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EVOLUTION OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT IN PUBLIC ADMINISTRATION DISCOURSE: TERRITORIAL CONTEXT

Background. *The article analyzes the evolution of the concept of sustainable development. It is emphasized that the concept of sustainable development proposed by the Brundtland Commission in its report "Our Common Future" provides a basis for the integration of environmental policy and development strategies. The author shows the ways of implementing economic instruments to support environmental protection, innovation and economic efficiency. It is substantiated that policy development and public support are crucial elements for the success of the introduction of new technologies and the reduction of production waste. The advantage of market environmental instruments over command and control is shown. Prospects for improving the system of territorial organization of power in Ukraine on the basis of the developed theoretical approaches are outlined.*

Methods. *In preparing the research, the following methods were used: forecasting, in particular, structuring in forecasting and forecast scenarios (in outlining the prospects for long-term economic stability); systematic approach (to identify correlations between economic, social and environmental components); chronological approach (to clarify the stages of evolution of the concept of sustainable development); structural and genetic analysis and synthesis (to determine the essence of the processes of development of the concept of sustainable development).*

Results. *The article traces the importance of the internal interdependence between the long-term stability of the environment and the economy, which is the basis of the principle of sustainable development in the management of territories. It is emphasized that the overall goal of sustainable development is the long-term stability of the economy and the environment, which is achieved by integrating and taking into account economic, environmental and social issues throughout the decision-making process by the elements of the territorial organization of power.*

It is proved that sustainable development requires elimination of fragmentation, i.e., environmental, social and economic issues should be integrated into decision-making processes, in particular, by local public authorities, in order to move towards truly sustainable development, both at the regional and national levels.

Conclusions. *It is shown that the concept of sustainable development in public administration plays a key role in ensuring the harmonious development of society, economy and environment, which requires the integration of efforts of citizens, public administration entities and business. It is emphasized that the basic functionality for the implementation of these vectors of public policy should be implemented in the system of territorial organization of power in Ukraine.*

Keywords: *concept of sustainable development, growth, public administration, territorial organization of power, harmonious development*

Background

For more than 50 years, humanity has been discussing the possibility of ensuring sustainable (steady, balanced) growth. However, the United Nations goal of "meeting the needs of the present without compromising the ability of future generations to meet their own" remains unattainable (Report of the World Commission on environment and development..., 1987). World leaders have traditionally expressed concern about global warming, escalating international conflicts, and growing threats to food and energy security, but the situation is getting worse. Therefore, it remains important to articulate the need to return to balanced sustainable development, which combines the uniform development of economic, environmental and social vectors of society.

The purpose of the article is to review the evolution of the concept of sustainable development in the public administration discourse in order to develop recommendations for the formation of fundamental approaches to the construction of systems of territorial organization of power.

Sources. The attention to the issues of sustainable development in Ukraine began in the first decade of the twenty-first century. These are the works of Novikova et al. (2019), Bobrovska and Shumik (2014), Boholiubov et al. (2018), Buryk (2017), Vasylieva and Vasylieva (2018), Hrechko (2015), Zaitseva (2019), Kovalivska (2021), Kuspliak and Kuspliak (2020), Mamatova et al. (2020), Chykarenko et al. (2020), and others. The founder of the idea of sustainable development in Ukrainian science was Academician Vernadsky, the first President of the Academy

of Sciences of Ukraine, who formulated the "biosphere-noosphere concept of sustainable development" based on the development of nanotechnology in the global dimension, which in turn affects the economic, social and environmental components of sustainable development. In his opinion, the organization of a managed noosphere, i.e., the sustainable and safe development of world civilization, should become a strategy for the survival of humanity and ensure the sustainable development of the noocommunity (Novikova et al., 2019, p. 15).

Methods

In preparing the research, the following methods were used: forecasting, in particular, structuring in forecasting and forecast scenarios (in outlining the prospects for long-term economic stability); systematic approach (to identify correlations between economic, social and environmental components); chronological approach (to clarify the stages of evolution of the concept of sustainable development); structural and genetic analysis and synthesis (to determine the essence of the processes of development of the concept of sustainable development).

Results

In 1987, the Brundtland Commission published its report "Our Common Future" in an attempt to link the issues of economic development and environmental sustainability. In doing so, the report provided an often-quoted definition of sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Report of the World Commission on environment and

development..., 1987, p. 43). Though somewhat vague, this concept of sustainable development aims to sustain economic progress and advancement while protecting the long-term value of the environment; it "provides a framework for the integration of environmental policies and development strategies" (Report of the World Commission on environment and development..., 1987). However, long before the end of the 20th century, scholars argued that there should be no trade-off between environmental sustainability and economic development.

It should be noted that the terms sustainability and ability to be sustainable are used synonymously, either correctly or incorrectly, due to the translation of the term "sustainable development" in the Brundtland Report, as some countries defined the term as sustainable development, while other Spanish-speaking countries used it as sustainable development. In other words, the terms "sustainable development" or "resilient development", "sustained development" or "mindfulness" do not seem to have any substantive differences, as they stem from a confusion that is a product of translation, where many documents refer to the term "sustainable development" and others to "mindfulness". These two concepts are synonymous in terms of their application, but this connotation depends on the geographical location. In other words, in Europe, the term "sustainable" is used, while in America, the term "sustainability" is used, which is subject to different interpretations, since in developed countries, such as North America, it focuses on economic growth as the main strategy for improving the quality of life of the population, while in the European vision it is focused on the relationship between humans and the environment, which improves the living conditions of individuals, groups and institutions. Consequently, the semantic distortion of the term "sustainable" has increased, as it is used fragmentarily, economic development, social sustainable development and environmental sustainable development; hence the term "mindfulness" as it corresponds to interacting dimensions. Therefore, the definition of sustainable development is supposed to be a search for a balance between environmental, social and economic dimensions in territories.

Using economic tools, early theorists suggested that environmental protection policies could also foster innovation and generate profits. In 1920, Arthur Pigou noted that the existence of random, free services acts as a barrier to equilibrium in the market. In his work "Welfare Economics", Pigou noted that the discrepancy between marginal private costs and benefits and marginal social costs and benefits creates what we now call "externalities" (Pigou, 1920). These externalities are seen as side effects of transactions or costs and benefits not accounted for in a given price of a good or service. To correct the market failure, Pigou proposed a tax on those activities that produce negative externalities at a rate equal to these external costs (Pigou, 1920). By levying this fee, called the Pigou tax, the market price would more accurately reflect the total costs and benefits of the activity.

Based on this, Michael Porter and Klaas van der Linde theorized that pollution is a sign of inefficient resource use. Thus, win-win opportunities for the environment and the economy can be exploited through improvements that reduce pollution in production processes (Porter, & Linde, 1995). These authors argue that competitive advantage depends on the ability to innovate; thus, "by stimulating innovation, strict environmental regulations can actually increase competitiveness" (Porter, & Linde, 1995, p. 98). According to Porter's hypothesis, a properly designed

environmental policy that uses market incentives can stimulate the introduction of new technologies and reduce production waste. Testing of this theory has yielded mixed results, but scholars generally agree that policy design and public support are crucial elements for the success of these incentives. Nevertheless, market-based environmental instruments are generally perceived as more "business-friendly" than traditional command-and-control policies (Cooper, & Vargas, 2004).

Assessing natural resources is also in our interest. Truly rational and effective governance requires that the state take into account and protect the environment and natural resources on which its current and future development depends. Any other approach is doomed to failure. The links between environment and development thus provide a powerful justification for environmental protection: enlightened self-interest" (Dernbach, 1998, p. 20). This intrinsic interdependence between the long-term sustainability of the environment and the economy is the approach of sustainable development. Similar to Porter's win-win hypothesis that there is no need for compromise, sustainable development policy aims to address the sources of environmental degradation, not just the symptoms, while providing opportunities and incentives for economic progress (Porter, & Linde, 1995).

Components of a healthy environment, such as clean air and water, are considered public goods because they are not competitive and not excludable. Thus, it is the public sector that must support the provision of these goods and services. More recently, countries have moved to implement these market mechanisms to internalize the full costs of pollution and ensure the long-term sustainability of the environment; in other words, to ensure sustainable development, both at the regional, national and continental levels.

Although there are many definitions, the most commonly used definition of sustainable development is the one proposed by the Brundtland Commission (Report of the World Commission on environment and development..., 1987). This broad definition, which we will use here, does not limit the scope of sustainable development. It does, however, address the importance of intergenerational equity. This concept of preserving resources for future generations is one of the main features that distinguish sustainable development policy from traditional environmental policy, which also seeks to internalize the externalities of environmental degradation. The overall goal of sustainable development is the long-term stability of the economy and the environment. This can only be achieved by integrating and considering economic, environmental and social concerns throughout the decision-making process.

When applying this definition of sustainable development, one of the issues is capital substitution. There are several types of capital: social, natural and artificial. The definition of weak sustainability explains that only the aggregate level of capital matters: artificial or industrial capital is an adequate alternative to natural capital. Strong sustainability, on the other hand, recognizes the unique characteristics of natural resources that cannot be replaced by industrial capital. Most environmentalists are in favor of a clear definition of sustainable development (Stoddart, 2011).

In addition to substitutability, this definition of sustainable development is also based on several other important principles. Intergenerational equity, contained in the general definition of sustainable development, recognizes the long-term scale of sustainable development

in order to meet the needs of future generations (Dernbach, 1998; Stoddart, 2011). In addition, the polluter pays principle states that "governments should require polluting entities to bear the costs of their pollution rather than passing these costs on to others or to the environment" (Dernbach, 1998, p. 58). Thus, public policy should ensure that environmental costs are internalized wherever possible; this also serves to minimize externalities.

The precautionary principle states that "if there is a threat of serious or irreversible harm, the lack of full scientific certainty should not be used as a reason for postponing cost-effective measures to prevent environmental degradation" (Rio declaration on environment and development..., 1993). Thus, the initiator of the activity bears the burden of proving that the action will not cause significant harm. The concept of common but differentiated responsibilities, clearly stated in the Rio Declaration, recognizes that each country has a role to play in sustainable development. This principle also recognizes the different contributions to environmental degradation by developed and developing nations, assessing the future development needs of these less developed countries (Dernbach, 1998; Rio declaration on environment and development..., 1993). Therefore, developed countries have a greater responsibility in light of the resources they require and the pressure they put on the environment.

The key principle of sustainable development, which underlies all others, is the integration of environmental, social and economic concerns into all aspects of decision-making. All other principles within the framework of sustainable development are based on integrated decision-making (Dernbach, 1998; Stoddart, 2011). It is this deeply rooted concept of integration that distinguishes sustainable development from other forms of policy that can be implemented at both the regional and national levels.

Institutionally, government organizations are usually organized into line ministries and agencies. This works quite well until the system is confronted with something very comprehensive and highly integrated in nature, such as sustainable development. In practice, sustainable development requires the integration of economic, environmental, and social goals across sectors, territories, and generations. Therefore, sustainable development requires the elimination of fragmentation, i.e. environmental, social and economic issues must be integrated into decision-making processes in order to move towards truly sustainable development. A successful approach to implementing the principle of sustainable development seems to be the use of a system of territorial organization of power. Given a balanced distribution of powers between its elements, taking into account the principle of subsidiarity, it seems appropriate to recognize the system of local public authorities (both state and self-governing) as the main stakeholder in the processes of ensuring sustainable development.

In 2015, the UN Summit developed 17 Sustainable Development Goals. The document "Transforming our world: The 2030 Agenda for Sustainable Development" was agreed upon by the leaders of almost two hundred countries, including Ukraine. In fact, sustainable development has become the general idea by which the world has agreed to live and change by 2030, which is currently being destroyed by aggressor states.

Discussion and conclusions

The concept of sustainable development in public administration is a strategic approach aimed at ensuring balanced growth of society, preserving natural resources

and improving the quality of life of residents. This concept is based on the following principles:

1. Environmental sustainability: Ensuring development that does not harm nature and preserves ecological balance.

2. Economic efficiency: The use of resources in an efficient manner that results in long-term benefits.

3. Social equity: Ensuring equal access to resources and opportunities for all segments of society.

Implementation of the Concept of Sustainable Development in public administration involves:

- implementation of emission reduction strategies and support for renewable energy sources;

- development of social support and education programs to ensure equal participation of citizens in sustainable development processes;

- creating effective mechanisms for monitoring and evaluating the impact of decisions on the environmental, economic and social spheres.

The author emphasizes the expediency of transferring a significant set of functions to ensure sustainable development to the system of territorial organization of power, based on the inherent principle of subsidiarity.

Despite the terrible consequences of the Russian-Ukrainian war for the environmental and socio-economic spheres of society, projects are currently being implemented that will form the basis for further sustainable development in the context of post-war recovery, including the introduction of technologies to reduce energy consumption and increase the energy efficiency of urban infrastructures, the development of environmentally friendly recreation and entertainment areas, contributing to the preservation of nature and improving environmental quality. The involvement of local public authorities seems to be an important constructive approach.

The concept of sustainable development in public administration plays a key role in ensuring the harmonious development of society, the economy and the environment. Its successful implementation requires joint efforts of citizens, government and business. The key stakeholders can be elements of the system of territorial organization of power.

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ЕВОЛЮЦІЯ КОНЦЕПЦІЇ СТАЛОГО РОЗВИТКУ В ДИСКУРСІ ЩОДО ПУБЛІЧНОГО УПРАВЛІННЯ: ТЕРИТОРІАЛЬНИЙ КОНТЕКСТ

Вступ. Присвячено аналізу еволюції концепції сталого розвитку. Наголошено, що концепція сталого розвитку, запропонована Комісією Брунтленда в доповіді "Наше спільне майбутнє", становить основу для інтеграції екологічної політики та стратегій розвитку. Показано шляхи реалізації економічних інструментів задля підтримки захисту навколишнього середовища, впровадження інновацій та досягнення економічної ефективності. Обґрунтовано, що розроблення політики і громадська підтримка є вирішальними елементами успіху під час впровадження нових технологій і зменшення відходів виробництва. Показано перевагу ринкових екологічних інструментів над командно-адміністративним управлінням. Окреслено перспективи вдосконалення системи територіальної організації влади в Україні на основі вироблених теоретичних підходів.

Методи. У дослідженні було використано такі методи, як: прогнозування, зокрема структурування у прогнозуванні та пронозних сценаріїв (для окреслення перспектив довгострокової економічної стабільності); системний підхід (для виявлення кореляційних залежностей між економічним, соціальним та екологічним складниками); хронологічний підхід (для з'ясування етапів еволюції концепції сталого розвитку); структурно-генетичний аналіз та синтез (під час визначення сутності процесів розвитку концепції сталого розвитку).

Результати. Простежено значення внутрішньої взаємозалежності між довгостроковою стабільністю навколишнього середовища та економіки, що є основою принципу сталого розвитку в управлінні територіями. Наголошено, що загальною метою сталого розвитку є довгострокова стабільність економіки та навколишнього середовища, що досягається шляхом інтеграції та врахування економічних, екологічних та соціальних проблем протягом усього процесу прийняття рішень елементами системи територіальної організації влади.

Доведено, що сталий розвиток вимагає усунення фрагментації, тобто екологічні, соціальні та економічні проблеми повинні бути інтегрованими в процеси прийняття рішень, зокрема місцевими органами публічної влади, щоб рухатися до насправді сталого розвитку, як на рівні регіональному, так і загальнодержавному.

Висновки. Показано, що концепція сталого розвитку в публічному управлінні відіграє ключову роль у забезпеченні гармонійного розвитку суспільства, економіки та навколишнього середовища, задля чого потрібна інтеграція зусиль громадян, суб'єктів публічного управління та бізнесу. Наголошено, що базовий функціонал з реалізації зазначених векторів державної політики має реалізовуватись у системі територіальної організації влади в Україні.

Ключові слова: концепція сталого розвитку, зростання, публічне управління, територіальна організація влади, гармонійний розвиток

Автор заявляє про відсутність конфлікту інтересів. Спонсори не брали участі в розробленні дослідження; у зборі, аналізі чи інтерпретації даних; у написанні рукопису; в рішеннях про публікацію результатів.

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