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## **THE GREEN COMPETITIVENESS AS AN INDICATOR OF SUSTAINABLE DEVELOPMENT**

### *Summary*

The green economy, the development and enhancement of green competitiveness of the company are the key determinants of sustainable economic and social development. The aim of the article is to determine the features, determinants and drivers of the green competitiveness of the company. The article pointed out the system of green competitiveness of the company and has to include the three main clusters: economic; environment and social. The study offers the concept of green competitiveness system and the evaluation approach that is based on systems analysis, which provides a new perspective way for the empirical research of green competitiveness.

The article substantiates that the system of green competitiveness of the company should include three main clusters: economic, environmental and social. The authors argue that the effectiveness of green competitiveness is determined by a number of factors: the share of green goods and services; the speed of implementation of green innovations; the ability to gain and maintain market share; initial prerequisites for development; the level of perception of green innovations; development of ecological culture in society.

The authors identify the subsystems that first need to be assessed: the production process, consumption, infrastructure, corporate culture, resource use, the extent of pollution.

*Keywords:* sustainable development, green production, pollution, innovation, green competitiveness, efficiency.

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