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**BUILDING VECTORS OF AN ECOLOGICAL SUSTAINABLE SOCIETY**

It has been proven that an ecological sustainable society should be prerequisite for the circular economy model's implementation. An ecological society is an integral part of a sustainable society, which also includes energy, resource, fiscal and social sustainability. It has been outlined that the life quality is influenced by a combination of economic, social and environmental factors. The main tools for creating a sustainable society have been studied, the characteristics of a sustainable society have been determined. The building vectors of an ecological sustainable society are outlined. It has been determined that this can be implemented using the 11 Goals of the UN SDG (Sustainable Cities and Communities), as well as using other tools, including protecting and improving the environment, meeting social needs, promoting economic success, etc.

**Key words:** ecologically sustainable society, environment, social needs, economic success, goals of sustainable development.

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**ВЕКТОРИ ПОБУДОВИ ЕКОЛОГІЧНО СТІЙКОГО СУСПІЛЬСТВА НА СВІТОВОМУ РІВНІ**

Доведено, що одним із елементів впровадження моделі циркулярної економіки має стати створення екологічно сталого суспільства. Екологічне суспільство є невід'ємною частиною сталого суспільства, яке також включає енергетичну, ресурсну, фінансову та соціальну стійкість. Було підкреслено, що на якість життя впливає сукупність економічних, соціальних та екологічних факторів. Досліджено основні інструменти створення сталого суспільства, а також визначено характеристики сталого суспільства. Окреслено вектори побудови екологічно сталого суспільства. Визначено, що це можна реалізувати за допомогою 11 цілей ЦСР ООН (Сталого розвитку міст і громад), а також за допомогою інших інструментів, включаючи захист і покращення навколишнього середовища, задоволення соціальних потреб, сприяння економічному успіху тощо.

**Ключові слова:** екологічно стійке суспільство, довкілля, соціальні потреби, економічний успіх, цілі сталого розвитку.

**Statement of the problem.** In view of the non-obvious negative consequences of drastic climate change and the depletion of natural resources, the world economic system needs significant changes. One of the driving forces is building an ecologically sustainable society that

will focus on the well-being of the planet and future generations, rather than on the maximum exploitation of resources. The conditions for the society's sustainability include the energy, resource sustainable, environment, fiscal, and social elements.

**Analysis of recent research and publications.** The efforts of scientists, government bodies and public organizations in most countries of the world are directed towards the search for opportunities to ensure sustainable development, both of the economies of individual countries and regions, and of humanity as a whole. The main principles and approaches to solving the problems of sustainable development and related issues of economic progress, environmental protection and poverty reduction are explored in the works of R. Harrod, J. Harris, B. Hopwood, M. Mellor. Among domestic scientists are E. Kakutysh, Yu. Maceiko, L. Maslovska, L. Melnyk, A. Sadovenko, V. Sereda, T. Tymochko. Despite numerous studies on various issues related to this concept and significant efforts by governments and the public to its implementation, the threats posed by the development of human society still remain. Therefore, the relevance of the development and implementation of sustainable development over time not only does not decrease, but increases. This requires a comprehensive study of the building vectors of an ecologically sustainable society.

K. L. Higgins [1] points out that companies, individuals and nations are beginning to recognize the limitations of their existence, and the main question is whether we can grow the economy and preserve our planet, or whether these two processes are mutually exclusive.

Scientists are searching for answers to this question. There are quite different points of view on this issue, from more rigid views on the need for drastic growth restriction to rather flexible ones, which involve the search for ways to ensure sustainable development against the background of free economic growth. Some scientists express general skepticism about the possibility of curbing economic growth.

In the anniversary report of the Club of Rome [2], prepared by its two presidents (Ernst Ulrich von Weizsäcker and Anders Wijkman) and with the participation of 34 other members, it is noted that today humanity has entered the so-called "complete peace", with very unclear prospects for further border expansion. If you continue to live according to the accepted rules, the collapse will not take long. The authors emphasize that today's "crisis is not cyclical, but is intensifying. It is not limited to the nature around us, but includes a social, political, cultural, moral crisis, a crisis of democracy, ideologies and the capitalist system"[2]. The report highlights a number of areas in which achieving a balance is necessary, and argues that the emergence of global rules binding on all countries is inevitable, especially when it comes to consequences that affect the entire planet.

Therefore, to solve the paradox between economic growth and stability, it is necessary to find ways to balance these processes. This balance can be achieved mainly by sharply limiting the spirals of economic, population and resource depletion. The effects of these actions will certainly affect the lots of countries living standard, but they must be accompanied by an understanding that the nature of the problem is the tension between short-term growth and long-term survival.

L. Scutaru [3] points that sustainable development requires a new integrative approach, which should combine economic theory with the study of natural sciences; a new multidisciplinary concept is needed, aimed at smoothing the hard boundaries between various modern sciences in order to create conditions for a global view of all economic, social and environmental phenomena within the framework of a homogeneous set in which they all interact with each other.

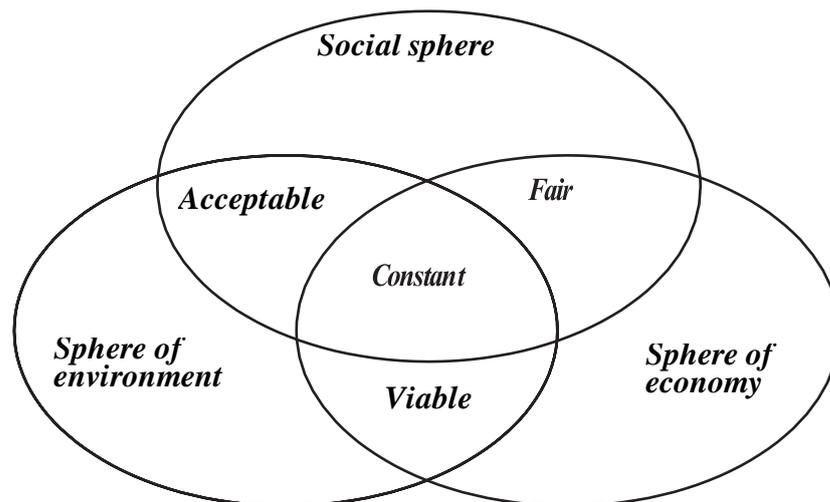
It should be noted that the concept of sustainable development has undergone a long evolution and continues to develop in accordance with new global challenges. Sustainable development is associated with the formation of a fundamentally new attitude towards man, on the one hand, as a subject of the ecological and economic system, and on the other – as the main goal of its development. The global transition to sustainable development is possible only under

the mandatory condition of coordination of all objects and subjects of this process, which is systemic in nature and connects all levels of the socio-economic system (global, national, regional, local) and various spheres of its functioning (economic, social, environmental).

**The aim of the article** is to determine the vectors of building of an ecologically sustainable society at the world level.

**Results of the research.** A sustainable society can be described as one where the needs of everyone in the community are met, people feel safe, healthy and ultimately happy. In such a society, the environment is valued, protected and improved, and the damage caused is minimized. In addition, employment opportunities and conditions improve, and work is valued more [5].

The life quality is influenced by a combination of economic, social and environmental factors (figure 1).



**Figure 1. The threefold concept of sustainable development**

The first step to build an environmentally sustainable society is electrification with renewable energy sources. Also, any new buildings should be designed with the ability to collect energy, as it is already done in Sweden, and the existing ones should be modernized. Energy consciousness, from the point of view of nature protection, production and efficiency, should be taken into account in every decision of public infrastructure [4].

The creation of a sustainable society involves the use of the following tools:

1. Protection and improvement of the environment
  - efficient and prudent use of energy resources, water and other raw materials;
  - waste minimization, its reuse or recovery through recycling, composting or energy recovery and only then disposal of the remains;
  - limitation of pollution to a level that does not harm natural systems;
  - appreciation and protection of the diversity of nature.
2. Satisfaction of social needs
  - to protect people's health thanks to a safe, clean and pleasant environment;
  - emphasis on preventive measures in the field of health care;
  - ensuring access to good food, water, housing and fuel at an acceptable price;
  - maximizing everyone's access to the opportunity to obtain knowledge and skills necessary for full participation in society;
  - protection of the diversity of society, local differences and strengthening of the local community and its cultural identity;
  - expanding the opportunities of all sections of the community to participate in decision-making and to consider the social and public aspects of decisions.

### 3. Promotion of economic success

- creating a "vibrant" local economy that provides access to work that is satisfying and rewarding without harming the local, national or global environment;
- value of unpaid work;
- encouraging the necessary access to facilities, services, goods and other people in such a way that cars are used less and, thus, the impact on the environment is minimized;
- access to culture, leisure and recreation for all.

It is necessary to conduct an open national conversation with the population, which will allow better absorption and processing of information. Only by informing society and establishing sustainability as a lifestyle should form a basis for understanding the real problems and opportunities [4].

The World Bank's Urban, Disaster Risk Management and Resilience Initiative examines the concept of urban and community resilience through four key dimensions:

1. Sustainable communities are environmentally sustainable in terms of cleanliness and the "greater" efficiency inherent in the circular economy.

2. Resilient communities are resilient to social, economic, and natural shocks. They are well prepared for natural disasters that are increasing in intensity and frequency due to climate change.

3. Sustainable communities are inclusive communities. They provide access to markets, services and development to all population groups.

Sustainable communities are competitive communities that also remain productive and create jobs [6].

Therefore, a sustainable society must meet the following characteristics:

use of electrified ground transport, widely available public transport, widespread car sharing services and reduction of car ownership;

goods and structures are built in such a way to last a long time and have the possibility to be modernized;

almost complete absence of disposable goods;

processing as a leading event and a separate branch of the economy;

most goods are produced at the national level;

international trade consists mainly of information services and critical goods and components;

the population is stable or moderately decreasing;

a high proportion of elderly people;

more compact urban areas with rural areas are used for food production and natural regeneration;

residential and commercial buildings are modernized to collect and store energy flows;

centralized heating is widespread among energy collection, storage and distribution in flexible local networks [4].

To build the inclusive, resilient, competitive, sustainable cities and communities is essential to achieve the UN Sustainable Development Goals by 2030 and to eradicate the extreme poverty and promoting shared prosperity at the local, regional and national levels, and this issue is highlighted in Goal 11 (Sustainable Cities and communities). This goal aims to accomplish the following tasks:

1. By 2030, to ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums.

2. By 2030, to ensure access to safe, affordable and sustainable transport systems for all by improving road safety, in particular, by expanding public transport, with specific attention to the human demands in vulnerable situations, women, children, the disabled and the elderly.

3. By 2030, to strengthen inclusive and sustainable urbanization and capacity for joint,

integrated and sustainable settlement planning and management in all countries.

4. To strengthen efforts to protect and preserve world cultural and natural heritage.

5. By 2030, to reduce significantly the number of deaths and injuries and significantly reduce direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and vulnerable.

6. By 2030, to reduce the adverse impact of cities per capita on the environment, in particular by paying particular attention to air quality and the management of household and other waste.

7. By 2030, to ensure universal access to safe, inclusive and accessible green public spaces, in particular for women and children, the elderly and the disabled.

8. To support positive economic, social and environmental linkages between urban, non-urban and rural areas by strengthening national and regional development planning.

9. To increase significantly the number of cities and settlements that adopt and implement integrated policies and plans for inclusion, resource efficiency, mitigation and adaptation to climate change, disaster resilience, and develop and implement an Integrated Disaster Risk Management Program for at all levels.

As for the urban population living in slums in developing countries, this indicator has decreased significantly thanks to the concerted efforts of national governments, urban authorities and other stakeholders, from 28% in 2000 to 23% in 2014. However, in 2018, the rate cut to 24% (about 1 billion people), which is associated with rapid urbanization that outpaces the development of housing, infrastructure and services, namely in the regions of North Africa and the Middle East and Sub-Saharan Africa [8].

**Conclusions.** Sustainable development is becoming more acceptable as a social goal. What a sustainable society might be like, or how it might be created, however, remain elusive and vague. It is generally accepted that such a society must be based on widespread adoption of activities that are sustainable in economic, environmental and social terms. Organizational concepts of sustainability have tended to focus on the environmental aspect.

An environmentally sustainable society can be achieved if the natural resources are taken care of by the present generation to mind future generations. The purpose is to ensure that there is continuity of the people in the society. To sustain society, the environment should be conserved, refurbished, and improved. Major concerns are environmental pollution, land, ecology, biodiversity, and ethics concerning the environment.

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