

The so-called “Lviv waste crisis” of 2016 and 2017 caused a serious problem for our country while creating a threat for the ecology as well. So, it is necessary to do research into the issue of waste sorting in Ukraine, and in Melitopol in particular.

The purpose of the research is to determine what actions of the government and material costs are needed to improve the state of the environment in our town.

To find out the costs that are needed, at first we must find out what we already have and what we need to invest into. First of all, a certain amount of containers for sorting waste are required. To define this amount we need to know that usually the density of municipal solid waste (in containers) is 180-250 kg / m³ [1]. Population of Melitopol as of January 1, 2020 is 151,948 citizens [2]. The average household produces 6.5 million tons of waste or about 271 kg per person per year [3]. So that means that one person produces 750 grams of waste a day. According to the official data, we can calculate the total waste amount which is 10.6 tons a day.

One container can fit 1100 litres of waste or 250 kg, so to cover the whole town 426 containers are needed, unless that waste is sorted.

To make people sort the waste it has to be readily available, not to entail extra fare to deliver waste to garbage collection point and mountains of sorted waste at home, so even more new containers will be required in each courtyard. Currently there are about 2 or 3 containers in each courtyard. That means that the city authorities need to buy at least 852 containers, the total cost of which is 3 365 400 hryvnias.

Plastic, paper and glass will gather slowly and they do not deteriorate quickly, so they won't entail a lot of extra fare, while the money that will be bailed out from waste recycling will cover the transportation costs.

To popularize waste sorting, social advertising may be needed. And the main point is building the garbage recycling plant. This project would be rather expensive for the budget of our town, so help from the regional or country administration as well as foreign investments will be required.

In conclusion, this topic needs further investigation and will be looked into based on the present research.

References

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Language adviser: *Suprun O.M., Senior Teacher of the Department of Foreign Languages, Dmytro Motornyi Tavria State Agrotechnological University*

CREATIVITY AS A RESOURCE FOR MANAGING OPPORTUNITIES

Viktorova V.S., *nib89943@ukr.net*

Dmytro Motornyi Tavria State Agrotechnological University

Nowadays, creativity more actively penetrates into various spheres of human life. Management is no exception. Recently, researchers have increasingly paid attention to the problem of using the creative potential of top managers in an organization. Also, creative approaches are gaining popularity in organization management.

The purpose of this article is to consider a set of theoretical aspects that relate to creative thinking, its barriers and ways of development. Among the famous scientists who have studied the problems of creativity, Thorpe Scott and Rod Judkins should be distinguished [1-2].

Sometimes creativity is confused with creativity. Of course, these concepts are closely related, but they do not mean the same thing. Creativity is the process of creating subjective values (such as emotions). The results of creative activity bring emotional satisfaction. Having natural talent is important, but not required, for creativity. In this case, you can be a creative person, but not creative. Creativity, in turn, refers to specific thinking abilities. In general, creativity is a set of human abilities that help him create and implement completely new ideas [1].

There are several important criteria (attributes) that define creative thinking: fluency, flexibility, originality, sophistication, and resistance to patterns. The last of the criteria is the most basic because it is associated with the awareness of one's own limitations and affects the development of the ability to think creatively.

It is worth paying attention to the barriers to creativity - these are obstacles, artificial restrictions that people create on their own. One of these barriers is the pursuit of certainty. The state of uncertainty causes discomfort in a person, and he always seeks to eliminate it. When the task becomes certain, as a rule, an understandable solution is found. But this is the trap: too clear formulations and conditions prevent the development of creative thinking.

The second significant barrier is the fear of evaluation by other people. In any new business, there are always risks associated with mistakes and failures. Therefore, most people prefer proven methods, rather than looking for new opportunities. The following automatically follows from this obstacle - low self-esteem [2].

For the development of creative thinking, it is advisable to offer the following methods: change of working hand (do habitual actions with the other hand); new scents (purchase various essential oils, perfumes, etc.); new environment (visit new places, choose a new road each time); development of tactile sensations (for example, moving around the flat with closed eyes); change the style of clothes (add new, unusual things to the wardrobe).

As a result, we can say that in the conditions of modern unpredictability, it is difficult to remain unbending. In this regard, companies need flexibility in the management process and creativity can help with it. The development of creative thinking is the primary task of forming a personality, which, together with high moral qualities, allows you to become a person with a capital letter. Absolutely new and interesting ideas attract most people, therefore, using this approach, the manager of any company will be able to attract many more consumers and increase his profits. An important characteristic for a leader is openness to new things, the ability to take risks and not follow stereotypes. It is also important to know that the process of developing creative thinking is very laborious and can take a very long time. You should not expect quick and easy results.

References

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Language adviser: *Kryvonos I.A., Senior Teacher of the Department of Foreign Languages, Dmytro Motornyi Tavria State Agrotechnological University*