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**GLOBALIZATION PRIORITIES OF SUSTAINABLE DEVELOPMENT OF
DEVELOPING COUNTRIES****ГЛОБАЛІЗАЦІЙНІ ПРІОРИТЕТИ СТАЛОГО РОЗВИТКУ КРАЇН, ЩО
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Abstract. *The article substantiates the meaning of the concept of «sustainable development», principles of sustainable development, considers the interpretation of the concept of sustainable development in the historical context. It is argued that the strategy of sustainable development acquires special relevance in light of global challenges such as climate change, environmental problems, uneven distribution of resources and social injustice, which acquires particular importance for developing countries. It is substantiated that the concept of sustainable development can be improved taking into account globalization priorities and the latest trends that affect sustainable development in the global context: economic growth, social justice, environmental sustainability, global cooperation, innovative technologies.*

Key words: *sustainable development, Sustainable Development Goals, globalization priorities, economic growth, social justice, environmental sustainability, global cooperation, innovative technologies.*

The strategy of sustainable development becomes especially relevant in the conditions of global challenges, such as climate change, environmental problems, uneven distribution of resources and social injustice. For developing countries, sustainability becomes a strategic priority, as they face to increasing challenges and at the same time strive to ensure economic growth and social progress through: rational use of natural resources, promoting economic capacity and avoiding environmental depletion; strengthening environmental protection measures, preventing environmental crises and ensuring long-term environmental sustainability; taking into account social aspects, guaranteeing access to education, healthcare and other social services for the entire population [1].

One of the main reasons for the emergence and development of the idea of sustainable development is understanding that the existing model of economic growth has its limitations and leads to negative consequences [2]. This is manifested in the rapid growth of consumer standards, but indifference to social and environmental aspects. The desire to maximize material well-being and ignoring environmental problems led to serious crisis situations, threaten the future of civilization.

Modern environmental problems arose as a result of shortcomings in economic thought. Prominent economists of past eras, such as Adam Smith, David Ricardo, Karl Marx, John Maynard Keynes, Alfred Marshall, usually did not pay attention to environmental aspects in the process of economic development [3]. Only in the 70s



of the 20th century, the aggravation of environmental problems forced scientists to rethink the basic principles of ecological and economic development and to develop new approaches.

There were many periods of research in the development of theories of sustainable development. Already in the first half of the 19th century, John Stuart Mill noted the contradiction between economic growth and the limitation of natural resources, putting forward the idea of maintaining a «stationary situation» of the economy in the future.

In the 30s of the 20th century, Alfred Pigou defined the following economic functions of the natural environment: public consumption, waste disposal, the territorial base for the economic activity of economic entities, and the stock of raw materials. Each of these functions, taking into account the limitation of production factors, limits the potential of economic growth due to quantitative and qualitative depletion. Alfred Pigou's «neoclassical theory» of environmental regulation confirms the effectiveness of such an economic mechanism of nature management, which allows turning the so-called external costs of compensation for environmental losses into internal costs of their prevention, which are included in the cost price and price of products.

V. Vernadsky expressed the idea of achieving harmony between society and nature on ecological bases, emphasizing the importance of a high level of development of scientific and technical thought for the reasonable relations' regulation between society and the biosphere. He believed that one of the key characteristics of natural resources is their ability to improve with each new using cycle, providing more benefits to humanity. The culmination of his concept of the noosphere is a call for the society adaptation to the objective laws of the biosphere, ensuring its stability.

A significant contribution to the development of the theory of balanced (sustainable) development was made by researchers who prefer the economic mechanisms of ecological and production balance and the improvement of market regulation of social and natural processes. Among them such scientists as: D. McIntosh, R. Solow, R. Coase, A. Endres and others.

In the 1960s, R. Coase proposed the theory of external effects, which points to environmental problems and the need for a pragmatic approach to environmental and political decision-making regarding natural resources using. A. Endres developed a decision-making system based on the «internalization of external effects», since the forces of the free market are not able to protect society from the environmental losses. This system involves the use of taxes, fees and certificates as incentive for ecological and technical progress.

In the 1970s, the term «sustainability» was used to describe an economy in balance with ecological support systems. One of the iconic reports was the work of a group of researchers from the Massachusetts Institute of Technology called "The Limits to Growth", published in 1972. The main goal of this paper was to develop a mathematical model for predicting behavior scenarios that will be the most characteristic of the world system when approaching the limits of growth, as well as to identify the most optimal (sustainable) scenarios of human development.



Widely used by the World Commission on Environment and Development in the report of the chairman of the International Commission on the Environment, the Prime Minister of Norway, Gro Harlem Brundtland in 1987, the concept of «sustainable development» became a global strategy for the development of humanity. Sustainable development was defined as the development of society, in which meeting the needs of current generations should not compromise the ability of future generations to meet their needs [4].

In September 2015, the member states of the United Nations (UN) adopted a plan to achieve a common better future. For the next 15 years, joint efforts are aimed at overcoming extreme poverty, fighting inequality and injustice, and protecting the planet. At the heart of the Resolution of the UN General Assembly «Transforming our world: The 2030 Agenda for Sustainable Development» are 17 Sustainable Development Goals (SDGs) and 169 tasks [5], also called «Global Goals» – a general call to action, aimed at overcoming poverty, protecting the planet and ensuring peace and prosperity for all people in the world [6].

The strategy of sustainable development is one of the key and priority in all branches of industry and economy. Its principles and main provisions are aimed at achieving harmony between the growth of economic indicators, stability in the social sphere, environmental protection, ensuring peace and security [7].

The interpretation of the concept of «sustainable development» is presented at Table 1.

Table 1 - The interpretation of the concept of «sustainable development»

Definition of the term «sustainable development»	Source
Kostanza R., Folke K. single out three hierarchical and interconnected problems, the solution of which is connected with sustainable development. They are reduced to maintaining: 1) a stable scale of operation of the economy, which corresponds to the system of ecological and social life support; 2) fair distribution of resources and opportunities; 3) effective distribution of resources over time, which would adequately take into account native capital	Kostanza R., Folke K. (1994) [8]
A process characterized by permanence, continuity of change; evolution, expansion, growth, improvement	Verhun A., Tarasenko I. (2014) [9]
Schumpeter J. was one of the first to pay attention to the research of the «development» category, in particular, he was interested in the essential differences between economic development and economic growth, which consisted of the following: «Put as many stagecoaches in a row as you want – you still can't get a railway». J. Schumpeter associates the mechanical increase in the number of stagecoaches with economic growth, and the construction of the railway is possible only as a result of development, related to qualitative changes and the introduction of innovations	Schumpeter J. (2007) [10]
The concept of «sustainable development» implies a higher quality level than «development» and characterizes a system that is in dynamic motion, the indicators and characteristics of which must acquire qualitative improvement, grow and be in positive dynamics in the long term	Glynska A. (2008) [11]
A system of coordinated administrative, economic, social, and environmental measures aimed at forming a system of social relations based on trust, partnership, solidarity, consensus, ethical values, safe environment, and national sources of spirituality	Khanova O., Skibina S. (2017) [12]
A process focused on the constant saving of dynamic balance through the existing potential and conditions of the external environment using	Tsvkylevych A. (2006) [13]

Source: [8-13]



The concept of sustainable development is based on the following principles [14]: humanity is really capable of giving the development of sustainability a long-term character; the presence of relative restrictions in the field of natural resources using, which are interconnected with the functioning of innovative technologies and social organization and the ability of the biosphere to cope with the consequences of human activity; the need to meet the needs of the people and give them the opportunity to realize their hope for the future; the need to reconcile the way of life of those who have significant financial and material resources with the ecological capabilities of the planet; the size and rate of population growth must correspond to the changing production potential of the Earth's global ecosystem.

The concept of sustainable development can be refined taking into account globalization priorities as follows: «Sustainable development is a process of balanced economic growth, social justice and environmental sustainability, carried out on the basis of global cooperation and innovative technologies, with the aim of meeting the needs of the present generation without endangering future generations, ensuring the preservation of natural resources and biodiversity». Such a definition takes into account contemporary globalization priorities and emerging trends that affect sustainable development in a global context, including: economic growth (ensuring economic development that is inclusive, equitable and efficient); social justice (ensuring equal opportunities for all sections of the population, regardless of their social status, gender, race or other differences); environmental sustainability (conserving and restoring natural resources and ecosystems, reducing the negative impact of human activity on the environment); global cooperation (supporting international cooperation to share knowledge and technology; efforts to address global challenges such as climate change, biodiversity loss and poverty); innovative technologies (modern digital and other technologies using to monitor and manage resources; implementation of technologies that promote sustainable development and increase the efficiency of resources using).

Thus, a strategically important issue for developing countries is not only ensuring economic growth, but the state must also ensure that this growth is fair, balanced, aimed at improving the quality of life of citizens and society as a whole, at the same time, this can be facilitated by the state's participation in global sustainable development initiatives.

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Анотація. У статті обґрунтовано зміст поняття «сталий розвиток», принципи сталого розвитку, розглянуто тлумачення концепції сталого розвитку в історичному контексті. Стверджується, що стратегія сталого розвитку набуває особливої актуальності у світлі глобальних викликів, таких як зміна клімату, екологічні проблеми, нерівномірність розподілу ресурсів та соціальна несправедливість, що набуває особливого значення для країн, що розвиваються. Обґрунтовано, що концепція сталого розвитку може бути удосконалена з урахуванням глобалізаційних пріоритетів і враховувати новітні тенденції, які впливають на сталий розвиток у глобальному контексті: економічне зростання, соціальну справедливість, екологічну стійкість, глобальне співробітництво, інноваційні технології.

Ключові слова: сталий розвиток, Цілі сталого розвитку, глобалізаційні пріоритети, економічне зростання, соціальна справедливість, екологічна стійкість, глобальне співробітництво, інноваційні технології.



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