22nd International Scientific Conference
"Economics for Ecology"
ISCS'2016
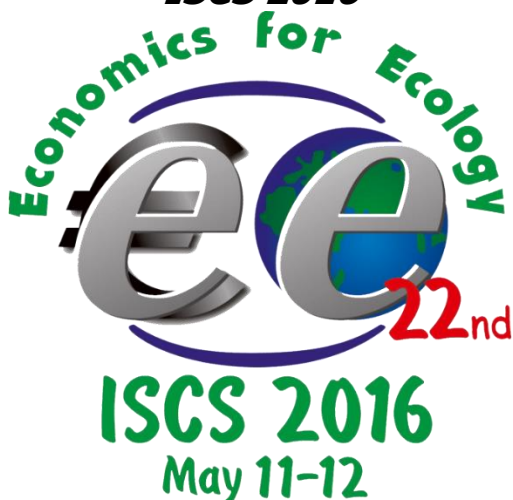
Економіка для екології

Матеріали
XXII Міжнародної наукової конференції

(Україна, Суми, 11–12 травня 2016 року)

SUSTAINABLE DEVELOPMENT, DELAY OR REGRESS?

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Since the report of the World Committee in 1987 "Our Common Future" (Brundtland et al., 1987) the idea of Sustainable Development had conquered the minds of the scientists and politicians all over the world and changed the perception of the development vectors for the leading companies. The idea – revolutionary in 1987 – was so splendid in its significance, orientation and scale, that more and more people became the adepts of the new theory, and becoming the adepts they started to criticize it.

Among all the problems with the Sustainable Development concept, which are presented at paper of Beckerman (Beckerman, 1994), I'd focus on the problem of implementation and practice of it.

The practice embraces all the activities on defining the concept, establishing goals, creating indicators and asserting values. An of course, it includes "developing social movements, organizing institutions, crafting sustainability science and technology, and negotiating the grand compromise among those who are principally concerned with nature and environment, those who value economic development, and those who are dedicated to improving the human condition" (Kates et al, 2005).

But in fact, the big companies choose to reallocate the resources and production sites to the countries of third world or with a weak and unaware government. For example, social movement against the GMO production and the producer Monsanto, in particular (Humanite.fr, 2015), brought the France's refusal to produce GMO products in the 21 regions (21 regions declared free GMO zone). And as a result, "Monsato" – global producer and trader of GMO seeds in the world, known by its destructive impact on the environment and economics in many countries, - offers the support of the sustainable development programs for the communities and social entrepreneurship in Ukraine, as from 2013 the resources are reallocated (official site of Monsato). These failures of the system and "fake sustainability" shook the faith into the morality of the sustainable development.

And now the sustainable development fashion led to unfavorable results, such as promotion by the big companies of the green or BIO labels

as healthier products, which are not. Using the law of informational asymmetry, the producers try to increase the sales in that way.

As for the National strategy for Sustainable Development in Ukraine (Sustainable Development Strategy of Ukraine – 2020), I would say that it is artificial construction, which was made for declaration, not for the realization. This is in fact government program of crisis-management steps, but the interests of communities and business are ignored. It does not correspond to the definition of the strategy, and does not meet the criterions of sustainability. There are no measurement tools which are recommended to use for understanding, are we there yet? Did we reach the goal?

For example, the strategy has 25 indicators, and among them – No 16, where it's written "the life expectancy by World Bank calculations will increase by 3 years" [ibid]. How? The response is below: "The means of the strategy are the preconditions of the strategy implementation through the social contract between institutions, business and community" [ibid].

However, I strongly believe that Sustainable Development Strategy is reality and it's achievable for our country, but now I should admit that there is a delay in sustainability, or rather to say – a regress.

All the decisions on Sustainable Development need to be made by the actors, who are strongly concern and responsible for its realization. It becomes possible under conditions of the decentralization of the state power and distribution of bigger authorities to the communities or municipal forces to the city and regional levels. The dialogue between scholars and practitioners, big companies representatives and representatives of social movements is the source of the future rational decisions and future sustainable results.

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APPROACHES TO MANAGING CORPORATE SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

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There are several managerial approaches that can be applied for social and environmental responsibility issues: functional, system, process, integrated, administrative, situational, marketing and program approach.
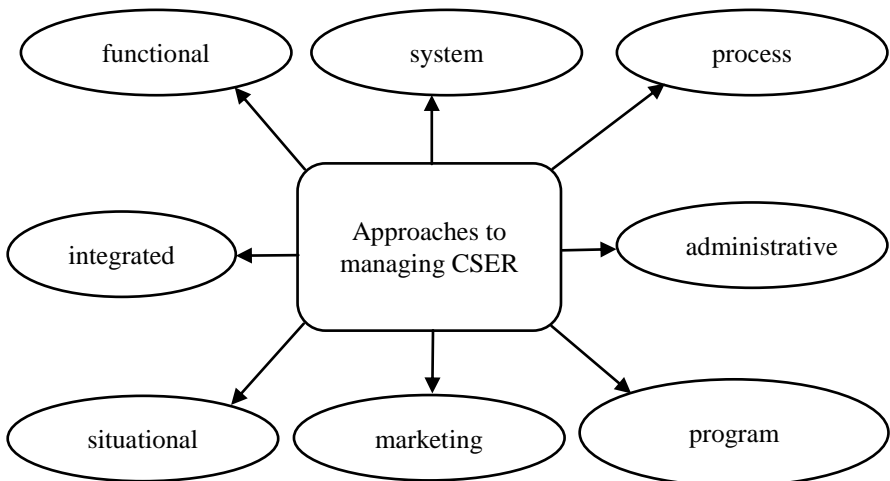

Figure 1 – The main managerial approaches to corporate environmental responsibility

Functional approach to managerial decision-making considers the business firm from the position of its basic function. Social and environmental responsibility functions can be assigned to one or more structural units and they will be responsible not only for creating a report on social and environmental responsibility, but also for its implementation.