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**Management of economic processes in context of sustainable development**

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**EFFECTIVENESS OF ACTIONS ASSOCIATED WITH THE  
ENVIRONMENTAL PROTECTION AND THE  
SUSTAINABLE DEVELOPMENT**

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*The problem, which for many centuries measured globe is "coexistence" between man and nature. The essential element of this process is the continuous satisfaction of human needs with the use of what nature and the process of globalization have given of themselves. Therefore, the authors of this article research has identified the following problems, namely. Do man can imagine himself without essential environment? Is the action and the human conscience allows him to "surrender" the gifts of fauna and flora? Is in the current progress in the development of society is the human factor that causes people to become empathetic to the devastation of the environment? The present article attempts to answer these questions, and the responses are the hypotheses.*

**Keywords:** *sustainable development, environment, economic problems, state.*

## **Introduction**

From numerous conversations with the authors of their surroundings on the quality of life among today's possibilities for economic and social can draw interesting conclusion, namely, that the public mostly comes unintelligible to the concept of modern civilization. The man, according to the authors, not being able to imagine, let alone live in the belief that at this time he might miss something. We are talking not about cash, but about material possessions. World – in the full sense of the word – that followed ahead, there is virtually no possibility that any material possessions were impossible to obtain.

In the first chapter the authors closer to readers the concept and features of sustainable development in order to familiarize themselves with the subject discussed. The second chapter is a question about the practical aspects discussed in this article problems. The content of the third chapter presents the opinions of experts on the problems of sustainable development, who participated in a panel discussion organized in Warsaw in 2012. The fourth chapter the authors devoted to the discussion of specific problems of economic sustainability. The work was completed summary and conclusions.

### **1. The concept and features of sustainable development**

In the literature and the Internet, there are many definitions of sustainable development, some of which are shown below.

Sustainable development (often unfortunately referred to as sustainability, although environmental issues are only one of its components) "is a process of social, economic and environmental, which provides a balance between profits and costs of development and in the perspective of future generations, which is a reflection of the policies and strategy of continuous economic and social development without harming the environment and natural resources, the quality of which depends on the continuation of human activity and further development". Understood as an element of sustainable development must be social cohesion [7].

According to J. Berdo objective of sustainable development is the "good life, maintaining biodiversity, social equality and abundance of natural resources. A good life does not mean material wealth or luxury living conditions, but that the people are happy" [1, p. 12].

The concept of sustainable development originally comes from forestry. The creator of this concept was Hans Carl von Carlowitz, who understood sustainability as a way of forest management based on the fact that the cut trees just as much as it can grow in its place, so that the forest has never been liquidated, he could always rebuild [8].

According to the Brundtland Report: "At the current level of civilization it is possible sustainable development, it is a development that meets the needs of the present generation can be met without compromising the ability of future generations to meet their own needs" [8].

According to the UN sustainable development of the Earth is "development that meets the basic needs of all people and preserves, protects and restores the health and integrity of the Earth's ecosystem, without jeopardizing the ability to satisfy the needs of future generations and without exceeding the long-term limits of the capacity of the Earth's ecosystem." With that the concept needs to be understood to basic needs of the poorest people in the world who should be given the highest priority [8].

Sustainable development seeks to meet the needs of the material, as well as the alignment of economic growth in different regions of the globe. Economic development, however, ceases to be a goal in itself, and becomes a tool, among others, in the fight against poverty. At the same time it must have a view to reducing the negative impact on the environment, including through innovation, introduction of new business models aimed at cost reduction. The objective of

sustainable development is a good quality of life for all people, both the current generation and the next. People around the world have the right to have the tools and opportunities to shape their own future and fulfillment. Access to water and energy, education, work, health care at the appropriate level, preservation of cultural diversity and social should be one of the measures of development. Sustainable development can only be achieved by people living at the appropriate level, in safety and impact on decisions concerning their environment [8].

Natural resources and cultural global and local are non-renewable or have a limited ability to self-reproduction. At the same time they form the basis for economic and social growth. The premise of sustainable development is to stop the degradation of the environment, protection of resources and their rational use by increasing efficiency through new technologies, use of renewable energy sources, etc [8].

From these definitions, the sustainable development of its properties can be selected, as shown in Table 1 (Tab. 1).

**Table 1. Characteristics of sustainable development selected from selected definition**

<b>DEFINITIONS OF SUSTAINABLE DEVELOPMENT</b>	<b>FEATURES SUSTAINABLE DEVELOPMENT</b>
<i>"The objective of sustainable development is a good life, maintaining biodiversity, social equality and abundance of natural resources. A good life does not mean material wealth or luxury living conditions, but that the people are happy. "</i>	<ul style="list-style-type: none"> <li>– The harmony of social life</li> <li>– Human happiness</li> <li>– Rational use of the gifts of nature</li> <li>– A wealth of natural resources</li> </ul>
<i>"It's a process of social, economic and environmental, which provides a balance between profits and costs of development and in the perspective of future generations, which is a reflection of the policy and strategy of continuous economic and social development without harming the environment and natural resources upon which the quality depends on the continuation of human activity and further development"</i>	<ul style="list-style-type: none"> <li>– Future use planning development business</li> <li>– Changes in the balance between profits and development costs</li> <li>– Continuous economic and social development without losses environment for future generations</li> <li>– Rational development policy</li> </ul>
<i>"The concept of sustainable development originally comes from forestry. The creator of this concept was Hans Carl von Carlowitz, who understood sustainability as a way of forest management based on the fact that the cut only so many trees, how can this place to grow, so that the forest has never been liquidated, he could always rebuild"</i>	<ul style="list-style-type: none"> <li>– The loss of natural resources are fully under control man</li> <li>– The nature and forest as the overarching values</li> <li>– Fully thought through human activities aimed at the rational concepts of nature</li> </ul>
<i>"At the current level of civilization is possible sustainable development, it is a development that meets the needs of the present generation can be met without compromising the ability of future generations to meet their own needs"</i>	<ul style="list-style-type: none"> <li>– Forward thinking for future generations man</li> <li>– Leaving opportunities to meet the needs future generations with the use of current capabilities</li> </ul>
<i>"Sustainable development of the Earth is development that meets the basic needs of all people and preserves, protects and restores the health and integrity of the Earth's ecosystem, without jeopardizing the ability to satisfy the needs of future generations and without exceeding the limits of long-term capacity of the Earth's ecosystem"</i>	<ul style="list-style-type: none"> <li>– Protection of human and ecosystem through meet the needs of both types</li> <li>– The balance between man and nature</li> <li>– The thought of future generations to meet their needs</li> <li>– Taking care of the gifts of the ecosystem in a way that does not violate its natural capacity</li> </ul>

Source: own.

## **2. Problems with the effectiveness of measures to protect the environment**

Speaking about effectiveness should already bring its definitions.

Effectiveness can call it what has been done in comparison with what was originally planned, eg. a comparison of current results, results, proceeds from the expected. More specifically, you can determine the effectiveness of the study the extent to which the intended major and specific (more specific) objectives and scope of the impact of achieving these goals. It includes an assessment of the results of the project in achieving its objectives, and to determine how assumptions influence the design achievements [4].

The effectiveness of performance differs in that the efficiency is taken into account the costs, while the effectiveness of the nature of the efforts undertaken to achieve that objective [7]. In addition, these measures must be relevant, and therefore it is connected with the fact how well the organization understands and responds affect your surroundings [6]. Speaking of effectiveness is also thinking of the vision and direction of these actions. This is due to so concentrating the energy stored in the organization in a certain direction [6].

For a better understanding of the effectiveness of the authors of this article have decided to present an illustrative example. Imagine a village on the lake. Local inhabitants are dependent mainly on fishing, which brings enough income to support yourself. The village is growing, the family is increasing, and thus increase the need. Fishermen are investing in bigger boats, better network, born increasing competition. Mid-last in an uncontrolled manner – after all, everyone wants to keep the family and earn money. After some time problems arise. Oil spills from damaged boats cause pollution of the lake, often half result in a gradual decrease in the number of fish. Revenues are declining, another family begin to move out of the village in search of another place to live and work. Lake, with a potential source of income for the next generations, it becomes polluted body of water without fish. What went wrong? Is such a situation could have been prevented?

In the given example overlapping three factors: the need to obtain income by the inhabitants of a particular village, that is the economic aspect, to maintain an adequate standard of living for families of fishermen (access to work and education, safety, shelter), which is the social aspect, and the fish in the lake, which is a limited natural resource. Fishermen used the extensive development model. Prosperity and economic development was measured mainly by a measurable benefit in the form of income from the sale of fish. Irrational and inefficient use of resources has led to their depletion – the result is not improved long-term financial situation of the current generation of the future did not even mention. Economic problems have led to a gradual deterioration of the social situation (impoverishment, increased crime, more difficult access to work), which in turn contributed to the migration.

The above example illustrates the problems that began to grow in the 70s of the last century on a global scale. This was the period when economists, politicians and environmentalists began to reflect on the vision and the definition of development, which would improve the quality of life of people with rational use of the available, limited natural resources [8]. The following table (Tab. 2) shows the impact of these problems on the effectiveness of environmental protection.

**Table 2. Statement of the problems affecting the effectiveness of environmental protection**

<b>PROBLEM</b>	<b>CHARACTERISTICS OF EFFECTIVENESS OF ACTION FOR ENVIRONMENTAL PROTECTION</b>
Degradation of the environment by human activities limited natural resource.	A more restrictive method of state, to prevent human activities aimed at the degradation of natural resources.
Inability income residents of the region – economic problem.	Creation of new jobs – promotion of regions.
No maintain an adequate level of living of the region – the social aspect.	Social grants to reduce poverty.
Migration of people in the region to better living conditions.	Creating a state of long-term investments to improve the economy of the local community.
Irrational use of natural resources.	Encouragement citizens of the state to use renewable energy sources. Creating a nature park with the prohibition of devastation and use of fauna and flora.

Source: own.

### **3. According to experts ...**

It should also consider the opinions of experts dealing with sustainable development, among which are: Marcin Celiński (entrepreneur, journalist, member of the editorial board of "Liberté"), Dr. Luke Hardt (Assistant Professor at the Faculty of Economics of the University of Warsaw and the Faculty of Sciences of the National Academy of Sciences (PAN)) Ignacy Morawski (Polish Bank chief economist Enterprise, associate PAN and publicist), and prof. Jiri Shwarz (Professor of Economics at the Faculty of the University of Economics in Prague) [9].

With the above-mentioned opinion of experts you can extract economic problems of sustainable development, which are presented in Table 3 below (Tab. 3).

**Table 3. Summary of the economic problems of sustainable development are separated from the opinion of some experts**

<b>OPINIONS OF SOME EXPERTS</b>	<b>ECONOMIC PROBLEMS OF SUSTAINABLE DEVELOPMENT</b>
The state administration must be improved. The state should mobilize its human capital to capital investment and not rely solely on external funds.	Too extensive bureaucracy in the state administration. Unnecessarily created cells administrative hinder the smooth flow of documents and information. State leads to total dependence on EU funding.
You through local investments should ensure that the education community in the field of environmental protection.	No campaign to promote awareness of the natural resources, renewable energy sources, recycling of raw materials, etc.
The state must rationally use financial transfers from outside. Must make investments in a manner considered.	Construction of the way ill, too expensive. By this spreading corruption in the procurement of construction. Lack of financial independence of the state.
European funds should be shared between countries in the way of thoroughly tested in relation to the rational use.	Often funds earmarked for a given purpose are used for another type of investment. During the implementation of projects takes too extensive release of funds, even in the direction of the constituent elements of corruption.

Source: own.

#### **4. Member of the economic problems of sustainable development**

The intention of the authors of this article is to present economic problems of sustainable development occurring not only in Poland but also in other countries.

Well, in the beginning talking about incompetent government, which makes some forms of influencing the balance of development could be implemented, but that does not happen because of the – just – no vibrant functioning administration. Overall – ideas are, but measures for their implementation – no. There is an output state interference in the form of grants, either their own, or for example the EU. In this way the problem will be solved but human consciousness will be convinced that the country still must rely on the state, and the man as an individual remains inept and does not come to the education of his thinking development. The task of the state is therefore require the entity to its own participation in the development of the region.

Another "disadvantage" organization, which is the state bureaucracy. It is noted countless multitude of documents, which run to a large extent is at least unnecessary, and another is the fact that the documentation of the legal requirements are not always up in the hands of competent people. Often form the circulation of this documentation is the cause of delays in starting the investment.

Another fact showing the economic problem of sustainable development is the lack of or inadequate education of the people by the state. Man does not always properly take economic steps towards building such as its "ecosystem". For example, the author pointed to the creation of infrastructure in many regions of the world where human activities sometimes in the form of omission leads to the death of many species of fauna and flora.

An important problem that affects the economy is, of course, corruption occurring in almost all regions of the world to a greater or lesser extent. This pathology leads to the fact that man – in some cases – can "buy" and potentially impossible to gain this object, a place or a particular thing. Though the situation of Polish, where often the rich of this country to buy land earmarked for parks or other forms of nature, which in general the public authorities of the region previously could not take place.

The basic problems can also include indiscrimination policy on strategy and objectives of confusion with the tasks. It may seem that these are minor errors, however, may affect the feasibility of the project, and consequently – an obstacle to the effective implementation of the principles of sustainable development. An important mistake made at local and regional level is skipping the program regarding waste management. There is the view that the subject is obligatorily developed in a separate document, therefore, can be neglected in environmental programs. A problem associated with the effective attaining the concept of sustainable development is also a discrepancy in these documents between their content and title. It may happen that the content there is no reference to sustainable development, but would seem to indicate the title of the document. Worrying is also a lack of indicators which allow for the measurement of the objectives set development strategy. Therefore, it is difficult to monitor the status of implementation of the principles of sustainable development [2, p. 150].

The causes of the low level of environmental awareness should be sought, inter alia, ineffective education in this field. This translates to because of the lack of public opinion, which could have an impact on power in the implementation of sustainable development policies. Media treat environmental problems selectively, so should take more effective measures in this regard. From the studies to date (eg. by dr. W. Koźlak) that society suffers from a lack of advertising products and services, pro environment, there is a low level of knowledge of ecological advertising.

Although the media are becoming more frequent PSAs calling among other things for energy savings, it is still not enough of them. Poland has about 800 non-governmental organizations, however, have too little strength to effectively influence politicians and the business world [2].

A significant barrier to implementing the concept of sustainable development in Poland may also be low efficiency of environmental law, which is tailored to the requirements of the EU, but the lack of enforcement. This is best illustrated waste management, among others lack of segregation of waste – particularly hazardous and are still a significant number of illegal waste dumps. Is not respected the right for access to environmental information, materials on a range of environmental issues are still not available [2].

A major obstacle in building a sustainable development in Poland are also discrepancies between environmental policy and the actions of politicians, such as the dispute over the Rospuda Valley or organization of Euro 2012. It is also important to various types of public organizations set an example of good practice, eg. in the field of waste management. Significant activities are educational institutions, which are also responsible for the education of the young generation, for example in the field of collection and selection of waste. Despite the declaration of local environmental programs in the organization of the selective collection of municipal waste, there is still a lack of effective solutions in this field [2].

More and more talk about the need to increase production, so-called. green energy. Unfortunately, are apparent here large discrepancies between political statements and the actual state. Poland has a large potential for the development of green energy. However, there are obstacles, ie. bad regulation of the energy market and the lack of investment in transmission networks. In Poland we used only 17.4% of the potential of renewable energy sources. Taking into account only the energy of the wind, that Poland is far behind most EU countries, although the conditions is as favorable as Denmark. The main cause are political decisions. Legal barriers to lengthen the procedures necessary for the investment: it happens that the construction of the transmission section with a length of 1 km requires a four- or five-year effort. The market of renewable energy sources in Poland is characterized by a lack of financial support for projects implemented by both governments, as well as by groups or individual recipients [2].

Table 4 (Tab. 4) presented the position of the state towards the problems of sustainable development.

## **Summary**

After reading this report it is evident that sustainable development is a great opportunity state / society stable harmony of life in aspects of sustainability. It is the actions of the people forming the state depends on the contribution of human capital and material is used in a manner appropriate for the correct orientation of the principles of this development.

No taking effective action may hamper the proper implementation of the concept of sustainable development. Studies indicate that 20% of the world population consumes up to 80% of global resources. So environmental degradation is closely related to the economic situation and social. Rich countries have a large economic power and political significantly exploiting natural resources, leading to their rapid wear, thus disrupting the ecological balance). Poor countries do not have the clout while. It would therefore be to find a consensus. It seems necessary to achieve a rational management of natural resources in the industrialized countries – without depletion existing in them prosperity and social justice, and increasing consumption of natural resources by developing countries [5].

**Table 4. Characteristics of the position of the state towards the problems of sustainable development**

<b>PROBLEMS ON SUSTAINABLE DEVELOPMENT</b>	<b>POSITION OF THE STATE TO PROBLEMS ASSOCIATED WITH SUSTAINABILITY</b>
No dynamically functioning government. Financial support for the citizens of the state (eg. grants), aiming to improve the economic situation	To encourage citizens to their contribution to the improvement of the situation of crisis. Making society aware of the real problems of sustainable development through education of any kind. Changing the administrative regulations.
Excessive state bureaucracy	Reducing the amount of unnecessary documents related to completing individual cases. Separation of clear legislation to help improve efficient document workflow.
Lack of proper education of citizens	Focus of state activities aimed towards the proper education of citizens, which will malfunction of the human factor.
Corruption	Reducing through enhanced scrutiny of state services responsible for digestion and combat this form of social pathology. Severe penalties provided for by law.
Too weak "eco-politics" of the state	Expanding fields of awareness of politicians on sustainable development. The implementation of actions aimed at common contacts "eco-educational" politicians with citizens. Simplifying the rules for the development of renewable energy resources of nature to encourage citizens to use this form through financial support on behalf of the state.

Source: own.

In conclusion, it should therefore bear in mind that sustainable development is not a designated and measurable goal – the border, which must be found. It is a process spread over the years (and perhaps ever) and generation. This is a chance for the present, and above all, for future generations, as if the present phase of the economy will start the actual implementation of the concept of sustainable development – the collapse of the ecological, economic and social will be very distant in time, assuming its total elimination (according to the authors of this article version of the most optimistic).



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