**Strategies for low-carbon development of companies: foreign and domestic experience**

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The high quality of the natural environment is "the main wealth of mankind and an unconditional value category, the essence of global environmental interests." At the same time, one of the global negative trends for humanity is the constantly deteriorating state of the environment and the depletion of natural resources due to their irrational use. Global environmental problems are typical for many regions, especially for large industrial centers, where there is a high level of environmental pollution due to industrial emissions and deterioration in air quality, discharge of raw sewage into water sources and a significant increase in production and consumption waste. The impact of economic activity on nature is becoming more and more significant every year.

Any business is closely related to environmental issues in many aspects. Environmental factors must be considered in any company strategy, regardless of location and economic sector. The strategic development of the socio-economic agenda in the corporate sector of the economy is a noticeable trend. Strategic leadership of companies in the XXI century is impossible without considering issues of economic and social efficiency.

The paper deals with the issues of strategizing the activities of companies with the trend of sustainable development. Now it is increasingly recognized that the achievement of sustainability largely depends on the greening of the economy. A priority feature of the growth of the green economy is a radical increase in energy efficiency, so the term "low-carbon" economy has become widespread. It is seen as the basis of a green economy and a model for the economy of the future.

Research of strategy theory was carried out by A. Aganbegyan, S. Avdasheva, V. Kvint (the founder of the national theory and methodology of strategy), G. Kleiner, N. Rozanova, V. Tambovtsev. The works of N. Bryant, L. Burns, S. Guercini, F. Godart, R. Jones are devoted to the issues of industry business modeling and enterprise development concepts. Theoretical and practical issues of resource saving at an industrial enterprise are considered in detail in the works of famous scientists: G. Yanovsky, A. Zolotareva, G.Ya. Kiperman. The fundamentals of Russia's environmental development strategy are reflected in the works of V. Kvint, V. Fetisov, G. Zadorozhnaya. Despite a significant number of scientific papers in this subject area, important theoretical, methodological issues related to the development of a strategy for the transition to low-carbon development of companies that meet the requirements of modern reality remain unresolved and debatable.

The purpose of this study is to identify the features and determine the methodology of the company's transition strategy to low-carbon development, as well as approaches to defining its mission and objectives. For this, a comparative analysis of the low-carbon economic development of companies from a number of leading foreign countries and Russia was carried out. Due to the theory of strategy and the strategizing methodology of Academician V. L. Kvint, trends, directions and priorities for low-carbon development of companies were identified, an OTSW analysis was carried out considering strategic opportunities, threats, strengths and weaknesses in the strategizing of low-carbon activities of companies.

The paper reveals the features and defines the methodology for strategizing the transition to low-carbon development. According to the methods and models used in this paper (based on the theory of strategy) through methods of analysis and synthesis, comparison and generalization, the author analyzes the best implementation practices, identifies similarities and differences in the application of the transition strategy to low-carbon development of companies, and also makes conclusions about the existence of a connection between the company's involvement in environmental problems and the branch of the company's operation. The analysis of strategic trends and the identification of trends and patterns makes it possible to detect a number of opportunities, existing and potential threats to the object of strategy. As part of the study, it was found that low-carbon principles, as the global environmental problems of mankind increase and the need to harmonize the interests of the company, become objectively necessary for the very possibility of such a business to be represented on the international market. The conclusion is made about the degree of compliance of approaches used in Russia to low-carbon activities with foreign practices. Based on the analysis of foreign practices, strategic directions and priorities that contribute to the formation of the transition to low-carbon development of the company are considered and proposed for implementation. A special role is assigned to modern progressive and proven measures and strategic priorities aimed at maximum greening of production processes. Ecological technologies and equipment, wide use of Russian and international scientific and technological achievements, including progressive best available technologies, providing a significant reduction or elimination of the negative impact on the natural environment are proposed for implementation in the production processes of enterprises and organizations of the sectors of the Russian economy.