

THE STRATEGIES OF THE TOP FIVE EU MEMBER COUNTRIES ON RUSSIAN GAS TO DIVERSIFY THEIR ENERGY CONSUMPTION

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Modern world countries' economies are interconnected via international trade, services, energy supply, demand and transit. So, this means that there exists a scale of economy and if something mistakenly happens, it will spill over the country's neighbourhood or the whole world.

According to the official statistical data in 2021 the world energy consumption was 595.15 exajoules which increased by 5.8% compared to 2020. In 2021 the share of oil consumption was 31 %, natural gas – 24.4 %, coal – 27 %, nuclear energy - 4.3%, hydroelectric – 6.8 % and renewables – 6.7 %. In fact, the share of hydrocarbon energy consumption was a total of 55.4 % and this means that the world is dependent again on the energy resources by which the world is “ruled” by the main oil and natural gas reserves/producer countries.

As for energy consumer countries, in 2021 top energy consumer EU member countries were Germany with 12.6 %, France – 9.41 %, Italy – 6.4 %, Spain - 5.6 % and Poland – 4.4 %. As for the share of each energy resource in each country's total energy consumption, Germany consumed 25.8 % of natural gas in its total energy consumption, Italy – 41.1 %, Spain – 21.9 %, Poland 18.8 % and France – 16.5 %.

The Russian invasion of Ukraine mostly caused energy consumption to collapse and food trade challenges in the world since December 24, 2022. But this is not news, in the early years, from 2005-2006 there were gas supply disruptions for EU member countries from the Russian Federation; so, it can be said that EU member countries tried and are still trying to diversify gas consumption via various ways.

The economy is deeply interconnected with political issues. The tragedy is that thousands of people have died in Ukraine.

The aim of the present article is to analyse how these top five E. U. member countries are trying to use renewable energy resources, and diversify with different energy importers, simply, to decrease the mentioned energy consumption, how the war affected them and what their way out is.

Energy has its history. It is used in different sectors of the world. Mostly oil, natural gas and coal are used. EU faced an energy crisis in 2006 and 2009 when Russia cut the natural gas supply, the same historical case happened in 1973 when Arabian countries set sanctions on oil supplements where there these energy resources were used for political purposes. The aim of the Arabian countries and Russia was to impact the U. S. and other Israel supporter countries (oil consumers) and EU member states (natural gas consumers).

After the Russian invasion of Ukraine, EU members tried to make the diversification of their energy consumption or move them to other ones.

The object of the research is to reveal what are those top five energy consumers of EU member countries and each energy resources, and how they decreased or diversified energy consumption in the background of the war.

During the research, there was used mathematical calculations based on the statistical data of the BP company. The pieces of literature were deeply studied to make differences and similarities.

Table 1 – The percentages of the top five EU member countries of each energy consumption in 2021.

	Oil	Natural Gas	Coal	Nuclear energy	Hydro-electric	Renew-ables	Total
Germany	2.27 %	2.24 %	1.32 %	2.46 %	0.45 %	5.71 %	2.12 %
Italy	1.27 %	1.80 %	0.14 %	-	1.01 %	1.91 %	1.07 %
France	1.58 %	1.07 %	0.15 %	13.55 %	1.36 %	1.85 %	1.58 %
Spain	1.33 %	0.84 %	0.10 %	2.02 %	0.69 %	2.43 %	0.94 %
Poland	0.75 %	0.58 %	1.18 %	-	0.05 %	0.81 %	0.75 %

Table 2 – The percentages of the top five EU member countries of each country's energy consumption in 2021.

%	Oil	Natural Gas	Coal	Nuclear energy	Hydro electric	Renew-ables	Total
Germany	33.10 %	25.78 %	16.74 %	4.93 %	1.42 %	18.03 %	12.64 %
Italy	36.95 %	41.07 %	3.62 %	-	6.38 %	11.98 %	6.36 %
France	30.92 %	16.47 %	2.47 %	36.46 %	5.81 %	7.87 %	9.41 %
Spain	43.82 %	21.82 %	2.88 %	9.13 %	4.98 %	17.36 %	5.59 %
Poland	31.02 %	18.84 %	42.38 %	-	0.50 %	7.27 %	4.44 %

As it is clear from table I, the top five EU member countries actively consume the mentioned resources and according to table II each energy resource was used in 2021 as well as in 2020 and there were significant changes in reductions in the consumed energy resources.

And overall the EU was dependent on Russia's gas with 36.9% in 2021 compared to 41.9% in 2020. All these five countries increased their gas consumption in the following ways: Germany – 3.9 %, Italy – 7.2 %, France – 6.1 %, Spain – 4.3% and Poland 10.4%. Furthermore, these two countries almost did not increase the consumption of renewables.

Germany is the leader country that reduced gas consumption by about 12 % but it was done because of the reduction of household gas consumption, street light etc. but these needs replacement with the other one. As for the rest of the countries, there are not unfortunately many changes. In fact, they almost have not done anything with renewable resources.

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МАРКЕТИНГ 2030: ВИКЛИКИ ТА РЕАЛІЇ

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Маркетологи та аналітики сучасного етапу розвитку глобальної економіки базуючись на дослідження ідей Р. Талера [18], Д. Канемана [6] роблять припущення, що реальність на найближчі роки – це пандемія COVID-19 та її наслідки, нова етика та стрімкий розвиток високих технологій. Окреслена причина стала значним поштовхом до зміни у торгових уподобаннях споживачів, їх споживчої поведінки, позиціонуванні компаній, системі комерційних взаємин (B2C, B2B) тощо.

Результати досліджень дозволили констатувати, що стрімкий розвиток цифрових технологій та пандемія COVID-19 змінили механізм ведення бізнесу, мотивуючи розвиток електронного ринку та стимулюючи перехід ділової активності підприємств у сферу онлайн. Наслідки пандемії COVID-19 досі залишаються з нами, а тому процес відновлення економіки займе більше часу. Відповідно, у 2021 р. значно збільшилися витрати на цифрові технології, що вплинуло на швидкість їх впровадження у маркетинг. За даними опитування проведеного Rackspace, 42,8 % організацій інвестувало кошти у придбання технології автоматизації маркетингу, 42,5 % – технологію інтеграції даних [12]. Якщо ще у 2020 р. 62,3 % опитаних організацій вважали, що важливість маркетингу підвищилась впродовж останнього року, то у 2021 р. ця цифра сягнула 72,3 % опитаних компаній [11]. Варто також зазначити, що саме