



CHANGING THE ATTITUDE OF CITIZENS OF THE REPUBLIC OF UZBEKISTAN TOWARDS ECOLOGY

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Abstract: *The article emphasizes that in protecting the environment, the activity of not only the state but also society is important. Through the EcoApp.uz ecosystem, it is proposed to engage citizens as ecological monitors using incentives, technology, and law. The goal is to reduce environmental violations and increase eco-activity in society. Changing young people's attitudes towards ecology.*

Keywords: *Ecology, Control, Violation, Incentive, Technology, Law, Society, Waste, Eco-system, Education*

INTRODUCTION

What if every citizen became an ecological monitor not because of compulsion, but through incentives, technology, and law? This article answers that question. We propose a system that protects the environment not only by the state but together with society.

Problem – Environmental Degradation. Currently, environmental problems worldwide are accelerating. Air pollution, illegal waste disposal, disappearance of green areas — these are no longer isolated cases, but systemic problems. Many countries have environmental laws, but control is insufficient, public participation is low, and accountability is weak. As a result, the environment suffers, and society remains merely an observer.

Main part

Three main problems. There are three main reasons for this situation.

First, many environmental violations are not reported at all. People do not know where to turn or do not trust the system.

Second, citizens lack motivation. They spend time, worry, but receive no benefit in return.

Third, punishments are weak. Small fines cannot stop those causing major environmental damage.

International experience. This idea is not theoretical — it works in practice worldwide. The UN considers public participation³⁰ in environmental protection a

³⁰ www.unep.org



priority. The European Union uses digital monitoring systems. The World Bank supports incentive-based systems. For example, in Singapore, environmental fines reach up to \$1000 USD. In Dubai, a zero-tolerance policy in ecology is enforced. Japan is a model of ecological discipline. In Japan, waste is strictly sorted: washed, dried, and disposed only in designated places. If rules are not followed, waste is not collected. Single-use items are replaced with reusable ones, significantly reducing waste volume. In Switzerland, failure to sort waste is fined, clean drinking water systems and ecological transport are well-developed. As a result, one of the cleanest environments in the world has been formed.

In Sweden, almost 100% of waste is recycled, electricity and heat are generated from waste, and the use of plastic bags is limited. As a result, landfills are almost nonexistent. The experience of Japan, Switzerland, and Sweden shows that ecological sustainability is ensured through strict rules, strong control, and daily discipline of citizens. Proper sorting and recycling of waste is one of the most effective mechanisms for reducing environmental problems.

Goal – VISION: OKR and SMART Goals. The proposed model has specific goals. Namely, to increase the reporting of environmental violations by 40%, reduce local environmental crimes by 25%, and involve at least 80% of youth in eco-activity. These goals are defined according to the SMART methodology, measurable, realistic, and time-bound.

Solution – ECO-DIGITAL ECOSYSTEM. Today, the problem in the environmental sector is not a lack of ideas but that existing initiatives are not combined into a single working system. Currently, responsibility for environmental protection lies mainly with the state. The number of inspectors is limited, and territories are very large. As a result, many environmental violations go undetected, unreported, and unpunished.

EcoApp.uz is not just an application but a full ecosystem.

EcoGuard — a reporting system for violations, allowing citizens to easily and confidentially report violations. The process is transparent, and results are measured numerically. 20–30% of collected fines are returned as cashback, repeat offenders receive stricter penalties, and major offenders are publicly announced. The main principle is not fear, but benefit.

EcoTruck — road environmental violations,

EcoBank — green cashback,

EcoTaxi — electronic taxi,

EcoEdu — ecological education,

EcoPass — environmental behavior rating.

Strong law + technology + incentives + responsibility = sustainable environment.



Proposals. 1. Developed based on international experience: it is proposed to reduce the use of plastic bags, recycle waste into electricity, and increase the salaries of landscaping staff. For example, additional benefits (cash bonuses, gifts, and trips for recreation) can be given to landscaping employees.

2. Introduce the EcoEdu system in Uzbekistan, developing and implementing an eco-education program in kindergartens, schools, secondary specialized, and higher education institutions. Provide regular lessons for children, professional development for teachers, and continuous incentives for active students and teachers (free trips to camps for children, mainly for socially vulnerable groups; special trips for teachers — sanatoriums, recreation, etc.). This aims to support youth and engage them in eco-activity from an early age while building trust.

3. In Tashkent, from January 1, 2026³¹, vehicles operate with ecostickers (green, yellow, red³²) as part of an experimental program. Currently, restrictions are imposed on using old vehicles³³. This greatly benefits the environment. 25–35% of the population uses electric cars. However, this indicator is low. Increasing the number of electric cars will create a fundamental breakthrough in ecology. First, citizens' interest in electric cars must be stimulated. For example, electric car drivers receive tax benefits, exemption from customs duties, and other conveniences, stimulating interest among the population.

4. Finally, the most pressing issue is greenhouses. Currently, there are many greenhouses. They emit harmful fumes, damaging both the environment and human health. To prevent this, environmental control must be strengthened and greenhouses modernized. Special benefits (tax reductions, etc.) and other favorable conditions should be provided for entrepreneurs engaged in greenhouse activities.

In conclusion, 80% of young people will develop environmental awareness, waste will be reduced, the air will be cleaner, and landfills will be reduced. As a result, we need to form an ecological culture not through coercion, but through encouragement. Increasing ecological culture means building the future. Law opens the way. Incentives change behavior. Technology creates transparency. Youth build a sustainable future.

³¹ Resolution No. 750 of the Cabinet of Ministers of the Republic of Uzbekistan dated November 28, 2025, "On measures for the implementation of the 'Ecological Transport' system to reduce the harmful impact of motor vehicles on the atmospheric air," Clause 2.

³² Resolution No. 750 of the Cabinet of Ministers of the Republic of Uzbekistan dated November 28, 2025, "On measures for the implementation of the 'Ecological Transport' system to reduce the harmful impact of motor vehicles on the atmospheric air," Clause 1, Part 4.

³³ Resolution No. 11 of the Cabinet of Ministers of the Republic of Uzbekistan dated January 20, 2026, "On additional measures for the digitalization of road traffic safety," Clause 1, Subclause "b."



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3. Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated March 29, 2024, No. 166 “On measures to reduce the negative impact of vehicles on atmospheric air.”
4. Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated January 20, 2026, No. 11 “On additional measures for the digitalization of road traffic safety.”