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Development of institutional structures of green business in rural areas under European integration and global challenges

Abstract. The development of institutional structures for green businesses in rural areas is essential for promoting ecological efficiency, sustainable agriculture, and rural development in response to global environmental challenges. This article examined the interaction between governmental bodies, local communities, scientific institutions, and the business sector in shaping

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the institutional architecture of green business. The impact of European integration processes and the European Green Deal on the development of ecological entrepreneurship in Ukraine is analysed. Particular attention is given to the adaptation of institutional structures to crisis conditions caused by war, as well as their role in restoring the agricultural sector and ensuring food security through the development of organic farming. The study provided a comprehensive analysis of institutions that support the development of green business models, identified key mechanisms for increasing their effectiveness, and offered recommendations to promote the transition to environmentally friendly entrepreneurship. Based on European experience and the implementation of ecological standards, it has been confirmed that the development of ecological entrepreneurship and organic production contributes to the sustainable development of farming enterprises under European integration and global challenges. The research results indicate the active development of the green business in Ukraine, particularly due to state programmes, financial support, and international initiatives, which have contributed to the growth of organic production, increased profitability of farms, and the implementation of environmentally friendly technologies. It has been confirmed that effective interaction between state, financial, educational, and technological institutions facilitates the scaling of green businesses, enhances the economic efficiency of environmental initiatives, and creates new opportunities for the sustainable development of rural areas. The research findings can strengthen institutional structures, foster collaboration among key stakeholders, attract investment, and promote organic production to enhance agricultural competitiveness, job creation, innovation, and environmental sustainability within the framework of European integration

Keywords: organic products; green economy; sustainable development; ecological standards; entrepreneurship

INTRODUCTION

Developing institutional structures for green businesses in rural areas is highly relevant, as this direction aligns with global challenges related to climate change, the preservation of natural resources, and the pursuit of sustainable development. The increasing degradation of soils, loss of biodiversity, and rising greenhouse gas emissions necessitate urgent changes in traditional approaches to agriculture. In this context, green business serves as a crucial tool for harmonising economic, environmental, and social goals.

Institutional structures that regulate and support this sector play a key role in creating favourable conditions for the implementation of ecological technologies, optimal resource utilisation, and the development of rural communities. The formation of an effective institutional architecture that integrates governmental bodies, local communities, scientific institutions, and the private sector supports the integration of Ukrainian farmers into global supply chains for ecological products and enhances their competitiveness.

X. Zhai & Y. An (2020) argued that green development is a crucial driver of global economic restructuring and environmental governance. They emphasised the role of governmental policy frameworks in supporting this process. Their research highlights how institutional structures of sustainable agribusiness are shaped by the Green Deal, which facilitates political and economic adaptations to ensure environmental transformation in the context of European integration and global challenges. Building on this foundation, L. Sas *et al.* (2022) proposed a methodology for assessing the level of technological support in agricultural enterprises, enabling managers to make effective decisions regarding innovation implementation. Their study underscores the importance of this methodology as a tool for the formation of institutional structures in green business, particularly in adapting enterprises to EU standards through technological modernisation. Given global challenges such as climate change and food security, this methodology helps to optimise managerial decisions and

enhances the resilience and competitiveness of the agricultural sector.

The increasing pressure of global economic instability also plays a significant role in shaping institutional responses. O. Priss *et al.* (2023) examined the global food crisis and its implications, demonstrating that rising inflation, critical food price surges, and increasing poverty contribute to worsening global hunger. Their findings reveal that food security issues intensify economic instability, highlighting the urgent need for effective institutional mechanisms to mitigate these threats and ensure sustainable rural development.

Expanding on the role of European integration, A. Dibrova *et al.* (2024) analysed the influence of the European Green Deal on the development of green business. They noted that these processes create opportunities for Ukraine in foreign markets by increasing demand for organic products. Their study highlights the role of niche crops in enhancing farm competitiveness due to lower market competition and the growing demand for sustainable food. Furthermore, they emphasised how institutional structures contribute to social resilience by generating employment, engaging youth in entrepreneurship, and preserving rural cultural traditions. These aspects further demonstrate how the development of green business is intertwined with economic and social dimensions. Regarding the justification of the specific features of "green economy" development, T. Zinchuk *et al.* (2022) rightly emphasised the need to reduce resource consumption and promote "green" economic activities. However, it is important to consider that the effectiveness of these measures will depend on the willingness of agribusinesses to adapt to new environmental standards without losing competitiveness.

When analysing the concepts of sustainable development and the green economy, N. Stoiko (2016) emphasised the importance of adequate institutional support as a foundation for implementing environmentally friendly agricultural methods, which contribute to the preservation of natural capital, the reduction of environmental risks, and the sustainable use of agricultural resources. Their findings indicate that adequate institutional support facilitates the implementation of environmentally friendly agricultural practices. During wartime and the post-war period, institutional support for green businesses become even more significant. FAO (2023) reported substantial losses of agricultural land and infrastructure due to military actions, necessitating comprehensive recovery solutions. Effective institutional mechanisms should address economic growth, social resilience, and environmental balance in order to restore the agricultural sector. This aligns with the broader need for institutional adaptation in response to global crises.

Under martial law, disruptions in agricultural logistics and land degradation further underscore the importance of developing green businesses. Institutional support ensures food security and the long-term sustainability of natural resources. Consequently, forming a robust institutional framework not only fosters economic growth but also maintains ecological balance and improves living conditions in rural areas. This study aimed to develop theoretical and methodological foundations, alongside practical recommendations, for the formation and advancement of institutional structures that support green business in Ukraine's rural regions, taking into account contemporary economic, social, and environmental challenges.

MATERIALS AND METHODS

The study of the "green" transformation of agriculture was grounded in a systemic approach, enabling a holistic analysis of the interrelationship between economic, environmental, and social factors influencing the formation and development of institutional structures supporting green businesses in rural areas. The methodological foundation of the research employed an interdisciplinary approach, integrating theoretical analysis, empirical investigation, and systems analysis.

Primary data sources included official statistics and reports such as Agriculture Statistics... (2024), Farmers of Ukraine (2024), Organic Producers... (2024), and governmental records from the Ministry of Agrarian Policy and Food of Ukraine. Regulatory frameworks and institutional policies encompassed legal acts, environmental standards, and financial instruments

governing green business activity, including state programmes such as the Green Region Programme in Lviv and the Ukrainian State Fund for Farm Support (USFFG). Scientific and academic sources comprised publications from the Institute of Agroecology and Environmental Management of the NAAS of Ukraine and educational materials from the National University of Life and Environmental Sciences of Ukraine (NULES of Ukraine).

Sector-specific case studies supplied empirical data on sustainable agricultural practices, including precision farming (Agrohub, SmartFarming), organic production (BTU-Center), agroecotourism (Silver Kuripey Farm, Carpathian agro-estates), biofuel production (MHP biogas plants, Ekodrive pellet production), and ecological livestock farming (Molochar organic dairy, Danosha meat producers). Financial and donor support included investment strategies from the European Bank for Reconstruction and Development (EBRD), grants from the United Nations Development Programme (UNDP), and other funding mechanisms facilitating green entrepreneurship. Public and cooperative initiatives comprised programmes led by the Organic Ukraine Association, the Green Basket cooperative, and international environmental organisations such as Green Dossier.

A comparative analysis was conducted to examine international experiences in green business development. The study reviewed Denmark's state-supported organic production system, Germany's cooperative model and bioenergy sector, France's regional branding and eco-certification practices, the Netherlands' application of precision agriculture technologies, Sweden's ecologically oriented agrotechnologies, Italy's agritourism initiatives, and Austria's organic livestock farming model. These examples offered insights into best practices potentially adaptable to the Ukrainian agricultural context.

A systematic approach was employed to evaluate the interplay between formal institutions (legislation, government regulations, financial incentives) and informal institutions (social networks, cooperative frameworks, cultural practices). A case study methodology was used to explore successful models of green business adaptation and resilience, while a comparative approach assessed the applicability of international experience to Ukraine. Through the integration of these diverse sources and methodologies, the research provided a structured, evidence-based assessment of institutional mechanisms fostering sustainable rural entrepreneurship in Ukraine.

The methodological framework also incorporated qualitative methods to identify the principles, challenges, and opportunities for developing supporting institutional structures of green business in rural areas. Correspondence was established between the domains of green operation business and institutional structures along the value chain (organic agriculture – state regulatory bodies (standards), cooperatives (joint procurement of certified products), financial institutions (grants, subsidies)). Qualitative methods (case studies of successful projects in Ukraine and the EU) were combined with quantitative methods (regression analysis to examine relationships between the level of state support and the effectiveness of green transformation programmes) to support comparative analysis. The potential influence of institutional factors and economic mechanisms on the trajectory of agriculture's "green" transformation was evaluated. The combination of qualitative and quantitative approaches ensured the comprehensiveness and scientific validity of the conclusions and recommendations. The study's results were aimed at establishing a theoretical and methodological foundation for enhancing the effectiveness of green transformation policy in agriculture.

RESULTS AND DISCUSSION

Green business in the countryside is one of the most promising business models that combines economic efficiency with environmental care, creating conditions for the sustainable development of rural areas. The core of this approach is the introduction of environmentally friendly technologies, rational use of natural resources, and the elimination of environmentally harmful practices, which contribute to the preservation of soil fertility, clean water sources, and biodiversity. Due to its focus on innovation and environmental responsibility, green business not only provides a stable income for rural communities but also strengthens their social sustainability.

The importance of green business is especially evident in the context of increasing pressure on ecosystems and the need to adapt to global climate change, which threatens food security and economic stability. In this context, rural communities engaged in organic farming, biofuel production, or ecotourism play a significant role in decreasing greenhouse gas emissions, reducing energy dependence, and fostering an environmentally responsible economy. At the same time, the development of green businesses contributes to the creation of new employment opportunities, particularly for young people, who increasingly prefer innovative and environmentally conscious forms of work.

This sector also plays a key role in the preservation of cultural and natural heritage as it supports the sustainability of traditional farming methods, which are harmoniously integrated with modern environmental technologies. The green business contributes to the development of new market opportunities, especially through the expansion of organic farming, which facilitates access to highly profitable external markets where demand for environmentally friendly products is steadily increasing. One of the promising areas within organic farming is the incorporation of biologisation techniques in crop cultivation, particularly in buckwheat production, which not only improves the ecological quality of produce but also enhances its competitiveness (Karbivska *et al.,* 2024). As a result, green business becomes not only a driver of economic growth but also a crucial mechanism for restoring ecological balance, thereby ensuring the long-term sustainability of rural areas and preserving their environmental potential for future generations. To analyse the system of green business development, it is appropriate to consider the main areas of activity in rural regions and to describe the specific features of each (Table 1).

Table 1. Areas of activity of green business in rural areas and their characteristics

Area of activity	Main characteristic	Environmental effect	Environmental effect examples in Ukraine
Organic agriculture	Cultivation of crops without chemical fertilisers, pesticides, or synthetic substances	Preservation of soil fertility, reduction in CO_2 emissions, and conservation of biodiversity	Organic farms: Hals Agro, EtnoProduct
Precision farming	Use of digital technologies to optimise fertiliser application, irrigation, and harvesting	Efficient resource use, and reduction in environmental chemical load	Technology companies Agrohub, SmartFarming
Production of biological products	Manufacture of organic fertilisers, biofungicides, and bioinsecticides	Reduced the use of chemical plant protection agents: lower water and soil pollution	Biological products from BTU-Center
Agroecotourism	Integration of agriculture with tourism services: agrotours, ecofarms, local product tastings	Promotion of ecological lifestyles, rural development, and cultural heritage preservation	Silver Kuripey Farm, agro-estates in the Carpathians
Biofuel production	Processing of agricultural waste (e.g. straw, husk) into biogas, bioethanol, or pellets	Reducing reliance on fossil fuels: lower greenhouse gas emissions	Biogas plants by MHP, pellet production by Ekodrive
Ecological livestock farming	Rearing of animals on natural feed without hormones or antibiotics	Improved consumer health and protection of natural ecosystems	Molochar organic dairy farm, Danosha meat producers
Renewable energy	Use of solar, wind, and hydroelectric power sources in rural areas	Reduced dependence on conventional energy: lower greenhouse gas emissions	Rural solar plants in the Kherson Region, wind farms in the Zaporizhzhia Region
Agricultural waste processing	Composting, production of organic fertilisers, and recycling of crop residues	Waste reduction and prevention of environmental pollution	Composting at the farm Agrofirma Lan, conversion of corn husks into biopackaging

Table 1, Continued

Area of activity	Main characteristic	Environmental effect	Environmental effect examples in Ukraine
Forestry	Cultivation, maintenance, and restoration of forests for sustainable bioresource use	Carbon sequestration, water conservation, and prevention of soil erosion	Certified wood production by Lviv Forestry
Resource-sharing cooperatives	Smallholder associations for shared equipment use, storage, and product marketing	Lower production costs, improved efficiency, and enhanced social collaboration	Cooperative Green Basket, a rural honey association in the Vinnytsia Region

Source: systematised by the authors based on Agriculture Statistics... (2024), Farmers of Ukraine (2024), Organic Producers... (2024)

The spheres of activity of green businesses encompass various aspects of agriculture, energy, processing, and tourism. They are aimed at preserving natural resources, enhancing environmental sustainability, and supporting the socioeconomic development of rural communities. Institutional structures of green business in rural areas comprise a set of formal and informal norms, rules, organisations, and mechanisms that regulate the production, social, and environmental dimensions of agricultural enterprises. These include formal institutions (laws, state programmes, environmental standards, financial instruments), informal institutions (local traditions, social practices, cooperative networks), and infrastructure elements (technological platforms, supply and marketing networks for ecological products, scientific and educational institutions) (Stryzhak, 2019).

The development of green businesses in rural areas depends on the interaction of various institutional structures that form a support system for ecological entrepreneurship, facilitate the optimal use of natural resources, and stimulate sustainable development (Shpykuliak & Bilokinna, 2019). These structures provide regulatory and legal frameworks, financial assistance, scientific and technological support, and social integration. Their interaction creates a complex system capable of adapting to changes in the external environment.

All institutional structures function as parts of an integrated system, where each element performs a specific role and ensures interconnection with others. For example, state bodies create a legal framework supported by financial institutions, scientific bodies develop innovations implemented through technology companies and cooperatives, and market access ensures the economic viability of "green" initiatives. Such a system ensures stability, adaptability, and sustainable growth of the agricultural sector.

Ukraine is actively implementing programmes and initiatives through institutional structures to develop green businesses in rural areas. This is reflected in the activities of specific organisations, their impact on agriculture, and key economic indicators (Table 2).

Table 2. Implementation of green business development programmes by institutional structures in Ukraine

Category	Organisation/ Program name	Description/Achievements
State regulatory bodies	Ministry of Agrarian Policy and Food of Ukraine (Ministry of Agrarian Policy)	The Ministry is responsible for the development and implementation of regulatory legal acts governing organic agriculture. In 2023, it launched a programme to support organic farming, covering over 1.2 million hectares of agricultural land. As a result, exports of organic products increased by 15% compared to 2022, generating 260 million EUR for the country
State programmes and initiatives	Green Country Programme	Launched in 2021, this initiative aims to plant one billion trees over three years, supporting ecological businesses such as nursery farms and landscaping enterprises. Over 200 million trees were planted in the first year, creating approximately 5,000 new jobs
	State Support for Organic Production	In 2022, the government allocated 50 million UAH to support organic farms, resulting in a 15% increase in certified organic land and a 10% rise in organic exports

Table 2, Continued

Category	Organisation/ Program name	Description/Achievements
Local government	Green Region Programme in Lviv Region	The initiative aims to develop local eco-farms that receive funding from the regional budget. In 2024, 50 million UAH was allocated to support these farms, contributing to the creation of more than 1,000 jobs and leading to a 12% increase in organic vegetable production
Financial institutions	Ukrainian State Fund for Farm Support (USFFG)	The fund provides financial assistance to farmers who adopt environmentally friendly technologies. In 2023, preferential loans totalling 1.5 billion UAH were issued through the USFFG, which reduced production costs by 10% and increased the profitability of organic farms by 18%
Financial institutions and donor organisations	European Bank for Reconstruction and Development (EBRD)	In 2020, the EBRD provided a 25 million EUR loan to Agrofusion for organic tomato paste production, enabling a 30% increase in output and entry into EU markets
	USAID Agrosilrozvytok Programme	Between 2018 and 2023, this programme invested over 20 million USD in environmentally sustainable agricultural technologies, helping 100 farms adopt green practices, boosting productivity by 25%, and creating 1,500 jobs
Farmers' cooperatives and associations	Organic Ukraine Association of Organic Producers	The association unites more than 200 organic farmers producing goods for both domestic and international markets. In 2023, members sold products worth 1.8 billion UAH, contributing to stable sales and improved product quality
	Organic Ukraine Association	A network of more than 500 organic producers. In 2023, they collectively sold products worth over 1 billion UAH (a 20% increase compared to 2022) and trained 2,000 farmers in organic methods
	Green Basket Cooperative	Established in 2021, this cooperative brings together 50 smallscale farmers for the joint production and sale of ecofriendly products. Over two years, total income rose by 40%, with over 10,000 regular customers
Scientific institutions	Institute of Agroecology and Environmental Management of the NAAS of Ukraine	The institute conducts research in ecological agriculture and develops innovative methods for crop cultivation without synthetic fertilisers. In 2024, the implementation of these methods increased yields by 15% and cut chemical costs by 20%
Educational institutions	National University of Life and Environmental Sciences of Ukraine (NULES of Ukraine)	NULES trains specialists in ecological agriculture. In 2023, the university launched an organic farming programme, enrolling 500 students. Graduates are employed at 40 eco-farms across Ukraine, contributing to greater efficiency in ecological farming
Technology companies	Agrohub	Agrohub is a technology company that develops and supplies equipment for precision agriculture. In 2023, its solutions enabled farms to cut fuel and fertiliser costs by 15%, saving over 2 billion UAH
Public organisations	International organisation Green Dossier	This organisation carries out educational activities and promotes environmental standards among farmers. In 2024, more than 100 seminars were conducted, involving over 5,000 farmers, who gained knowledge of environmentally friendly practices
International donors	United Nations Development Programme (UNDP)	In 2023, the UNDP allocated 10 million USD in grants to support the development of organic agriculture in Ukraine. The funding focused on implementing energy-efficient technologies, which reduced greenhouse gas emissions by 12%
Markets for ecological products	Eco-farmer's markets in Kyiv and Lviv	In 2024, these markets facilitated the sale of eco-certified products worth over 1 billion UAH. Their operation stimulates demand for organic goods and encourages farmers to adopt environmental standards in agriculture

Source: systematised by the authors based on O. Ryabchyn & D. Kulaga (2023), Farmers of Ukraine (2024), Organic Producers... (2024), O. Panukhnyk *et al.* (2024)

These cases demonstrate how the activities of various institutional structures contribute to the development of green businesses in rural areas in Ukraine, enhancing economic indicators and ensuring the sustainable development of the agricultural sector. Institutional changes in the agricultural sector of Ukraine significantly affect employment, social

mobility, and youth participation in agriculture. Analysing these aspects is key to understanding the effectiveness of implementing green business and the sustainable development of rural areas.

Analysing investment trends in environmental protection activities is important, as it allows for an understanding of how priorities in the development of green business in Ukraine are changing and also reveals key factors that affect the success of such initiatives in rural areas. Studying the dynamics of investment and changes in support for environmentally oriented projects during the war provides valuable insights into the adaptation of institutional structures and mechanisms that support sustainable development in agricultural and rural areas. These insights help to inform strategies for the restoration and strengthening of these structures during periods of economic and social instability. It is particularly important to explore how changes in priorities affect the development of institutions supporting green initiatives (Table 3). In response to the war and other contemporary challenges, institutions that promote environmentally oriented enterprises in rural areas must rapidly adapt to new realities, providing not only economic but also organisational and legal support. This includes backing innovations in sustainable agriculture, renewable energy sources, and waste-processing technologies.

Table 3. Investment indicators of agricultural enterprises by environmental protection activities (million UAH)

Year	Air protection	Water purification	Waste management	Soil and water protection	Other areas
2019	1125	1329.5	260.3	-	3197.4
2020	5886.3	5093.9	624.6	126.8	3360.9
2021	6472.6	48,091.6	7776	1792	133753.1
2022	1756.1	16185.3	532.5	960.4	77023.8
2023	6188.2	587.5	626.1	884.4	49944.8

Note: "-" - no data available
Source: systematised by the authors based on Agriculture Statistics... (2024)

Until 2022, institutions supporting the development of green businesses in Ukraine actively promoted investment in environmental protection activities, particularly through initiatives aimed at creating a favourable environment for ecological technologies and sustainable development (Andrusevich *et al.*, 2023). During this period, there was increased attention to environmental sectors, as evidenced by the growing volume of funding, particularly in areas such as water purification and air protection. Key institutional structures contributing to this development included government bodies, local organisations, and international donors, who provided financial and advisory support to enterprises focused on environmental innovation. These structures created conditions conducive to attracting investment into environmental projects through various support programmes and incentives for green businesses, as well as through the integration of national environmental standards with international ones. Financial institutions also played an active role, offering specialised loans and grants to enterprises implementing eco-friendly technologies.

In 2022, with the onset of the war, institutional support for green businesses underwent significant changes. First and foremost, the decline in investment volumes in environmental protection activities, particularly in water purification and air protection, indicates a reorientation of priorities due to the need to ensure security and restore critical infrastructure (Andrusevich *et al.*, 2023). Institutions that had previously actively supported green initiatives, including through subsidies or grants, were forced to shift their focus to restoring the country's basic needs, including the stability of the water supply and energy security. However, even under conditions of limited financial resources, institutions continued to support some areas of green business development, particularly by minimising environmental risks related to the war and creating conditions for the gradual restoration of environmental projects.

Despite the challenges, institutions supporting the development of green business have adapted their strategies to the new realities, demonstrating the ability of Ukrainian organisations and the state to be flexible in responding to global challenges. Investment institutions and donor organisations also revised their programmes, providing support to more urgent areas such as the restoration of ecological infrastructure, which is critical for the future development of green business in Ukraine.

Studying these changes helps to clarify how institutional structures can be effectively reorganised to ensure the sustainable development of green businesses in rural areas, especially in the context of limited resources and shifting priorities. It also helps to determine which mechanisms of state support and private investment are most effective in stimulating the development of ecological initiatives in rural communities, ensuring not only economic benefits but also improvements in quality of life and environmental conditions in these areas.

Understanding changes in investment priorities for environmental projects during wartime, as well as the adaptation of institutional structures to new realities, is crucial for formulating strategies for developing green businesses in rural areas. Studying these processes allows not only the evaluation of the effectiveness of existing approaches but also the identification of ways to improve them in conditions of economic instability. For further development in this area, it is important to pay attention to best practices from other countries that have successfully implemented institutional models supporting sustainable rural business. European experience can be utilised to implement recommendations for the development of green business, particularly in the following areas (Table 4):

Table 4. Analysis of tools and European practices for sustainable agricultural development

Country	Key practices/Instruments	Impact on ecological transformation	Recommendations for Ukraine
Denmark	Subsidies for land conversion, tax reductions on organic products, state procurement for schools and hospitals	Significant impact on the development of organic production and the ecological transformation of the agricultural sector	Adopt the model of direct subsidies and state procurement of organic products to increase demand for eco-friendly goods
Germany	Development of cooperatives (over 2,000) and bioenergy production	Effective support for farmers in resource sharing, processing, and energy production	Develop agricultural cooperatives and biogas energy to enhance resource efficiency and sustainability
France	Promotion of regional brands (e.g., Label Rouge, AOC) and certification of organic products	Increased competitiveness of eco-friendly products in domestic and international markets	Introduce similar certification schemes to promote Ukrainian organic products in Europe
Netherlands	Precision agriculture technologies (drones, GPS, specialised software)	Optimised resource use and increased agricultural yields	Promote precision agriculture through government co-financing and farmer training to reduce costs and improve efficiency
Sweden	Minimal soil tillage, biofertilisers, and ecologically oriented agrotechnologies	Long-term sustainability, restoration of soil fertility, and biodiversity preservation	Offer financial incentives for farmers adopting minimal tillage and biofertilisers
Italy	Development of agritourism, combining organic production with tourism services	Additional income sources for farmers and promotion of eco-friendly production among consumers	Establish agritourism routes and create conditions to attract visitors to agricultural regions
Austria	Support for organic livestock farming (eco-friendly animal husbandry, natural feed)	High-quality organic livestock products and reduced environmental impact (over 20% of livestock products are organic)	Enhance organic dairy and meat production through eco-friendly practices

Table 4, Continued

Country	Key practices/Instruments	Impact on ecological transformation	Recommendations for Ukraine
EU context	Implementation of the European Green Deal and European Climate Law	Promotes ecological transformation, economic efficiency, and social resilience in rural areas	Create an enabling institutional environment to support green business and align with the European Green Deal requirements

Source: systematised by the authors based on European Commission (n.d.a), M.A. Minenko (2015), Denmark intends... (2016), Towards a Green Economy... (2018), V.D. Caprio *et al.* (2018), C.Ir. Kempenaar (2022), Promotion of Organic... (2023), Sustainable Business... (2024), A. Dibrova *et al.* (2024), European Commission (2024)

The optimisation of the regulatory and legal framework becomes a key tool for ensuring an effective transition to a green economy, as clear rules of the game contribute to increasing investment attractiveness, minimising risks, and creating transparent conditions for the development of sustainable business models. It is important to harmonise Ukraine's legislation with EU environmental standards. This includes adapting national regulations to Council Regulation (EC) No. 834/2007 (2007), European Commission (n.d.b), and other directives, the Paris Agreement on Climate Change (2015), European Commission (2019), European Commission (2023), related to organic production, sustainable resource use, and greenhouse gas emission reduction. Ensuring transparency in legal regulation will stimulate investment in green businesses.

In the conceptualisation of developing institutional structures for green business in rural areas under the conditions of European integration and global challenges, the following aspects of problemsolving are proposed:

1. The government should broaden programmes for subsidising ecological initiatives, particularly by introducing long-term preferential loans for farmers transitioning to organic production. Additionally, it is advisable to strengthen cooperation with international donors such as the European Bank for Reconstruction and Development (EBRD), the European Investment Bank, and the Horizon Europe Programme to attract grants and technical assistance.

2. A modern logistical infrastructure should be established for the storage, processing, and transportation of ecological products. This will help reduce production costs and ensure a stable supply to both domestic and international markets. The development of digital platforms for monitoring agricultural land conditions, optimising resource use, and coordinating product distribution is also crucial.

3. Institutional support should include the active training of farmers and entrepreneurs in ecological practices through seminars, workshops, and specialised courses. In cooperation with educational institutions, programmes should be designed to train specialists in organic farming, resource management, and environmental governance.

4. Significant attention should be given to stimulating the cooperative movement. Cooperatives are vital for uniting small farmers, sharing resources, and accessing markets. Institutional support should include programmes for the development of such associations, which will ensure more efficient resource use and increase the competitiveness of Ukrainian green businesses in the European market.

5. An important aspect is the introduction of a monitoring and evaluation system to assess the effectiveness of institutional support for green businesses. This will enable timely responses to challenges, the identification of bottlenecks, and the adaptation of programmes to current conditions.

6. Ukrainian producers require support in obtaining certification for compliance with European environmental standards. This will expand export opportunities and enhance trust among European consumers.

The implementation of these measures will contribute to the creation of a sustainable system of institutional support that will ensure the growth of green businesses in Ukraine following the principles of the European Green Deal. This

will not only strengthen the economic potential of the agricultural sector but also support the sustainable development of rural communities and the preservation of the natural environment. At the same time, international experience indicates that the effectiveness of environmental policy largely depends on the combination of incentive measures, as confirmed by studies of corporate practices in China. Research conducted by L. Xu & Y. Chen (2021), based on data from companies in Shanghai and Shenzhen, indicates that environmental fines are a more effective tool for stimulating environmental investment than subsidies, although this conclusion requires a more thorough analysis within the context of enterprises' long-term strategies. Including a broader range of industries in the analysis and applying qualitative research methods, such as case studies or in-depth interviews, could offer a deeper understanding of enterprise motivation and the real mechanisms through which environmental policy exerts influence.

Developing institutional structures for green businesses in rural regions is one of the key aspects of achieving sustainable development. Given current challenges, including climate change, resource depletion, and socioeconomic instability (Lopatynskyi *et al.,* 2023), institutional support becomes a necessary prerequisite for the effective implementation of environmentally sustainable practices in the agricultural sector. The Cabinet of Ministers of Ukraine has initiated a draft law introducing the concept of an eco-industrial park as an innovative format for industrial sites focused on environmentally responsible practices, including the use of alternative energy, waste management, and efficient water use (A draft law with changes..., 2024). This initiative also aims to simplify the procedures for establishing and operating industrial parks, clarify the rights and responsibilities of stakeholders, and streamline terminology and regulations governing types of activity. One of the key focus areas of the Myronivka industrial park in Myronivka, Kyiv Region, is alternative energy (Industrial parks, 2024).

L. Xu & Y. Chen (2021) highlighted the importance of government intervention in sustainable business practices and the commitment to green development, as these factors contribute to corporate environmental responsibility and sustainable business operations. In this context, new-generation industrial parks oriented towards environmentally sustainable practices will support the introduction of green businesses in rural areas by fostering the development of alternative energy, promoting the efficient use of resources, and, in the longer term, ensuring effective waste management. Adhering to these priorities represents a crucial step towards enhancing the environmental resilience of agricultural areas and creating innovative opportunities for rural entrepreneurship. In this context, K. Hristov *et al.* (2024) examined the development of renewable energy, particularly solar energy, as a key factor in achieving the objectives of the European Green Deal, emphasising its role in stimulating economic growth in rural areas, generating new business models and employment opportunities, while also acknowledging the challenges associated with depopulation, infrastructure limitations, and land use.

S. Das & O. Hazarika (2023) noted that in India's agricultural economy, traditional knowledge and local practices can complement formal government policies, leading to more sustainable farming models. They stressed that the success of green businesses depends on the integration of both formal and informal institutions. Similarly, I.F. Balaniuk & T.L. Ivaniuk (2020) observed that in Ukraine, this process is hindered by farmers' limited access to land resources following the new land reform. They proposed that the establishment of a state land bank could serve as an effective institutional mechanism to support farmers, promote the stable development of organic agriculture, and maintain the socioeconomic resilience of rural areas. Additionally, institutional reforms that strengthen farmers' involvement in decision-making play a vital role in mitigating the adverse effects of climate change by improving the adaptability of rural communities. Increased attention to farm managers further encourages them to facilitate rural development in the public interest, in line with sustainable development goals. At the same time, the growing number of health-conscious consumers is driving the rapid expansion of organic agriculture (Agriculture Statistics..., 2024).

P. López-Vargas *et al.* (2023), in their study of the Peruvian Amazon, found that formal laws may be less effective than traditional rules governing natural resource management. This highlights the need to integrate local knowledge into public policy to enhance governance efficiency. Such models have the potential to form the foundation for sustainable forestry and agricultural practices. A. Sharma *et al.* (2024) demonstrated, in their research on Uttar Pradesh, that the integration of financial technologies (FinTech) into agriculture can play a crucial role in the sustainable development of agricultural systems. They stressed that digital platforms facilitate resource optimisation, reduce costs, and promote environmental responsibility – an especially important consideration given farmers' limited access to financial resources and expertise.

P. Girard (2023) explored the role of institutional economics in analysing structural changes affecting youth employment in rural areas. His research highlighted that access to land, capital, and education are key factors in ensuring a successful transition of young people to independent farming. This finding underscores the need to establish institutional conditions that support human capital development. Similarly, N. Pylypiv & S. Sologub (2024) highlighted the effectiveness of a balanced scorecard system as a strategic planning tool for assessing the implementation of socio-economic development strategies within territorial communities. Their study focused on how this system aligns with sustainable development goals, particularly in areas such as financing, environmental management, and intersectoral cooperation.

T. Zinchuk *et al.* (2024) maintained that agriculture is the primary sector of the EU rural economy and plays a crucial role in shaping contemporary rural development policy. The development of rural areas constitutes the second pillar of the EU's Common Agricultural Policy, providing support for farmers, market interventions, and the social, environmental, and economic sustainability of agriculture. Thus, the institutional mechanisms underpinning the EU rural economy not only determine the direction of rural development policy but also establish the principles necessary to ensure stability and the sustainable evolution of the agricultural sector. In their study, M. Khvesyk *et al.* (2024) argued that the role of institutional instruments in safeguarding ecological security and resilience in socio-ecological-economic systems should be recognised as a key challenge of contemporary agricultural policy, requiring an integrated approach and effective implementation strategies. The isolation by J. Patroniak & S. Szymanski (2020) of only two evolutionary modules – environmental economics and environmental policy – is a simplified approach, as the green economy encompasses social dimensions, financial instruments for ecological transition, corporate responsibility mechanisms, and regulatory frameworks for business.

O. Shpykuliak & I. Bilokinna (2019) emphasised the need to implement the development of "green" cooperatives as institutional structures for the socioeconomic advancement of rural areas and communities in the context of ensuring energy security, positioning institutions and practices of the "green" agenda to achieve the Sustainable Development Goals. According to O.S. Pavlenko (2023), the concept of the green economy in the agricultural sector is fundamental to ensuring the rational use of resources and enhancing the efficiency of the food supply chain. Given the significant impact of institutional structures within the green business on ecosystems and the livelihoods of the population, the "green" transformation plays a crucial role in achieving sustainable development and enabling a successful transition to an environmentally oriented economy.

T.O. Kharchenko (2023) rightly emphasised the role of public administration in aligning Ukrainian policies with the European "green" agenda, but it is also important to consider the challenges associated with the institutional capacity to implement these initiatives. In particular, it is necessary not only to adapt the regulatory framework but also to ensure effective audit mechanisms and the viability of financing so that investments in infrastructure genuinely contribute to the achievement of sustainable development goals rather than being merely declarative. The view of O. Khodakivska *et al.* (2023) is valid, as the strategy for developing the green economy in Ukraine's agricultural sector aims to harmonise economic, environmental,

and social objectives by supporting innovation, attracting investment, and adapting to European standards. At the same time, the analysis identifies several risks, including war-related disruptions, insufficient funding, and competition from international producers. These challenges necessitate the development of a comprehensive state support policy and an effective institutional framework.

Agricultural management in the economic sector, based on the principles of the "green" agenda, is recognised by scholars and supported by practical evidence as an effective socio-economic approach to meeting the population's demand for healthy food products and supplying the processing industry with environmentally clean raw materials. Within the context of developing institutional structures for the green business, the following priorities are being implemented: fostering the resilience of entrepreneurial structures and promoting sustainable territorial development; creating additional employment opportunities, particularly "green" jobs; strengthening the capacity for socially responsible governance; and facilitating the constructive institutionalisation of mechanisms to stimulate "green" initiatives that align with the requirements and opportunities for integrating the sector into the international economic landscape, particularly that of the EU.

CONCLUSIONS

Therefore, the development of institutional structures for green businesses in rural areas represents a significant component of sustainable development, combining economic, social, and environmental dimensions. The adoption of environmental technologies, efficient management of natural resources, and alignment with international environmental standards create the conditions to enhance the competitiveness of Ukrainian farmers and expand their access to global markets.

The green business, in its institutional and economic foundation, serves as a basis for achieving the objectives of sustainable, renewable, and environmentally oriented approaches to economic activity. Such a framework of economic practice entails the diffusion of innovations and capabilities through which domestic agriculture strengthens the social and economic pillars of market competitiveness. The advancement of this sector within agriculture facilitates integration and adaptation to European standards while existing institutions in the domestic market receive effective incentives to broaden the implementation of "green" practices.

European integration processes and the principles of the European Green Deal present new opportunities for Ukrainian agriculture. The transition to environmentally sustainable business models contributes to reducing the environmental footprint of the agricultural sector, improving product quality, and enhancing living standards in rural areas. Simultaneously, the development of effective institutional mechanisms for cooperation between the state, businesses, and the scientific community fosters the fosters of innovative technologies and broadens opportunities for attracting investment.

Under wartime conditions, it is necessary to reassess strategies for financing and adapting environmental projects, particularly by directing efforts towards the restoration of agricultural infrastructure and the safeguarding of food security.

The findings obtained may serve as a foundation for formulating state policy to support green businesses, integrate Ukraine's agricultural sector into international environmental frameworks, and attract investment in renewable resources. Further research should focus on developing specific financing models for environmental initiatives and evaluating their impact on regional economic indicators.

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Розвиток інституційних структур «зеленого» бізнесу на селі в умовах євроінтеграції та глобальних викликів

Анотація. Розвиток інституційних структур для зеленого бізнесу в сільській місцевості має важливе значення для сприяння екологічній ефективності, сталому сільському господарству та розвитку сільських територій у відповідь на глобальні екологічні виклики. У статті досліджено взаємодію між органами влади, місцевими громадами, науковими установами та бізнес-сектором у формуванні інституційної архітектури «зеленого» бізнесу. Проаналізовано вплив євроінтеграційних процесів та Європейського зеленого курсу на розвиток екологічного підприємництва в Україні. Особливу увагу приділено адаптації інституційних структур до кризових умов, спричинених війною, а також їх ролі у відновленні аграрного сектору та забезпеченні продовольчої безпеки через розвиток органічного землеробства. У дослідженні здійснено комплексний аналіз інституцій, які підтримують розвиток «зелених» бізнес-моделей, визначено ключові механізми підвищення їхньої ефективності та запропоновано рекомендації щодо сприяння переходу до екологічно дружнього підприємництва. На основі європейського досвіду та впровадження екологічних стандартів підтверджено, що розвиток екологічного підприємництва та органічного виробництва сприяє сталому розвитку сільськогосподарських підприємств в умовах євроінтеграції та глобальних викликів. Результати дослідження свідчать про активний розвиток «зеленого» бізнесу в Україні, зокрема завдяки державним програмам, фінансовій підтримці та міжнародним ініціативам, які сприяли зростанню обсягів органічного

виробництва, підвищенню прибутковості господарств та впровадженню екологічно чистих технологій. Підтверджено, що ефективна взаємодія між державними, фінансовими, освітніми та технологічними інституціями сприяє масштабуванню «зеленого» бізнесу, підвищує економічну ефективність екологічних ініціатив та створює нові можливості для сталого розвитку сільських територій. Результати дослідження можуть сприяти зміцненню інституційних структур, налагодженню співпраці між ключовими зацікавленими сторонами, залученню інвестицій та просуванню органічного виробництва для підвищення конкурентоспроможності сільського господарства, створення робочих місць, впровадження інновацій та забезпечення екологічної стійкості в рамках європейської інтеграції

Ключові слова: органічна продукція; «зелена» економіка; сталий розвиток; екологічні стандарти; підприємництво