

Premises and Environmental Background for the Transition to the Creative Development of Economics

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ABSTRACT

Objective: The research of the main prerequisites and conditions for the transition of countries to the phase of creative development, taking into account the ecological component. **Methods:** economic and statistical analysis, structural and monographic analysis as well as the method of expert evaluation. **Conclusions:** There is a clear relationship between the socio-demographic parameters of the population and the level of realization of creative potential. There was studied the influence of the country's level of urbanization in the development of creative economy. Considered and found a link between religion and economic well-being of society including the level of development of the creative economy. It is proved that free and flexible working hours to some extent affect the effectiveness of the implementation of creative potential of the company's employees. **Application / improvements:** The results of research can be used by governments, BRICS Summits and Councils of the Heads of States of SCO as recommendations on the formation of the transition to the creative development stage.

Keywords: «green economy», creative city, creative potential, creative sector

Journal of Economic Literature (JEL) Classification: F29, Q32

1. INTRODUCTION

In the conditions of transformation of the world economic system, one of the most promising trends in the post-industrial development of society is the creative economy. This is taking into account the technogenic strain on nature.

Countries claiming to world creative superiority such as the US and the UK are actively investing funds in the development of creative industries; establish creative clusters and incubators; carried out an active search for creative ideas and specialists able to implement these ideas. A number of questions were put on the agenda:

1. Is it acceptable to consider the signs of the creativity of the economy without taking into account the environmental factor?