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ОПАШКАРСКА ИКОНОМИКА
LAGGING BEHIND ECONOMY

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КАК БЪЛГАРИЯ МОЖЕ ДА ДОПРИНЕСЕ ЗА ЕНЕРГИЙНО РЕНОВИРАНЕ НА НЕДВИЖИМИТЕ ИМОТИ
В ГЕРМАНИЯ
**HOW BULGARIA CAN CONTRIBUTE TO ENERGETIC REFURBISHMENT OF REAL ESTATE IN
GERMANY**

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"On 28th September 2010, the government of the Federal Republic of Germany set a political goal to achieve a "nearly climate-neutral building stock by 2050". Due to the long period up to 2050, an intermediate goal was set in 2019: Emission of climate-damaging gases in Germany must decrease by 55% by 2030 compared to 1990.

Up to now, however, Germany has only marginally come closer to this goal. According to the Federal Environment Agency, emissions of CO2 equivalents from the building sector in Germany in 2011 amounted to 128 megatons. In 2020 the emissions summed up to 120 megatons.

Thus, the target set for 2050 cannot be achieved with the current refurbishment rate.

More over many of the building materials currently used for energetic refurbishment can pollute the environment.

The obstacles and restraints that are the reasons for the fact that refurbishment of buildings does not take place more quickly and willingly are known. Not even governmental measures can significantly speed up the refurbishment of buildings.

But there is hope – and plants from Bulgaria may play a decisive role. Why and which plants may make significant contributions to the energy-efficient renovation of buildings in Germany is presented in this article."

Key words: climate change, building sector, refurbishing buildings, renewable resources, narrow-leaved cattail, profitability

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ПОТРЕБИТЕЛСКИЯТ ПРЕХОД КЪМ ЗЕЛЕНА ИКОНОМИКА: РОЛЯТА НА СЕРТИФИЦИРАНИТЕ ЕКО-
ЕТИКЕТИ ОТ ТРЕТИ СТРАНИ
**CONSUMER TRANSITION TO A GREEN ECONOMY: THE ROLE OF THIRD-PARTY CERTIFIED ECO-
LABELS**

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In order to reduce the asymmetry of knowledge between producers and consumers, many organizations promote the use of eco-labels certified by independent third parties, with the purpose of identifying those products or services that have minor impact on the environment throughout their entire life cycle. However, since there are currently a high number of ethical labels and claims and consumers are usually confused about their real meaning. This research is intended to analyze whether consumers attribute organic properties to products identified by third-party certified eco-labels to the same extent that to other third-party certified sustainability labels and other non-certified organic claims. A survey study was carried out with a sample of 200 university business students and ANOVA analysis was used to verify differences in the meaning attributed to different labels. In general terms, the results of the study allow to conclude that consumers do not have a precise knowledge about the meaning of different sustainability dimensions certified by official seals, nor do they know how to differentiate them from non-certified advertising claims. One of the main practical implications of this work has to do with the critical analysis of the effectiveness of Community regulations on eco-labelling and green advertising claims.

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ПРИНОСЪТ НА ВЪЗОБНОВЯВАНЕТО НА МЕСТНИТЕ ИДЕНТИЧНОСТИ ЗА ПОСТИГАНЕ НА
ЕВРОПЕЙСКА СОЦИАЛНО-ИКОНОМИЧЕСКА КОХЕЗИЯ
**THE CONTRIBUTION OF THE REEMERGENCE OF LOCAL IDENTITIES TO THE ACHIEVEMENT OF
THE EUROPEAN SOCIO-ECONOMIC COHESION**

The paper attempts to approach the phenomenon of reemergence of the local identities in Europe during the last decades, applying it, as a case-study, on the European-border regions of the Greek and Bulgarian Thrace. Globalization, in fact, provoked fears in local communities for instability, dissolution and loss of identity, urging a reaction, targeting to consistency, tranquility and security, traced particularly in the reemergence of local identification. This recent approach is actively positive and creative, functioning in the frames set by the EU, simultaneously opposite to introversion, often connected to heterophobic past behaviors. The identity-building capacities are now built from the inside, enriched by their interdependent character, visualized through sustainable synergies on a horizontal, cross-border, trans-regional and trans-national level and a vertical one, functioning on fields such as culture, tourism, education, social inclusion, youth, green economy and training. Consequently, this new procedure potentially plays a crucial role in the planning and implementation of the European policies, which now abet communities, since it has been realized that local identities form not only a desirable, but an indispensable actor for the overall longevity, as well, so that local diversity contributes substantially to the European economic, social and territorial cohesion and integration.

Key words: Local identities, globalization, communities, cohesion, synergies, extroversion, integration

