of sustainable consumption and production is to do more and better than less resource costs. It is also about separating

*economic growth from environmental degradation to resource efficiency and sustainable living. Sustainable consumption and production can make a significant contribution to overcoming poverty and the transition to a low-carbon and green economy. The formula impact of responsible consumption and sustainable production can be expressed as follows:*

$$\text{Impact} = \text{Environmental Benefits} + \text{Social Benefits} + \text{Economic Benefits}$$

*Environmental Benefits: Responsible consumption and sustainable production practices aim to minimize the negative environmental impacts of industrial activities. This includes reducing carbon emissions, conserving natural resources, protecting ecosystems, and minimizing pollution. The environmental benefits can be measured in terms of reduced greenhouse gas emissions, improved air and water quality, preserved biodiversity, and reduced waste generation.*

*Social Benefits: Responsible consumption and sustainable production also have positive social impacts. This includes improving working conditions, promoting fair trade and ethical practices, supporting local communities, and enhancing social equity. The social benefits can be measured in terms of improved livelihoods, reduced inequality, increased community engagement, and enhanced well-being of stakeholders.*

*Economic Benefits: Responsible consumption and sustainable production can lead to economic benefits for businesses and societies. This includes cost savings through resource efficiency, reduced operational expenses, improved productivity, and access to new markets. Additionally, the growing demand for sustainable products and services presents economic opportunities for businesses that embrace sustainability. The economic benefits can be measured in terms of increased profitability, market competitiveness, job creation, and long-term economic resilience.*

*By considering the environmental, social, and economic dimensions, the impact of responsible consumption and sustainable production can be assessed comprehensively. This formula helps to quantify and evaluate the overall positive outcomes and contributions of these practices to a more sustainable future.*

## **Results and discussion**

*Glocalization is a concept that recognizes the interconnectedness between global and local factors. It acknowledges that businesses and organizations must consider both global trends and local contexts when developing and implementing strategies related to responsible consumption and sustainable production. Glocalization emphasizes the adaptation of global ideas and practices to meet local needs and preferences. In this context, managing responsible consumption involves promoting and encouraging consumers to make informed choices that prioritize sustainability and minimize negative environmental and social impacts. It involves raising awareness, providing information, and offering sustainable alternatives to consumers. This may include initiatives such as promoting eco-friendly products, encouraging recycling and waste reduction, and advocating for ethical sourcing practices. On the other hand, managing sustainable production entails implementing practices that minimize the environmental footprint of production processes while ensuring the well-being of workers and communities. It involves integrating sustainability principles throughout the entire production cycle, including resource efficiency, waste reduction, renewable energy adoption, and fair labour practices. Sustainable production aims to minimize negative impacts on the environment and society while maintaining economic viability. Managing responsible consumption and sustainable production in glocalization conditions requires considering the unique characteristics and challenges of both global and local contexts. It involves understanding cultural, economic, regulatory, and societal factors that influence consumption patterns and production practices in different regions. This may involve adapting strategies to align with local values, addressing specific challenges in supply chains, collaborating with local stakeholders, and adhering to relevant regulations and standards.*

*Overall, managing responsible consumption and sustainable production enterprises in glocalization conditions involves adopting a holistic and integrated approach that considers both global sustainability goals and local realities. It seeks to balance economic growth, environmental preservation, and social well-being, recognizing that sustainable practices are essential for long-term business success and the well-being of the planet and its inhabitants. Ensuring sustainable development for agribusiness in Ukraine is the number one priority. However, it is worth noting. The paper highlights that while certain measures may have a positive impact on the industry, they can also have negative consequences in other areas. For instance, there may be trade-offs between facilitating small farmers' access to resources and improving soil quality and land reclamation [7;16].*

*As a result, the threshold of environmental security will become increasingly important in the agricultural sector of Ukraine soon, and scaling solutions at every stage of the supply chain will be necessary, particularly where quick results can be achieved. Although this is a challenging task, the consequences of inaction are already being felt downstream, with around 58% of EU companies reporting that their activities are currently being affected by weather conditions, and inaction could worsen the situation [8;17]. Therefore, building knowledge and developing the capacity of producers through the implementation of approaches that increase resilience to external factors can reduce losses, promote reuse and recycling, and support sustainable consumption. Our research on managing responsible consumption and sustainable*



production enterprises in the context of glocalization stands out due to its unique contributions and approach. Here are the key aspects that make our study distinctive:

— **Comprehensive Analysis:** Our research provides a comprehensive analysis of the challenges and opportunities related to responsible consumption and sustainable production in glocalization conditions. We delve into various dimensions, including economic, environmental, and social aspects, to offer a holistic understanding of the topic.

— **Glocalization Perspective:** We specifically focus on the glocalization context, which refers to the interconnectedness of global and local factors. By exploring how responsible consumption and sustainable production practices adapt to glocalization conditions, we shed light on the dynamics between global trends and local requirements.

— **Stakeholder Perspectives:** Our study emphasizes the importance of stakeholder engagement in sustainable development. We examine the roles and responsibilities of various stakeholders, such as businesses, governments, and consumers, in driving responsible consumption and sustainable production. This multi-dimensional analysis adds depth to our research.

— **Innovative Strategies:** We propose innovative strategies and approaches for managing responsible consumption and sustainable production in glocalization conditions. Our research goes beyond theoretical frameworks by providing practical insights, recommendations, and simulations of potential outcomes.

— **Relevance in the Current Context:** Our study acknowledges the socio-economic impact of significant events such as the COVID-19 pandemic. We discuss the implications of these events on responsible consumption and sustainable production, highlighting the need for adaptive strategies and effective restoration in a rapidly changing world.

— **Potential for Real-World Impact:** Our research aims to bridge the gap between theory and practice by offering actionable insights for enterprises and policymakers. We believe that our findings have the potential to influence decision-making processes and inspire innovative solutions that promote responsible consumption and sustainable production.

In summary, our research on managing responsible consumption and sustainable production enterprises in glocalization conditions stands out for its comprehensive analysis, glocalization perspective, stakeholder engagement, innovative strategies, relevance, and potential for real-world impact. By addressing these unique aspects, we contribute to the existing body of knowledge and provide valuable guidance for businesses, policymakers, and other stakeholders in fostering sustainable development.

To analyse the sustainable development of agricultural enterprises, it is advisable to use our proposed algorithm, which in the future will not only assess the business, but also allow to form further goals to improve their functioning, Fig.4.

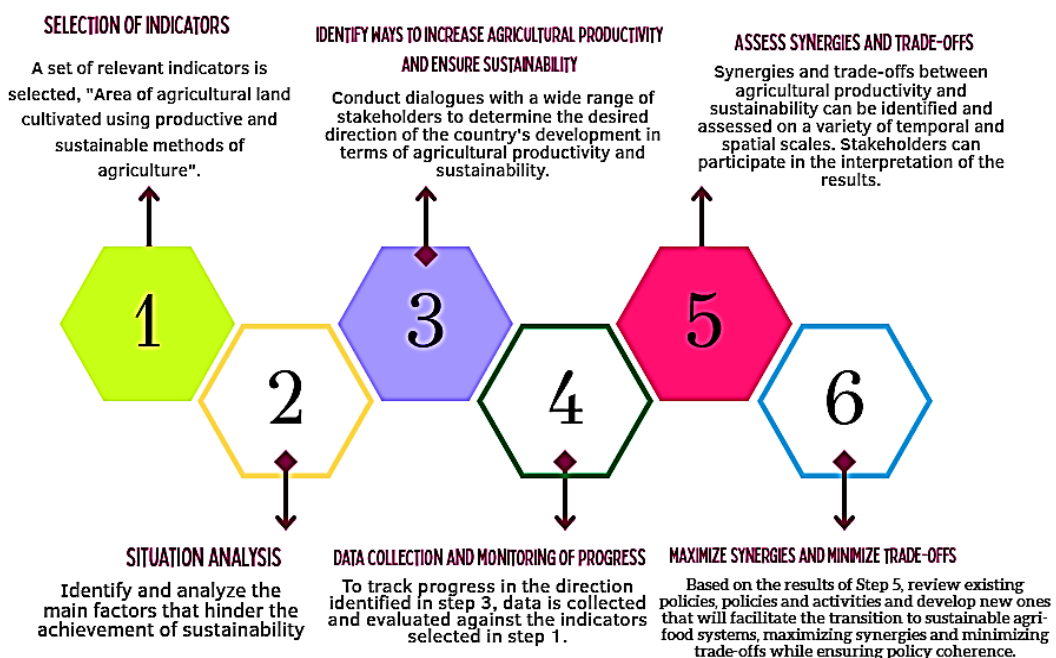


Figure 4. Steps to assess the compliance of agribusiness to the conditions of sustainable production.

Source: Formed by author

Assessing the compliance of agribusiness to the conditions of sustainable production involves several steps. Here are some key steps to consider:

— *Define Sustainable Production Criteria:* Begin by defining the criteria and standards for sustainable production in the context of agribusiness. This may include environmental considerations such as resource conservation, biodiversity preservation, and reduced chemical use, as well as social aspects such as fair labour practices, community engagement, and ethical sourcing.

— *Conduct a Gap Analysis:* Evaluate the current practices and operations of the agribusiness against the defined sustainable production criteria. Identify areas where the business falls short and identify the gaps that need to be addressed to achieve compliance.

— *Assess Environmental Impact:* Evaluate the environmental impact of the agribusiness operations. This may involve assessing factors such as greenhouse gas emissions, water and energy consumption, waste generation, and pollution levels. Use tools like life cycle assessments or environmental impact assessments to quantify and analyse the environmental footprint of the operations.

— *Evaluate Social Practices:* Assess the social practices and impacts of the agribusiness. This may include evaluating labour conditions, worker safety, community engagement, and adherence to social responsibility standards. Conduct interviews, surveys, or on-site visits to gather information and insights from workers, stakeholders, and local communities.

— *Analyse Supply Chain:* Assess the sustainability of the agribusiness's supply chain. Evaluate the practices of suppliers and subcontractors, ensuring they align with sustainable production principles. Consider factors such as responsible sourcing, traceability, and transparency in the supply chain.

— *Set Improvement Targets:* Based on the gap analysis and assessment findings, establish specific improvement targets and goals for the agribusiness to achieve sustainable production. These targets should be measurable, time-bound, and realistic. They can cover areas such as reducing resource consumption, implementing best practices, adopting sustainable technologies, and enhancing stakeholder engagement.

— *Implement Action Plans:* Develop and implement action plans to address the identified gaps and achieve the sustainable production targets. This may involve making operational changes, investing in new technologies, training employees, establishing partnerships, and engaging with stakeholders. Monitor progress regularly and adjust as needed.

— *Monitor and Report:* Establish a monitoring and reporting system to track the agribusiness's performance and progress towards sustainable production. Regularly measure and report on key indicators and metrics related to sustainability. This helps to ensure accountability, transparency, and continuous improvement.

— *Seek Certification or Verification:* Consider seeking certification or verification from recognized sustainability standards or organizations. This can provide external validation of the agribusiness's compliance with sustainable production practices and enhance its credibility in the market.

— *Continuous Improvement:* Sustainable production is an ongoing process. Encourage a culture of continuous improvement within the agribusiness, fostering innovation, learning, and adaptation to evolving sustainability challenges and opportunities.

By following these steps, agribusinesses can assess their compliance with the conditions of sustainable production and take concrete actions to enhance their sustainability performance. The issue of food waste is a prime example of the benefits of lean production and consumption. It is socially and economically absurd that one-third of the world's food goes to waste while 800 million people suffer from hunger [10;11].

This problem is also environmental, as almost 20% of global greenhouse gas emissions come from agriculture, and the use of fertilizers and pesticides harms natural ecosystems [9;12]. To address this issue, people in the economy and associations are working to reduce the volume of unsold products. Relevant trends have prompted the international community to explore new options for lean consumption and sustainable production, such as joint consumption, sharing economy, gift economy, and circular economy. In Ukraine, the agricultural price index for January 2022 was 106.1%, a weighted average that reflects changes in prices in all areas of agricultural product sales, including to processing enterprises, markets, and the public [12].

LLC "NIBULON" is a notable example of a successful transition to sustainable development among enterprises, as the largest producer and exporter of agricultural products. Their sustainable development policy aims to ensure the efficient use and reproduction of natural resources, environmental protection, and safety of production, and building a closed production cycle that utilizes secondary raw materials. As the world faces increasing environmental challenges and the need for responsible consumption and sustainable production, it is crucial to continue developing innovative solutions and promoting sustainable practices in all areas of the economy.

Table 1. Agricultural sales price indices from 2013 to 2022 (%)

year	month												In a year
	January	February	March	April	May	June	July	August	September	October	November	December	
2013	102	102	102	100	96	96	96	89	92	100	101	111	91
2014	94	109	111	116	105	94	98	98	92	102	109	109	145
2015	118	117	115	99	96	100	97	97	92	102	115	103	166
2016	98	106	100	102	101	97	101	94	96	103	102	103	107
2017	102	103	101	102	98	99	100	96	99	103	102	102	111
2018	102	101	103	103	97	96	98	99	100	99	100	101	104
2019	101	100	97	100	97	97	100	94	92	101	100	101	86
2020	102	105	102	113	95	101	97	98	107	106	108	106	153
2021	110	104	107	98	99	94	95	97	98	101	104	104	116
2022	106												106

Source: Formed by author

That is, at the entrance to our research under the influence at socio-economic impact of COVID-19 dependent factors for agribusiness, it is advisable to propose the following goals of sustainable development:

- overcoming poverty in all its forms and everywhere;
- overcoming hunger, achieving food security, improving nutrition and promoting sustainable agricultural development;
- ensuring a healthy lifestyle and promoting well-being;
- ensuring comprehensive and equitable quality education and encouraging learning opportunities.
- ensuring gender equality;
- ensuring the availability and rational use of water resources and sanitation for all;
- usage of renewable energy;
- decent jobs and economic growth;
- innovation and infrastructure;
- reducing inequality;
- responsible consumption;
- protection of the planet;
- ensuring life under water;
- ensuring life on earth;

- peace and justice;
- cooperation to achieve goals.

Table 2. Volumes and average prices of agricultural products sold by enterprises in January 2022 (%)

Product name	Sold		Average sale prices	
	thsd.t	% to the corresponding period of 2021	UAH per t (thsd.pcs.)	% to the corresponding period of 2021
Cereal and leguminous crops	3662,2	175,9	6675,6	108,5
wheat	621,9	150,7	7686,1	108,6
maize for grain	2908,1	181,7	6438,1	109,3
barley	88,3	234,4	6907,1	114,6
rye	14,7	272,4	5176,0	107,5
Seeds of oil crops	826,8	150,6	17691,4	105,9
soya beans	104,0	122,9	16045,6	111,9
rapeseed and colza	3,7	285,4	20834,4	167,6
sunflower seeds	717,4	155,3	17904,8	104,4
Potatoes	22,0	163,1	5248,0	84,2
Vegetables	16,4	93,6	15486,1	154,0
Fruits and berries	13,8	145,0	7584,1	78,3
Live agricultural animals	79,7	102,4	40312,6	125,0
cattle	8,8	89,6	45814,2	134,5
pigs	36,2	95,5	39080,7	120,2
poultry	34,6	115,6	40214,2	128,5
Milk of agricultural animals of all species, raw	232,9	107,0	10825,2	108,4
Poultry eggs in the shell, mln. pcs	491,2	92,5	2260,8	103,2

Source: Formed by author

The weighting base for aggregating these changes is the actual volume of sales of the relevant types of products for the reporting period, at socio-economic impact of COVID-19.

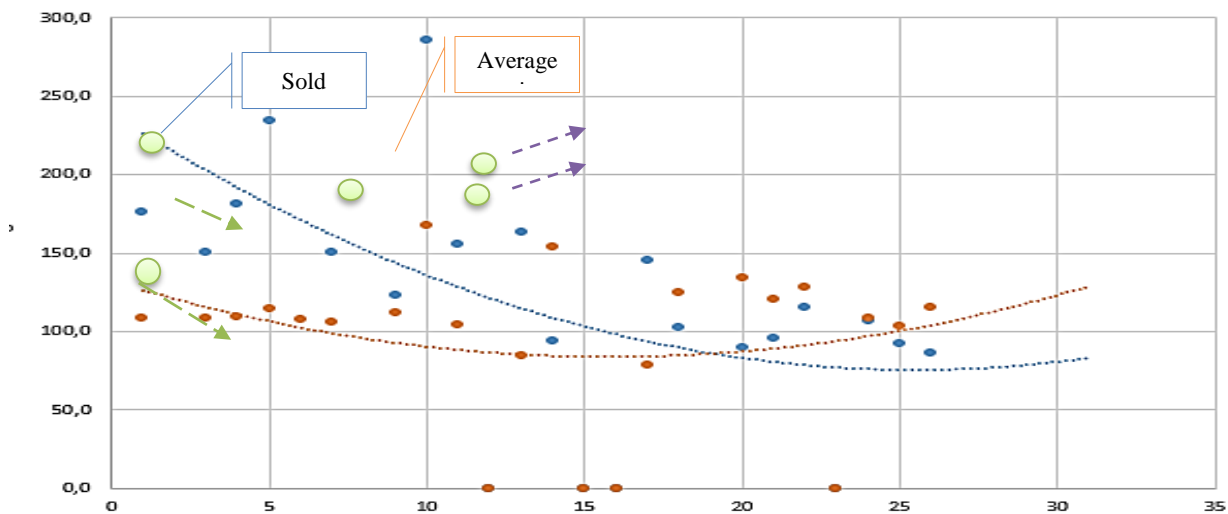


Figure 3. Changes dynamics in the price of agricultural products and sales

Source: Formed by author

The results of the study revealed the following. The current crisis caused by the military actions, COVID-19 pandemic, mostly actualized the already existing challenges between humanity. That is why an important task today is the need to form solutions that will bring benefits at all socio-economic levels. Therefore, the transition to the eco way will allow enterprises to combine favorable business results with measures to protect the environment, based on the model of sustainable development. Results and discussion on managing responsible consumption and sustainable production enterprises in globalization conditions involve analysing the outcomes and implications of implementing the methods. Here are some key points to consider:

- **Improved Environmental Performance:** Effective management of responsible consumption and sustainable production enterprises leads to improved environmental performance. By adopting sustainable practices, such as reducing emissions, conserving resources, and minimizing waste, businesses can significantly reduce their ecological footprint and contribute to environmental preservation.

- **Enhanced Reputation and Brand Image:** Implementing responsible consumption and sustainable production practices can enhance a company's reputation and brand image. Consumers increasingly value

*environmentally conscious businesses and are more likely to support and engage with companies that demonstrate a commitment to sustainability. This can result in increased customer loyalty, market share, and positive word-of-mouth.*

— *Cost Savings: Sustainable production practices often lead to cost savings in the long run. By optimizing resource usage, improving energy efficiency, and minimizing waste, businesses can reduce operational costs and enhance their financial performance. This demonstrates that responsible consumption and sustainable production can be economically beneficial for enterprises.*

— *Market Opportunities: The growing demand for sustainable products and services presents significant market opportunities for businesses. By aligning their offerings with responsible consumption and sustainable production principles, enterprises can tap into the expanding market of environmentally conscious consumers and gain a competitive advantage.*

— *Collaboration and Knowledge Sharing: Managing responsible consumption and sustainable production enterprises in glocalization conditions often involves collaboration and knowledge sharing among various stakeholders. Building partnerships with suppliers, customers, and industry peers can foster innovation, best practice sharing, and collective efforts to address sustainability challenges.*

— *Socio-economic Impact: Responsible consumption and sustainable production have positive socio-economic impacts. By promoting fair trade, supporting local communities, and adopting ethical business practices, enterprises can contribute to social development and improve the well-being of stakeholders.*

— *Resilience to Global Challenges: The COVID-19 pandemic highlighted the importance of responsible consumption and sustainable production in ensuring business resilience. Enterprises that had already implemented sustainable practices were better equipped to adapt to the crisis and mitigate its impacts. This underscores the significance of sustainability in building resilience to global challenges.*

*Overall, managing responsible consumption and sustainable production enterprises in glocalization conditions yields positive results, ranging from environmental benefits and cost savings to market opportunities and social impact. By embracing sustainable practices and considering local contexts, businesses can contribute to a more sustainable future while reaping various economic and reputational rewards.*

## **Impact**

*Managing of responsible consumption and sustainable production enterprises in glocalization conditions is a crucial aspect of today's globalized world. As the interconnectedness between local and global factors continues to shape our economic, social, and environmental landscapes, it becomes imperative for businesses to adopt sustainable practices that prioritize responsible consumption and production. One of the key reasons why this topic holds immense importance is its direct impact on environmental sustainability. Irresponsible consumption patterns and unsustainable production processes have led to significant environmental challenges such as climate change, pollution, deforestation, and resource depletion. By managing responsible consumption and sustainable production, businesses can play a vital role in mitigating these challenges. They can minimize waste generation, reduce carbon emissions, conserve natural resources, and promote the use of renewable energy. By integrating sustainable practices into their operations, businesses can contribute to the preservation of ecosystems, protect biodiversity, and create a more sustainable future for generations to come. Moreover, the topic of managing responsible consumption and sustainable production is closely linked to social responsibility. It encompasses fair labour practices, ethical sourcing, and community engagement. Businesses that prioritize responsible consumption and sustainable production uphold the well-being and rights of workers, support local communities, and promote social equity. By ensuring fair wages, safe working conditions, and respecting human rights, these businesses create a positive impact on society. They contribute to poverty alleviation, empower local communities, and foster inclusive economic growth.*

*Economically, managing responsible consumption and sustainable production brings forth numerous benefits. Organizations that embrace sustainable practices often witness increased operational efficiency, cost savings, and innovation. By optimizing resource utilization, adopting circular economy principles, and implementing green technologies, businesses can reduce their production costs, enhance productivity, and gain a competitive edge. Furthermore, responsible consumption practices can stimulate market demand for sustainable products and services, opening new business opportunities and fostering economic growth.*

*In the context of glocalization, managing responsible consumption and sustainable production requires businesses to understand and adapt to local contexts while addressing global sustainability goals. It necessitates engaging with local stakeholders, considering cultural norms and preferences, and adhering to local regulations. By incorporating glocalization principles, businesses can effectively meet the unique challenges and opportunities presented by diverse markets and communities. This approach allows for the localization of sustainable practices and the integration of global best practices, resulting in more impactful and contextually relevant outcomes. Managing responsible consumption and sustainable production enterprises in glocalization conditions is of utmost importance in today's world. By prioritizing environmental sustainability, social responsibility, economic resilience, and glocalization principles, businesses can contribute to a more sustainable and equitable future. The adoption of sustainable practices not only benefits the planet*

and society but also enhances long-term business success and reputation. It is imperative for businesses to embrace their role as agents of change and proactively engage in managing responsible consumption and sustainable production. The paper of managing responsible consumption and sustainable production is of great importance in the modern economy. In the context of globalization, where the world economy is increasingly integrated and dependent on other countries and regions, the implementation of the principles of sustainable development becomes essential for ensuring long-term economic stability and growth.

Companies that adopt a responsible approach to production and consumption can gain competitive advantages such as increased consumer loyalty, improved brand reputation, lower costs through increased resource efficiency and reduced environmental footprint. Governments can also support the development of responsible consumption and sustainable production through various programs and measures such as tax incentives, subsidies, regulation and incentives for innovation and technological development. Thus, the theme of managing responsible consumption and sustainable production is important for economic development and long-term sustainability, and its impact on the economy can be significant, both for individual enterprises and for states.

The following sustainable development and consumption trends have been observed in the world over the past 5-10 years:

- Increased interest in clean energy sources such as solar, wind, and hydro energy.
- More countries taking measures to reduce greenhouse gas emissions, including the implementation of emissions taxes.
- Growing interest in sustainable and responsible consumption, including the use of products and services produced with consideration of environmental and social aspects.
- Increase in the volume of waste processing and reuse of materials in production.
- Development of technologies that allow to produce goods and services with less use of resources and energy, such as 3D printing.
- Increase in the number of companies incorporating sustainable development principles into their business plans and strategies.
- Growth of the sharing economy and popularity of taxi services and bike and e-scooter rentals.
- Increase in the number of companies implementing corporate social responsibility programs and supporting the communities in which they operate.
- Development of eco-tourism and rising interest in clean food sources such as organic products.
- Increase in global cooperation and implementation of common standards and norms for sustainable development and consumption.

The paper on managing responsible consumption and sustainable production has a significant impact for several reasons:

— **Environmental Impact:** The paper addresses issues related to responsible consumption and sustainable production, which are crucial for mitigating the negative environmental impacts of industrial activities. By promoting sustainable practices, the paper contributes to reducing resource depletion, pollution, and greenhouse gas emissions, thus fostering a more environmentally sustainable future.

— **Social Impact:** Responsible consumption and sustainable production have social implications. By emphasizing the importance of ethical business practices, fair trade, and community engagement, the paper highlights the positive social impact that businesses can have on local communities and stakeholders. This includes improving working conditions, supporting local economies, and fostering social equity.

— **Economic Impact:** The paper recognizes the economic significance of responsible consumption and sustainable production. By implementing sustainable practices, businesses can achieve cost savings through resource efficiency, waste reduction, and energy conservation. Furthermore, the paper acknowledges the growing market demand for sustainable products and services, indicating potential economic opportunities for businesses that embrace sustainability.

— **Policy and Governance:** The paper contributes to the discourse on policy and governance frameworks for responsible consumption and sustainable production. It highlights the need for governments and regulatory bodies to create an enabling environment that supports and incentivizes sustainable practices. The research presented in the paper can inform policy development and shape strategies for sustainable development at local, regional, and global levels.

— **Knowledge Advancement:** The paper adds to the existing knowledge and understanding of managing responsible consumption and sustainable production enterprises. By exploring the factors, initiatives, and challenges involved in implementing sustainability practices, the paper provides insights and recommendations that can guide businesses, researchers, and policymakers in their efforts to promote sustainability.

— **Awareness and Education:** The paper raises awareness about the importance of responsible consumption and sustainable production among a wider audience. It educates readers about the environmental and social consequences of unsustainable practices and highlights the benefits and opportunities associated with adopting

sustainable approaches. By disseminating this knowledge, the paper contributes to building a more informed and environmentally conscious society.

The paper's impact lies in its contribution to addressing pressing environmental and social challenges, informing policy development, fostering economic opportunities, advancing knowledge, and raising awareness about the importance of managing responsible consumption and sustainable production. Looking at the perspective of managing responsible consumption and sustainable production in the context of globalization, several key aspects can be identified regarding its significance for the development of Ukraine and the world. Firstly, Ukraine and the world are facing population growth and increasing consumer demands, which pose a threat to environmental sustainability and natural resources. Managing responsible consumption and sustainable production allows for a balanced approach to resource utilization and reduction of negative environmental impact. Secondly, adopting innovative approaches to responsible consumption and sustainable production creates opportunities for the development of new business models and entrepreneurship. This contributes to the creation of new jobs, attracting investments, and supporting economic growth. Thirdly, managing responsible consumption and sustainable production promotes the improvement of people's quality of life and social justice. This entails ensuring the accessibility of environmentally friendly products and services for all segments of the population, as well as achieving a fair distribution of benefits from sustainable development. Ukraine, with its developed agricultural sector, holds significant potential for implementing responsible consumption and sustainable production practices. Encouraging ecological agricultural practices, supporting eco-conscious enterprises, and promoting the use of renewable energy sources are just a few means through which Ukraine can contribute to sustainable development.

Overall, managing responsible consumption and sustainable production in the context of globalization is essential for ensuring environmental sustainability, economic prosperity, and social justice. It represents a crucial perspective for both Ukraine and the world, enabling a more resilient and balanced future.

## Conclusions

Managing responsible consumption and sustainable production has become increasingly important in the context of glocalization - the simultaneous localization and globalization of economic and social activities. Enterprises that adopt sustainable production and responsible consumption practices are better equipped to adapt to changing market conditions, meet the demands of customers and stakeholders, and enhance their reputation and competitive advantage. Moreover, enterprises that manage responsible consumption and sustainable production can contribute to the achievement of global sustainable development goals, such as reducing carbon emissions, promoting social equity and protecting the environment. Sustainable production practices can also lead to increased efficiency and reduced waste, resulting in cost savings and increased profitability. In glocalization conditions, enterprises that prioritize responsible consumption and sustainable production can establish themselves as responsible global citizens and improve their access to global markets. These enterprises can also leverage the opportunities presented by new technologies and digitalization to innovate and improve their sustainability practices. Overall, managing responsible consumption and sustainable production is critical for enterprises to achieve long-term success and contribute to sustainable development in the globalized economy. Study of the driving forces of the development of the world economy and factors that cause its activation, have been the subject of research by economists for many centuries. However, different approaches to determining the category of development in general economic system concepts of construction of the world economy lead to the need to group and generalize existing interpretations. Given the current situation in the world in general and in Ukraine in particular, there is a need changes in priorities and development principles of both the state and a separate sector of the economy. The basis of a new one it is necessary to lay down principles of development policy that would ensure the interaction of man and nature, maintained a sufficient level of economic benefits, considering the limited resources and regenerative capabilities of the environment.

Therefore, the need to transition to a model of responsible consumption and sustainable production development is generally recognized. Managing responsible consumption and sustainable production is essential for achieving a more sustainable and equitable future. This article has highlighted the importance and relevance of this topic, particularly in the context of glocalization conditions where global and local factors intersect. The results and discussion have demonstrated that effective management of responsible consumption and sustainable production enterprises can lead to positive outcomes. These outcomes include improved environmental performance, enhanced reputation and brand image, cost savings, market opportunities, and positive socio-economic impacts. Furthermore, the collaboration and knowledge sharing among stakeholders play a crucial role in driving sustainability initiatives forward. The paper has emphasized the need for businesses to adapt their strategies and operations to meet the specific cultural, social, and environmental contexts in which they operate. It has underscored the importance of stakeholder engagement, sustainable supply chain management, circular economy principles, green technologies, education and awareness, regulatory compliance, and collaboration. The impact of the paper extends to environmental preservation, social development, economic benefits, policy and governance frameworks, knowledge advancement, and raising awareness. It contributes to the ongoing discourse on sustainable development and offers insights and recommendations for businesses, researchers, and

policymakers. In conclusion, managing responsible consumption and sustainable production is not only a moral imperative but also an economic opportunity. By embracing sustainable practices, businesses can drive positive change, minimize their environmental footprint, contribute to social well-being, and position themselves as leaders in the evolving marketplace. It is crucial for enterprises to recognize the importance of responsible consumption and sustainable production to create a more sustainable and prosperous future for all.

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