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## GENESIS OF THE PARADIGM OF SUSTAINABLE ECONOMIC DEVELOPMENT

### ГЕНЕЗИС ПАРАДИГМЫ УСТОЙЧИВОГО РАЗВИТИЯ ЭКОНОМИКИ

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#### ABSTRACT

*SUSTAINABLE DEVELOPMENT, INDUSTRIAL SOCIETY, POST-INDUSTRIAL ECONOMY, GLOBAL DYNAMIC EQUILIBRIUM, NEW WORLD ECONOMIC ORDER*

*In the second half of the twentieth century, in developed countries, there was a transition from the era of industrial society to the post-industrial economy, which is also referred to as the «cybernetic» and «information society». The article analyzes the genesis, stages and essence of the paradigm of sustainable development, and also identifies the main contradictions that caused a radical change in the paradigm of social development.*

In the second half of the twentieth century, in developed countries, there was a transition from the era of industrial society to the post-industrial economy, which is also referred to as the «cybernetic» and «information society».

The concept of sustainable development was a logical transition from the ecologization of scientific knowledge and socio-economic development, which began to flourish in the 1970s. Important research and analysis of the state of the environment made it possible to find out that modern civilization lives in the conditions of an increasing ecological crisis

#### АННОТАЦИЯ

*УСТОЙЧИВОЕ РАЗВИТИЕ, ИНДУСТРИАЛЬНОЕ ОБЩЕСТВО, ПОСТИНДУСТРИАЛЬНАЯ ЭКОНОМИКА, ГЛОБАЛЬНОЕ ДИНАМИЧЕСКОЕ РАВНОВЕСИЕ, НОВЫЙ МИРОВОЙ ЭКОНОМИЧЕСКИЙ ПОРЯДОК*

*Во второй половине двадцатого века в развитых странах произошел переход от эпохи индустриального общества к постиндустриальной экономике, которая также упоминается как «кибернетическое» и «информационное общество». В статье анализируется генезис, этапы и сущность парадигмы устойчивого развития, а также выявляются основные противоречия, вызвавшие радикальное изменение парадигмы социального развития.*

that can lead to the death of all mankind.

The cause of this crisis was the imbalance in ecological systems and in the relationship between society and nature, which gave birth to a whole system of contradictions and led to the need of developing a paradigm for sustainable economic development (Table 1).

A response to the world community's concern with the state of environmental problems was the creation of international non-governmental scientific organizations to study global processes on the Earth, such as the Club of Rome, the International Institute for System Analysis, the International Federation of Institutes of Advanced Studies (IFIAS). In the USSR, the All-Union Institute for System Studies was established.

Table 1 – System of global contradictions and its consequences

The contradiction	Its consequences
Between the growing needs of people and the inability of the biosphere to provide them without breaking down	Expenditure of available resources outstrips the formation of new ones. Degradation of the natural environment occurs, irreversible negative processes develop in the biosphere: air pollution is one of the main causes of premature mortality and health problems, especially with child health; it is about 20 % of vertebrate species are threatened with extinction. Water quality deteriorates. In terms of large river systems, it does not meet the standards of the World Health Organization (WHO)
Between the consumer attitude of man to the environment and the ability of the biosphere to maintain a system of natural biogeochemical processes of self-healing	
Between production and consumption	
Between the growth of global gross income and the reduction of global wealth (life support resources)	
Between collectivism and individualism	The growing disparities, both between countries and within individual countries, aggravation of the problems of poverty and hunger Deterioration of public health and illiteracy; extreme uneven distribution of resources, which destabilizes the situation both in individual countries (wealth-poverty), and in the world as a whole and generates instability
Between rich and poor	

Source: developed by the author on the basis of [1,2,3,4].

The next stage in the formation of a new paradigm of economic development was the Stockholm United Nations Conference on the Environment (1972), where the United Nations Environment Program (UNEP) was established. In the same year, commissioned by the Club

of Rome, the research book «Limits of Growth» was published. However, the very notion of «sustainable economic» development has come into play since the publication of the «Our Future» report of the World Commission on Environment and Development (WCED), chaired by the Prime Minister of Norway, Gro Harlem Brundtland, in 1987. The report formulated the thesis of a «new era of economic development safe for the environment» – sustainable development, implying a model of socio-economic development in which the satisfaction of the life needs of the present generation is achieved without the exhaustion of natural resources in future generations and environmental degradation.

And, finally, as the main strategy of the modern stage of the world economy, «sustainable development» was first announced at the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro in 1992. It made a historic decision to change the course of development of all world society. UNCED has shown awareness of the perniciousness of the conventional path of development, which has been characterized as unsustainable development, fraught with crises, catastrophes and omnicide [4].

Thus, the strategy of sustainable development as the idea of a new cultural paradigm emerged at the end of the 20th century due to the realization that natural evolution has brought humanity into a difficult situation characterized by the following characteristic features: first, the use of available resources outstrips the formation of new ones; secondly, the distribution of resources is extremely uneven, which destabilizes the situation both in individual countries (wealth-poverty) and in the world as a whole; thirdly, degradation of the natural environment occurs, irreversible negative processes develop in the biosphere.

On the basis of the analysis of the problem, the following conclusions can be drawn: The first stage was the ecologization of scientific knowledge and socio-economic development that began in the 1970s and the creation of international non-governmental scientific organizations to study global processes on Earth; the second stage, the involvement of the international community at the state level in the solution of environmental problems (the UN Conference on the Human Environment) and the creation of the United Nations Environment Program (UNEP) (1972); The third stage, the term «sustainable economic development» appeared in the report of the International Commission on Environment and Development «Our Future» (1987); the fourth stage, the paradigm of «sustainable development» is recognized as the main strategy of the current stage of development of the world economy (UN Conference on Environment and Development (UNCED), Rio de Janeiro, 1992).

It was revealed that along with a change in the generally accepted model for the development of the world, a change in the general scientific paradigm was also observed. The traditional economy differs from the sustainable development economy according to a number of criteria, the main ones being the following:

- firstly, the basis of the traditional economy is unlimited economic growth; in a

sustainable development economy, the foundation is limited, sustained growth and the search for «consumption and production patterns» that meet the essential needs of humanity;

- secondly, the goal of the traditional economy is to maximize profits and satisfy the needs of consumers; in a sustainable economy, the main goal is to maintain a stable balance between economic, social and biological systems;

- thirdly, the theoretical concept of the traditional economy is based on the thesis that maximizing profits and satisfying consumers in a market system is compatible with maximizing the well-being of people and that market failures can be corrected by government policy; the paradigm of sustainable economic development is based on the thesis that short-term profit maximization and satisfaction of consumer consumers will ultimately lead to the depletion of natural and social resources on which human well-being and the survival of biological species rest;

- fourthly, there is a different understanding of the role of labor in the system of reproduction. In a traditional economy, the labor force is a factor of production, the same as capital. If necessary, they can replace each other. Within the concept of sustainable development, labor becomes a key factor. Investments in labor (in other words, human capital) can involve long-term factors of economic growth based on scientific and technical progress, since skilled labor can be improved.

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