

## IR-RATIONALIZATION OF THE SUSTAINABLE DEVELOPMENT APPROACH

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Let's analyze whether the approach of sustainable development is rational from the point of view of the classical economy or it introduces new bases for its implementation. To begin with, we need to define what are the goals of sustainable development.

Global sustainable Development goals have been approved in 2015 at the United Nations Summit on Sustainable Development. The initiative of the Government of Ukraine and with the assistance of the UN system in Ukraine, the open and inclusive process of adaptation of the CSR was held. Taking into account the principle of "leave no one aside" and using a wide range of informational, statistical and analytical materials, the national CSR system was developed (86 development tasks and 172 indicators for monitoring their implementation).

The national report was prepared by the Ministry of Economic Development and trade of Ukraine in coordination of Natalya Gorshkokova. The report was approved by the interagency high-level Working Group on the issues of organization of the implementation process of the CSR in Ukraine under the chairmanship of the first Vice prime Minister of Ukraine-Minister of Economic Development and trade of Ukraine Stepan Kubiv and Coordinator for Humanitarian Affairs, UN System Coordinator in Ukraine, resident representative of UNDP in Ukraine Neil Walker.

Consider the economic strategic goal of programs and sustainable development for Ukraine 2016-2030. It has the name "ensuring the transition to balanced consumption and production models, balanced natural resource management and strengthening climate response action". Let's consider in more detail the "balanced consumption".

Consumption — the use of a product in the process of meeting needs. In the economy, consumption equates to receiving goods or services. Consumption becomes possible as a result of income or cost savings. Consideration of consumption as a process of meeting needs is based on the tenets of economic theory. Economic theory considers a person within the framework of economic relations: in the conditions of limited resources, the individual looks for the most effective ways to meet their own needs. In this case, the person (subject) itself can be described as a "Utility Maximizer". The economic model clearly shows the atomism of the subject and the relative independence of his decisions. The motivational factor for consumption is the need to maximize the benefits of consuming the product in meeting the needs.

However, this goes against the concept of sustainable development, which tells us: sustainable development is the development of countries and regions when economic growth, material production and consumption, as well as other activities of society occur within the limits determined by the ability of ecosystems to recover, absorb pollution and support the livelihoods of present and future generations. concept of sustainable. That is, development is now associated not only with economic progress and increased economic efficiency. On the contrary, it is generally accepted to understand balanced development as a harmonious combination of economic, social and environmental components of development. Only achieving a balance between the two will provide the opportunity to move to a social development that does not deplete natural and human resources, and therefore will be able to last long enough. The concept of balanced development was the answer to the challenge of time. It is an alternative to the dominant model of modern development, based on the consideration of nature only as a source of raw materials for the production of various goods. [2] Ensuring balanced development is not a technical problem that requires new technology or technology. It is a problem of change of social relations and formation of such a society that will not destroy the environment of its existence. Balanced development is also not a purely scientific problem. The transition to such a model of development has an ethical meaning, a shift in the values of many people. Like any social ideal, the concept of balanced development is a prerequisite for creating a society that will develop in harmony with nature. The main principles of balanced development are: the combination of nature conservation and social development; meeting basic human needs; achieving equality and social justice; ensuring social self-determination and cultural diversity; maintaining ecosystem integrity. The concept of balanced development implies the implementation of a coherent system of principles of activity. The system of forming is the principle of integrity.

The same conclusion was reached by economic sociologists, who with all seriousness doubted the soundness of the extremely limited common sense, which the economists-theorists gave their rational consumer. The general thesis can be formulated as follows: the term — Homo sociologicus — describes a person "sociological" — a model opposite to the previously considered model homo economicus. "Sociological

person" — a person socially conditioned. This is the behavior that economic sociology deals with, paying attention to the cultural, landmark environment and its environment. The complexity of using this model, in comparison with accurate models of economic theory, is clear to any researcher. At the same time, attempts at analytical consideration of the behavior of homo sociologicus have brought to the sociological science invaluable ideas and constructs in their importance.

From the above, one can form the following principles for changing the basic tenets. The implementation of balanced development ideas requires a strategic approach that is based on changing the whole philosophy of thinking and political activity that involves the transition: from developing and executing fast-growing fixed plans to creating an adaptive system that can be constantly improved; from the view that only the state is responsible for development, to the fact that it is the responsibility of the whole society; from centralized and controlled decision-making to the dissemination of transparent negotiations, cooperation and concerted action; from focusing on passing laws or the like. regulations to focus on quality results of management processes and processes of public participation; from sectoral to integrated planning; from focusing on expensive "projects" (and, accordingly, dependence on external assistance) to development that is defined and funded, based primarily on the country's own capabilities.

Based on all of the above, it becomes clear that the Balanced Consumption Model is not a rational approach, but a more complex and profound one that incorporates social, environmental, psychological, factors, and alters the overall philosophy of thinking and is not purely economic.

One of the main open questions remains to build such a balance of the system that will satisfy both consumers and producers, and will remain within the limits of balanced consumption, to develop new regulatory mechanisms that will take a new approach into account.

#### **References:**

1. Цілі сталого розвитку 2016-2030 URL: <http://www.un.org.ua/ua/tsili-rozvytku-tysiacholitia/tsili-staloho-rozvytku> (дата звернення: 15.02.2020).
2. Що таке сталий розвиток? URL: <http://www.sd4ua.org/shho-take-stalij-rozvitok/> (дата звернення: 15.02.2020).