

Beyond Meat company doesn't grow fake meat in a lab. Instead, it uses a specific combination of plant proteins to create a meat-like burger patty.

Clara Foods is working toward a completely animal-free egg white substitute. While quite a few options already exist, those substitutes are often insufficient for sensitive applications like angel food cakes, meringues, and macaroons. So the company is taking things a step further by actually building the egg whites "from the ground up".

Cutting down on meat is where the best public health opportunity lies in relation to climate change. Moving away from meat would also help farmers to use nitrogen more efficiently, which would have the dual impact of causing less pollution while also helping people get more nutrition from the foods they grow.

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MAIN DIRECTIONS OF THE DEVELOPMENT OF "GREEN" ECONOMY IN THE REPUBLIC OF BELARUS

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The concept of greenways is becoming more and more popular in Belarus. It is based on an integrated approach and presents cultural and natural heritage as a whole phenomenon. The "green" economy aims to improve the wellbeing of people and mitigate environmental risks. Nature is a key resource from the perspective of the "green" concept. Application of modern, efficient strategies helps to benefit from its advantages without causing damage [1–3].

Keywords: sustainable, cities, municipalities, urban ecology.

Main directions of the development of "green" economy in the Republic of Belarus are as follows:

- 1.Reducing the energy intensity of the gross domestic product, increasing energy efficiency, including through the introduction of energy-efficient technologies and materials;
- 2.Sustainable consumption and production, including government sustainable ("green") purchases;
- 3.Increasing the potential of renewable energy sources;
- 4.Development of electric transport (infrastructure) and urban mobility, implementation of the "smart" cities conception;
- 5.Construction of energy efficient residential buildings and increasing an energy efficiency of housing stock;
- 6.Creation of conditions for the production of organic products;
- 7.Development of ecological tourism and, in particular, ecological tourism in specially protected areas.

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