
**THE RELEVANCE OF ORGANIZING AND DEVELOPING “GREEN” BUSINESS
ACTIVITIES IN ENTREPRENEURIAL ENTITIES**

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Green business is a rapidly developing sector in the world, significantly affecting the economy and the environment. This is a type of entrepreneurship that involves the formation and development of new enterprises that prioritize environmental sustainability and social responsibility. According to research conducted by the European Environment Agency (EEA), 2.5% of the gross domestic product (GDP) of the European Union was made up of ecological products. This sector employs more than 4.2 million people of working age ¹. In order to support green entrepreneurship, the European Union is implementing systematic work aimed at reducing carbon emissions in the regions by 55% by 2030, increasing energy efficiency, renovating buildings, greening the transport system and promoting sustainable development. The full implementation of the plan for the creation of green infrastructure will certainly require attracting investments. According to a report by the European Investment Bank, the European Union has invested 4.1 billion euros in renewable energy projects, green transport and green entrepreneurship ². This situation is one of the most pressing issues in our country today, as scientific research on green business is carried out .

In the world, special attention is paid to the study of the specific features of this type of entrepreneurial activity related to "Green" business activities, issues of financial support. In the transition to a "Green" economy, special attention is paid to the development of modern approaches to "Green" business, effective implementation and development of activities, development of organizational and economic mechanisms of organization , study of development opportunities, development and improvement of "Green" business activities based on digital technologies and innovations.

The “Uzbekistan 2030” strategy and the “Development Strategy of New Uzbekistan for 2022-2026” set out a number of tasks for the transition to a “Green” economy. In accordance with the Resolution of the President of the Republic of Uzbekistan No. PQ-436 dated December 2, 2022 “On measures to increase the effectiveness of reforms aimed at the transition of the Republic of Uzbekistan to a “Green” economy by 2030” , a program for the transition to a “Green” economy and ensuring “Green” growth in the Republic of Uzbekistan until 2030 was adopted. It sets out the tasks of supporting "Green" investments, creating broad opportunities for the private sector, and supporting private investors in the implementation of "Green" innovations, thereby creating favorable conditions for the transition to a "Green" economy by expanding public-private partnerships and cooperation with international financial institutions . ³The consistent and effective implementation of these tasks, in turn, creates the need for scientific research on these issues.

¹EEA, (2019). Employment in the environmental goods and services sector. Available at: <https://www.eea.europa.eu/data-and-maps/data/external/employment-in-egsseurostat>

²MRMarković, Kabir Md. Shahjahan . Green entrepreneurship at the global level: Challenges and perspectives - 2023. 16-23 B.

³Resolution of the President of the Republic of Uzbekistan No. PQ-436 dated December 2, 2022 “On measures to increase the effectiveness of reforms aimed at the transition of the Republic of Uzbekistan to a “green” economy by 2030” .

of the President of the Republic of Uzbekistan dated September 11, 2023 No. PF-158 “On the Strategy of Uzbekistan 2030”, dated January 28, 2022 No. PF-60 “On the Development Strategy of New Uzbekistan for 2022-2026”, Decree of the President of the Republic of Uzbekistan dated December 2, 2022 No. PQ-436 “On measures to increase the effectiveness of reforms aimed at the transition of the Republic of Uzbekistan to a “Green” economy by 2030”, Decree of the President of the Republic of Uzbekistan dated June 1, 2023 No. PF-80 “On additional measures to support home-based farming in the cocoon sector and further expand the feed base for cocoon cultivation”, Decree of the President of the Republic of Uzbekistan dated February 24, 2023 Resolution No. PQ-73 “On measures for the further development of the sericulture industry”, dated January 17, 2020 No. PQ-4567 “On additional measures for the development of the feed base in the sericulture industry”, dated July 31, 2019 No. PQ-4411 “On additional measures for the development of deep processing in the sericulture industry”, dated October 4, 2019 No. PQ-4477 “On approval of the Strategy of the Republic of Uzbekistan's transition to a “Green” economy for 2019-2030”, dated August 20, 2018 No. PQ-3910 “On measures for more effective use of existing opportunities in the sericulture industry in the republic”, and other relevant resolutions of the Government of the Republic of Uzbekistan It serves to a certain extent in the implementation of the tasks set out in regulatory and legal documents.

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