

Three mechanisms link transparency to development outcomes. First, transparent information empowers citizens to assess policy options and influence decision-making. Second, open data systems integrate diverse sources of information, enabling local development priorities to be identified. Third, transparency enhances accountability by creating a record of decisions and resource allocations that is monitorable by citizens and civil society.

There is a significant gap between the legal recognition of information rights and their practical implementation. Institutional barriers include bureaucratic complexity, inadequate data management infrastructure, and political resistance [3]. Over 130 countries have adopted access to information laws, but their implementation remains uneven. South Korea's Open Government Data Master Plan systematically publishes datasets on priority challenges [2]. Brazil's Transparency Portal allows citizens to scrutinize government spending, exposing instances of poor governance [4]. Participatory budgeting, which operates in over 1,500 cities, demonstrates how transparency ensures that spending is aligned with community priorities [5].

Citizen-generated data complements official statistics. Research shows that integrating citizen data with official information reduces costs and increases responsiveness to community needs. Equal access. Equitable transparency requires addressing the issue of data accessibility for different populations. Solutions include expanding digital infrastructure, educating citizens through civic organizations, and combining digital and analog engagement methods.

Transparency of information, realized through open data, is the basis for participatory, accountable planning for sustainable development. To realize this potential, it is necessary to: strengthen legal frameworks; invest in digital infrastructure; expand literacy programs; institutionalize participatory data governance; and integrate citizen-generated data with official statistics. Investing in equal access to information is a commitment to inclusive governance that responds to the needs of all communities.

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GREEN MARKETING AS A FACTOR IN FORMING COMPETITIVE ADVANTAGES AND ENSURING SUSTAINABLE DEVELOPMENT

Modern trends in the development of the world economy demonstrate the growing importance of environmental responsibility as a key element of strategic management of enterprises. Against the background of increasing consumer demands for environmental friendliness of products and transparency of business activities, green marketing is becoming an important tool for ensuring sustainable development. It creates new opportunities for increasing competitiveness and long-term financial stability.

Green marketing encompasses a set of activities aimed at creating, promoting, and selling goods and services that minimize their negative impact on the environment. Its components include eco-friendly product design, the use of eco-friendly packaging, certification, energy-saving technologies, and ESG communications that ensure transparency in business interactions with stakeholders [1].

The introduction of green technologies allows businesses to optimize costs, increase investment attractiveness and increase consumer loyalty. For example, switching to energy-efficient technologies reduces resource costs in the long term, while environmental certification opens up access to international markets.

Table 1 summarizes the main green marketing tools.

Table 1. Main Green Marketing Tools

Tool	Description	Economic effect	Competitive advantage
Environmentally friendly packaging	Biodegradable and recycled materials	Reduced disposal costs, premium pricing possible	Growing trust and loyalty
Energy-efficient production	Technologies to minimize energy consumption	Reducing operating costs	Cost reduction
ESG-communications	Environmental and social impact reporting	Increasing investment attractiveness	Strong brand image
Environmental product design	Minimizing the product's environmental impact	Access to new markets	Differentiation
Eco-certification	Confirmation of compliance with standards	Increasing competitiveness	Trust of partners

The effectiveness of green marketing is confirmed by the experience of global and Ukrainian companies. Thus, Carlsberg developed a biodegradable bottle made of wood fiber and introduced the “Snap Pack”, which reduced the use of plastic by 76%. This allowed the company to strengthen the reputation of an environmentally friendly brand and increase sales in the markets of Northern Europe.

Another example is IKEA, which is actively investing in renewable energy and implementing energy-efficient solutions in its stores. A full transition to renewable energy sources reduces operating costs and makes the brand more attractive to investors who support ESG policies. The catering sector also includes environmental approaches. McDonald’s is modernizing its restaurants, introducing energy-saving equipment, waste recycling and environmentally friendly packaging. As a result, the company has reduced energy consumption by 10-15% and strengthened its position among the younger audience.

Among Ukrainian examples, it is worth highlighting the natural cosmetics brand “Yaka Guta”, which uses glass and recycled packaging. This approach allowed the company to enter EU markets, increase the value of its products and position itself as a responsible manufacturer [2]. Implementation of green strategies contributes to the formation of sustainable competitive advantages due to:

- product differentiation based on environmental value;
- strengthening consumer loyalty and trust;
- positive brand image; – access to international markets;
- increasing the likelihood of attracting investment.

As a result, the enterprise not only improves its market position, but also ensures stable economic development [3].

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INFORMATION SUPPORT IN SUSTAINABLE DEVELOPMENT PLANNING

The services market is characterized by high dynamism of market processes and high dynamism of supply on it. One of the main trends observed in the services market is the rapid spread of new information and communication technologies, which is the result of Ukraine's involvement in the processes of globalization and European integration. The development of information and communication technologies makes it possible to improve traditional services, due to which new ways of providing services via the Internet appear and new consumers are attracted.

Any information system works thanks to information support, therefore the effectiveness of its work depends primarily on the effectiveness of information support. Information support in sustainable development planning involves the use of information systems and technologies to collect, analyze and monitor data to make informed decisions on environmental, social and economic sustainability, allowing enterprises and states to effectively manage resources, reduce environmental impact and achieve the Sustainable Development Goals, but requires investment, training and cybersecurity.

Information support in the service sector is a regulatory tool that is responsible for the timely receipt of relevant and reliable information resources, and also contributes to the effective dissemination of information from managers to performers. The importance of information support in the process of managing service organizations is due to the need to meet the needs not only of management, but also to be able to collect, accumulate and process all information that may affect activities in the long term. The significance and role of information support in the process of marketing the organization's services is due to the variability of the external environment and the domestic economic space. The key features include:

- dynamic changes in the market environment in accordance with rapid changes in technologies, consumer preferences and competitive conditions;
- the need for data for making management decisions in the field of marketing services in conditions of information overload;
- the importance of marketing innovations for the effective implementation of new products and services;
- globalization of business in international markets;
- information support increases the efficiency of management processes, improves coordination and interaction between different departments, and helps reduce costs.

Therefore, information support is an integral part of marketing management in the service sector, which allows organizations to successfully compete, adapt to changes and ensure sustainable growth in the modern business environment. One of the conditions for stable functioning and effective implementation of organizational development is the use of principles and tools of