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ASPECTS OF ENSURING A NATIONAL SUSTAINABLE DEVELOPMENT STRATEGY

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У статті окреслено актуальні проблеми стійкого розвитку, наведено фактори, які визначають сталість економіко-екологічного та соціального поступу. Досліджено головні складові формування, підходи до розробки концептуальних основ, а також запропоновано теоретичні та практичні кроки реалізації національної стратегії сталого розвитку.

Ключові слова: стійкий розвиток, економічна ефективність, екологічний вплив, соціальні фактори, збалансованість, фінансово-економічний механізм, ринкові трансформації.

В статье обозначены актуальные проблемы устойчивого развития, приведены факторы, определяющие устойчивость экономико-экологического и социального развития. Исследованы главные составляющие формирования, подходы к разработке концептуальных основ, а также предложены теоретические и практические шаги реализации национальной стратегии устойчивого развития.

Ключевые слова: устойчивое развитие, экономическая эффективность, экологическое влияние, социальные факторы, сбалансированность, финансово-экономический механизм, рыночные трансформации.

The article outlines the urgent problems of sustainable development, provides factors that determine the sustainability of economic, environmental and social development. The main components of the formation, approaches to the development of conceptual frameworks are studied, as well as theoretical and practical steps for the implementation of the national sustainable development strategy are proposed.

Keywords: sustainable development, economic efficiency, environmental impact, social factors, balance, financial and economic mechanism, market transformations.

Improving the functioning of the economic mechanism of the state requires the implementation of a set of measures that would combine effective approaches to the development of all spheres of the national economy and meet the material and other priority needs of citizens with effective steps towards the protection and preservation of the environment. This approach will not only ensure the comprehensive development of today's generation, but will also be a reliable basis for environmental protection, will create the preconditions for improving the quality of life.

Back in the 1960s, at the United Nations level, the question was raised of changing the way humanity and, consequently, of individual countries were developing to preserve Earth for future generations. However, given the existing then conditions for the development of the global community, the issue sounded more in the theoretical sphere.

The threats that humankind create for itself by its approach to dealing with the habitat of its existence started to cause considerable concern at the time. Serious scientific research was initiated and in the 1970s and 1980s the actualization of this issue took a new level, and as a consequence, a term was defined at the UN level that describes the way of development, in which meeting the needs of the present should not endanger or impair life in the future. The concept of sustainable development was defined. And in 1992, at the planetary Earth Summit, goals and objectives were

formulated, and specific steps were proposed to implement a sustainable development strategy into life.

Sustainable development scientists, in particular Gladkyi Y., Dolishnyi M., Kravtsiv V., Meadows D., Mishchenko V., Thomas V. and others, have carried out a wide range of analytical studies, identified interrelationships between environmental, economic, social and other components of society's development, proposed approaches to balancing these sides of society's progress, and conceptual approaches to solving global and regional problems. At the present stage, in the context of the civilizational challenges of today, there is an urgent need for a comprehensive continuation of the study of this topic, bringing to the changing realities the conditions of implementation of the new approaches.

This study examines aspects of ensuring a national strategy of sustainable development. For this it is necessary to study social, economic and ecological components that influence modern global and local development trends.

The purpose of the work is to identify a set of factors that should be taken into account when developing and implementing effective in the today's realities sustainable development programs.

Addressing the problems that societies face as a result of how they develop today is seen as a major component of ensuring their long-term sustainability. However, in our view, the existing or potential consequences of economic activities in the 20th century place additional demands. It is necessary not only to achieve a level of development balance today or in the near future, but also to develop a strategy to prevent or minimize the possible negative consequences of what has already been done.

The existing and potential consequences of human activity, as well as the acute problems of climate change, which, in turn, are also largely caused by economic and other activities, indicate that the implementation of a sustainable development strategy (even in the case of sound theoretical knowledge and development) is extremely complex and, at the same time, only possible way of the development of a global community.

In this context, it is important to carry out economic activities, taking into account the inevitability of sustainable development laws, the main ones being that: (a) the increase in the rate of use of non-recoverable resources causes a significant shortening of their stocks; (b) the significant cost of ensuring of resource efficiency use increasing leads to the effect obtained being comparable to the additional resource requirements driven by population growth; c) with increasing consumption of resources, the effect of this is received by a minority of population, while the cost of obtaining this effect is borne by the majority. Thus, the working out of conceptual frameworks for such development, both in individual states and at the global level, has been and remains a top priority in the context of the implementation of the sustainable development strategy.

Approaches to the development of such bases should be oriented towards a comprehensive solution to the following tasks: 1) balanced support for growth in production and consumption; 2) systematic reduction of environmental emissions and environmental protection and reproduction (to facilitate this, the United Nations Environment Program today proposes governments to develop predictive scenarios for possible impact of force majeure on the functioning of economic systems [1]); 3) ensuring social guarantees and adherence to social standards.

Among the areas offered by the United Nations for the coherence of human life processes with ecosystem capabilities are: facilitating the establishment and support of sustainable development counseling centers; creation of funds for financing environmental protection measures in the most threatened areas; improving and universalizing the legal framework on environmental safety and conducting research into the effects of economic, environmental and social problems caused by the imbalance in the development of individual countries and the world community as a whole; development of steps to prevent, eliminate or minimize the negative effects, etc. [2].

In Ukraine, the main aspects of a national strategy for balanced development are the formation of an effective mechanism for the development of the state, which will ensure the preservation of the ecosystem and the solution of socio-economic problems of social development. It should be noted that the development goals are interrelated, since the effectiveness of

environmental policy in general and the actions implemented on the ground, in particular, are largely determined by the country's economic capabilities. It is important to identify indicators of sustainable economic and environmental development as part of a balanced state development strategy. Their systematic use will allow, through the assessment of individual (economic, environmental, social, etc.) components of the system, to characterize it as a whole and to offer effective ways of implementing the conceptual foundations of sustainable development [3, P. 326].

The realization of the objectives of balanced social progress is not an abstract task. The appropriate steps should be implemented at the state level (in the national economy) and taken into account at the regional level – in the regional economy. It is therefore important to involve as much as possible the public in discussing and solving sustainable development issues. It is necessary to develop a mechanism for different forms of citizen participation in environmental conservation. The further development of civil society is an important tool for implementing the principles of sustainable development.

Thus, the main components of forming a balanced economic, environmental and social progress of the state are: 1) improving the efficiency of the financial and economic mechanism for implementing sustainable development policies; it should be noted that solving the problems of the financial and economic spheres requires the selection of the components, the insufficient activities on which may hinder the development of the economic mechanism [4, P. 86]; 2) further improvement of the legislation on ecology and environmental protection; 3) development of production sphere, including information technologies; 4) effective implementation of social components of market system transformations; 5) formation of education for sustainable development; 6) expanding international cooperation on sustainable development etc.

However, sustainable development can only be effectively implemented on the basis of the cross-cutting principle, i.e. at all levels of the social, territorial and state hierarchy. At the regional and national levels in Ukraine, first of all, it is necessary to: a) increase the rate of economic growth in terms of ensuring implementation of environmental protection measures and guaranteeing environmental safety; b) create conditions for optimal use of the existing advantages of the economy, which include geographical location, climatic conditions and transit potential, availability of a wide range of natural resources, education and working capacity of the population, etc.

Consequently, the theoretical and practical steps for implementing a national sustainable development strategy are: 1) improving the efficiency of natural resources, environmental security and environmental protection through the use of new approaches and balanced management; 2) improving the control of compliance by economic entities with environmental legislation; 3) creation of conditions for balanced development of productive forces in the state and its regions by improving the efficiency of market transformations; 4) improving the conditions of investment activity; 5) meeting the social needs of the population and improving the demographic situation; 6) creation of prerequisites for transition of the state economic mechanism to the information type of economic system; 7) active integration into the world globalization processes.

The practical implementation of the aforementioned directions of implementation of the provisions of balanced development at the regional and state levels, together with the effective development of the economic system, will contribute to the acceleration of national progress in the context of ensuring of sustainable development.

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