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CHALLENGES TO REGULATING INTERNATIONAL TRADE IN ENVIRONMENTAL GOODS IN THE CONTEXT OF GLOBAL COMPETITION FOR LEADERSHIP IN THE IMPLEMENTATION OF THE GREEN TRANSITION

Institutional factors and contradictions within the framework of green development are associated with the crisis of global governance of a number of international organizations. There is a lack of the managerial and regulatory role of the WTO in terms of unification of green taxonomy, imperativeness and universal implementation of "green" principles of international trade, consistency of national trade policies with global environmental goals and sustainable development priorities. WTO members are working together to liberalize trade in environmental goods and goods and services that can benefit the environment. Facilitating access to products and services in this area can help improve energy efficiency, reduce greenhouse gas emissions, and have a positive impact on the quality of air, water, soil, and natural resources [1]. A successful outcome of negotiations on environmental goods and services can bring triple benefits to WTO members: a win for the environment, a win for trade, and a win for development. Environmental goods can include a number of key technologies that will positively contribute to the fight against climate change. Reducing or eliminating import tariffs and non-tariff barriers on these types of goods will reduce their price and make them more accessible [2].

Increased competition will promote technological innovation in areas related to environmental protection and climate change. Despite the growth in trade in environmental goods, a single methodological approach to their essence and the mechanism for regulating trade in them on world markets has not yet been developed. According to the definition of UNEP and OECD [3], in the most general form, environmental goods are goods that lead to an increase in consumer welfare while reducing the environmental risks of their use. In our opinion, an environmental good can also be considered a product produced using environmentally friendly

raw materials, as well as one that can be safely disposed of. The Intergovernmental Panel on Climate Change has identified a number of mitigation and adaptation technologies that can help solve climate change problems. Note that in many cases these are environmental goods, the production of which involves the use of environmental technologies. These include: wind and hydropower turbines, solar water heaters, biogas production tanks, and methane collection landfills [4].

New vectors of ecological orientation have a significant impact on the development of the global economic space and the interaction between its subjects. These include, first of all, dumping, neocolonialism and protectionism, which acquire a new color in the context of taking into account the environmental aspects of their implementation. In particular, ecological dumping is one of the manifestations of unfair competition and is associated with an unjustified reduction in export prices by reducing costs for environmentally friendly and environmentally safe technologies. In turn, ecological neocolonialism takes place in the form of ecological expansion of developed countries, their attempts to solve their own environmental problems by moving environmentally hazardous industries, toxic and radioactive waste to less developed countries, intensive use of the world's natural resources while conserving their own natural resources, and increasing sales of environmentally harmful goods outside the country [4]. The policy of environmental protectionism is used in the form of bans and restrictions on the production, sale and use of environmentally hazardous products and the import into the country of technologies and goods that harm the environment and pose a threat to public health. Currently, high customs duties are imposed on finished circular goods, which leads to unjustified price increases compared to new similar goods. Reducing or eliminating such duties would significantly accelerate the transition to a circular economy. High customs duties apply not only to circular goods, but also to a wider range of green goods [5].

The introduction by countries of bans on the production, sale, use and import of environmentally hazardous products or technologies can have a diverse impact on foreign economic relations, causing either a reduction in the volume of international trade in goods, or activating export-import operations with environmentally hazardous goods mainly with countries that have not introduced environmental restrictions. Thus, the directions for overcoming global problems of environmental development of the world economy include the rational use of resources, the use of environmentally safe technologies, especially in polluting industries,

control over the reduction of emissions into the atmosphere, the use of alternative energy sources, a change in the attitude of the world community to the natural resource potential of the planet, etc. The deepening internationalization of socio-economic development intensifies the cross-border nature of environmental problems, which in turn cause objective changes in the development of world markets. In particular, these are the problems of air pollution and water resources, soil depletion, the impact of scientific and technological progress on the development of the environmental situation, as well as the intensification of digital and green transitions [6].

The operation of national regulatory mechanisms aimed at environmental protection has an indirect impact on the development of international trade. For example, voluntary sustainability standards, which support not only the quality but also the sustainability of products from such countries, can be key to opening up new markets for developing countries. Voluntary sustainability standards are rules that market participants can be asked to follow to ensure that the goods they produce do not harm people and the environment. As a new form of regulation, voluntary sustainability standards set social and environmental standards for transnational production and are often used as the basis for certification to verify compliance in global value chains. As such standards become relevant in import markets, products produced in accordance with them in developing countries are becoming preferable to products that do not meet any sustainability standard. Today, there are almost 500 eco-friendly product brands in 199 countries and 25 industrial sectors, and their growth has been a response to, among other things, consumer awareness and demands, product differentiation and pricing policies. The weakening of the WTO's regulatory role is accompanied by the active use by leading countries of the provisions of the WTO Agreement on Technical Barriers to Trade to introduce increased safety requirements for imported products. The production of green goods on a modern scale is not yet capable of leveling out the negative effects of environmental impact. In this regard, it seems important to develop a coordinated international policy to improve market structures and incentives to increase the volume of international trade in green goods and technologies and achieve a share adequate to the corrective potential of the positive impact on the environment.

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