

TECHNOLOGIES OF AN INFORMATION SOCIETY AND SUSTAINABLE DEVELOPMENT

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Introduction

Two main tendencies which render huge influence on our life in 21 century have arisen in the last decades of the 20th century. Among them are: occurrence of new *technologies of Information Society (TIO)* and growing comprehension of necessity of search of ways of *Sustainable development*. While TIO (Internet, mobile telephony etc.) influence our life and its style more and more, loading on an environment also amplifies. On the other hand, TIO give numerous opportunities for decrease of the specified loading. Thus, *the problem* is to understand in what way new technologies can be applied better not only for protecting environment but also for development of social sphere and economy. For this purpose it is necessary to study complex influence of TIO on *ecological, social and economic stability*.

TIO and social stability

TIO give a potential opportunity of creating a global network society where all members will have equal rights. Those people which for any reasons are usually restrained, for example, through illness or old age, can receive new ample opportunities for employment, education and quality of life. Everything, that is required for participation in such processes is to have the computer, the necessary software connection to a network. But frequently the problem consists exactly in this.

TIO and economic stability

TIO have created the world market, and all over the world on their basis commercial operations are carried out. However they also have brought great contribution to the growth of financial gambles. As a result there is decrease of a tax standards' level. The small countries become helpless victims of such gambles. TIO do not render guaranteed positive influence on sustainable development in economic sense. For prevention of a tax dumping and decrease of gamble volume it is required to create new international frame conditions or to adapt already existing institutes, such as GATT/WTO.

TIO and environmental stability

Having addressed to classical sphere of stability (i.e. ecology), we may note, that TIO really show huge potential for *dematerialization*. But constant growth of the general consumption of the goods and services "eats" any economy of resources. Such threat to the economy of natural materials and energy is called *as an effect of roll*. For example, consumption of a paper is also increased with increase of amount of personal computers. The average world parameter today is at a level of 50 kg per person. Thus, TIO not so necessarily result in "steadier" charge of paper resources. In future the situation can be even worse.

Thus, we do not have obvious answer to a question, whether technologies of the Information Society promote ecological stability. Their influence will depend on how we shall use them, that, in turn, is closely connected to creation of the frame conditions determining our behaviour.

MODEL OF "CLEAN MANUFACTURE" AS A COMPONENT OF THE GUARANTEE OF SUSTAINABLE DEVELOPMENT THE SEA REGION

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During the previous centuries the quantity of money served as a measure of all values in the industrial world and of the trying to achieve maximum profits companies did not take into consideration the environment. As a result we have an increasing member of ecological disasters and the threat of global ecological disaster.

For reducing negative consequences of industrial human's activity, it is necessary: first of all, to include the quality of life in to a modern scale of values, and then take steps to prevent and to predict the technogenic influences on an environment.

Signing in 1992 in Rio de Janeiro the international «the Agenda for XXI century» has brought into life modern concept of Sustainable Development the main aim of which is the coordination of the economic, ecological and social purposes and interests of the present and future generations.

The Ukraine is the sea state, a crossroads of the international transport ways. Therefore the port sector being an important part in transport and industrial complex is responsible for approximately 80 % of international trade. As Ukraine increases the participation to the European economical process, it should follow and accept international standards (such as ISO14000).

The turnover of cargoes in ports of Ukraine, makes some millions tons a year. Basically there are bulk cargoes, : chemicals (5,87mln.t), building materials (3,75mln.t), coal (3,2mln.t); and oil products (13,17mln.t).

The most of these cargoes are known to be ecologically dangerous. In this connection, introduction of the model of «clean manufacture» in the Ukrainian ports and its conformity to ISO 14000 should become an important component of the guarantee of Sustainable Development the sea region.