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The growth in production is accompanied by an increase in the amount of industrial and household waste. Waste management allows you to more carefully consume natural resources. The use of secondary raw materials is of great importance to reduce the loss of raw materials, material and fuel and energy resources, expand the raw material base of the economy, and reduce harmful environmental impacts. The article revealed the possibilities of turning the collection and recycling of waste paper into a promising and profitable business.

Keywords: waste paper, separate collection, promising business, cellulose, paper production, environment.

Recently, calls to think about the ecology and future of the planet are heard more and more often. The functioning of many types of production is accompanied by the formation of a significant amount of waste that has a negative impact on the environment. In addition, the use of secondary raw materials is of great importance to reduce the loss of raw materials, material and fuel and energy resources, to increase the sustainability of material support for producers.

Thus, the collection of waste paper and paper recycling can significantly reduce the amount of wood being cut down. The production does not always require first-class pulp, a number of products can be produced from paper waste, which is successfully done in many countries. For example, in Europe and the USA, about 60% of used paper is actively recycled. Huge volumes of cellulose waste are exported. In developed countries, this business is not new, its owners consistently receive income, and profits are constantly growing. It was estimated that in 10-15 years, the demand for waste paper will outstrip the supply by several million tons.

In the Republic of Belarus volumes of paper and cardboard collection constitute more than 70 %, which corresponds to the European level. Switching to electronic documents has saved significant amounts of paper. Only the transition to electronic receipts currently carried out in the Republic of Belarus, the total weight of which is 5 tons, saves 25 tons of wood [1].

The growing popularity of waste paper as a semi-finished product for paper production is due to its low cost. The average cost of 1 ton of waste paper is 2 to 4 times lower than the cost of 1 ton of pulp. World experience has shown that waste paper recycling is a profitable, cost-effective and very promising business. Waste paper collection can generate \$ 50,000 annually. Confirmation of the prospects and relevance of this business is that waste paper is generated annually in huge volumes, minimal investments are required for the organization, and there is almost no competition in the field of waste paper collection. The profitability of this business is 50 % [2].

Primary and secondary material resources are equivalent components of the raw material base of the national economy and the most important factor in the development of the economy. The balance of increasing volumes and scales of production and material and technical support should be achieved by increasing the share of raw materials and materials in resource consumption and freeing up primary resources due to this. The recycling of production and consumption wastes and their use as secondary raw materials with the development of productive forces are an increasingly significant reserve of resource-saving.

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