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Hobela Volobymyr

PhD in Economics, Senior lecturer of Management Department

Lviv State University of Internal Affairs

ORCID: 0000-0001-7438-2329

Blaga Nataliya

PhD in Economics, Associate Professor,

Associate Professor of Management Department

Lviv State University of Internal Affairs

ORCID: 0000-0001-9433-9459

Leskiv Halyna

PhD in Technical Sciences, Associate Professor,

Head of Management Department

Lviv State University of Internal Affairs

ORCID: 0000-0002-4900-9466

THEORETICAL CONSTRUCTION OF THE ENVIRONMENTALLY FRIENDLY SOCIO-ECONOMIC DEVELOPMENT MODEL

Summary. *The research was devoted to the actual problem of forming the concept of ecologically safe social development, which substantiates the relevance of this problem because of the state of the economy and the current environmental issues. The theoretical analysis of the main provisions and directions of ecological ethics is carried out, their influence on consciousness and behavior of the person in ecological and economic systems is analyzed. The relationship and interaction of environmental ethics, social ecology, environmental philosophy, and environmental economics were considered. The*

most acceptable provisions of environmental ethics are highlighted, taking into account modern realities and their impact on the ecological and economic system and social development. Theoretical bases and basic approaches to ensuring ecologically friendly development were investigated; their structuring and analysis were conducted. The basic concepts of social development transformation into ecologically friendly were considered and their theoretical analysis was carried out, the basic advantages and lacks the specified concepts taking into account a current state of economy and environmental issues were allocated. Taking into account empirical researches and results of a comparison of the main provisions was concluded the necessity of introducing the basic provisions of the concept of degrowth for the state economic and ecological safety maintenance. Detailed analysis and characterization of the key provisions of the degrowth concept. The theoretical basis of this concept was analyzed; its main goals and objectives were formed. Based on the results of the analysis, a theoretical model of ecologically friendly development of the state's economy was developed, which provides for the development of a certain direction of environmental ethics, formation of the most acceptable ecological worldview, based on the concept of degrowth and provides intensive greening of all spheres of human activity.

Key words: *social development, transformation, ecological security, degrowth, theoretical model, greening.*

Problem statement. Current environmental problems and threats have become so large that they need to be addressed urgently through a radical restructuring of our thinking, actions, and behavior in ecological and economic systems. To do this, it is necessary to form and implement the concept of environmentally friendly social development. An important stage of this concept formation is the theoretical analysis of the basic provisions of environmental ethics, environmental worldview, modern environmentally friendly economic

models, and concepts of transformation of social development into environmentally friendly. A significant number of environmental problems in our country and outdated production technologies, which are the main causes of environmental pollution, highlight the need for this study. Furthermore, the intensification of competition in international markets, and globalization of all spheres of human activity requires the formation of an effective concept of environmentally friendly social development as a necessary condition for participation in international economic relations.

Analysis of recent researches and publications. There are a lot of foreign and domestic research devoted to the study of ecologically friendly social development, the social development greening, fundamental principles of ecological economics, ecological ethics, and ecologically friendly economic models. In particular, the works of Leopold O. [1] are devoted to the study and formation of the basic conceptual provisions of environmental ethics or, in his author's interpretation of "ethics of the Earth". Schweizer A. made a significant contribution to the formation of ecological ethics and ecological worldview of mankind [2]. With his concept of the ethics of reverence for life, he laid the ethical and moral foundations of social development, aimed at preserving biological diversity and life on the planet in general. Nash R. studied ecological and ethical problems [3]. His main scientific research focused on the concepts of "rights of nature" and "environmental ethics". The studies of Ukrainian scientists also are devoted to ecological ethics. In particular, Mykhailyuk S. [4], who studied the axiological foundations of ecological ethics, and Boreyko V. [5], who studied the development of ecological worldview.

No less important is the study of the interdependence of economic development and the state of the environment, balancing the interests of economic and ecological systems, ensuring social development in the long run, carried out by Scutaru L. [6]. Georgescu-Roen N. was engaged in the exploration of economic development based on the laws of physics and taking

into account the interests of the environment [7]. The scientist set up a theoretical background for the ecological economics. Daly G. [8], considered the problems of non-economic growth and explored the possibility of introducing a steady state economy – the concept of transformation of social development into sustainable. British scientist Pierce D. [9] developed the concept of a green economy, which provides for sustainable economic development, limited by the capacity of the ecological system. A significant contribution to the study of the purpose of environmentally friendly development was made by the Meadows D. and Meadows D. L. [10]. They studied the physical limits of economic growth and modeling different scenarios for future human development depending on the chosen concept of social development transformation. A group of scientists Demaria F., Schneider F., Sekulova F., and Martinez-Alier J. [11] proposed the concept of environmentally friendly development, called degrowth. Huber J., Jonik M., and Mol A. [12] explored ways to solve environmental problems through the introduction of new, advanced, and environmentally friendly technologies and proposed the concept of ecological modernization. Hvesyk M. [13] considered the issues of ecological modernization and ensuring the state's ecological security.

Melnyk L. [14] investigated ways to solve environmental problems and the transition to the principles of sustainable economic development and motivational mechanisms of the economy greening. Sinyakevych I. [15] studied the ways of ecologically friendly social development ensuring and concept of greening. Shevchuk V. and Chernyak V. [16] studied the conceptual model of social development transformation and ways of economic transformation, taking into account the available resource and technical-technological base, knowledge and intelligence, according to which the main criterion of social progress should be growth human development index.

Despite significant attention to this topic, several issues remain understudied. In particular, it is necessary to form a theoretical model of

ecologically friendly social development, which would take into account Ukrainian realities and would be based on the basic principles of ecological economics, ecological ethics, and ecological worldview and harmoniously combined with the economic model of safe development.

Formulation purposes of the article. The purpose was to carry out the theoretical analysis of ecologically friendly social development and to form an optimal theoretical model of ecologically friendly economic development.

The main material. First of all, it is necessary to analyze the theoretical basis of environmentally friendly development of socio-economic systems. Such a basis is ecological ethics, which contributes to the formation of the ecological worldview of humans. Ecological ethics is a piece of scientific knowledge about the proper attitude of humans to nature [4]. The establishment and development of environmental ethics is the reason that has contributed to the emergence of several fundamental differences in the relationship between the concepts of human and nature, namely – about their hierarchical distribution and dominant role in the system of existence. Hence, various views were set on the awareness of the dominant role in the human-nature relationship. Scientific forecasting of the future suggests an increase in the population, a reduction in resources, and a decrease in the ecological capacity of the planet. Therefore, different approaches have been developed to represent the moral aspect of human-nature relations and ways to preserve the biosphere. Accordingly, there are the following areas of environmental ethics: anthropocentrism, biocentrism, and ecocentrism [1; 2].

Worldview ideas of anthropocentrism are based on the ideas of the undeniable importance of humans and their dominant role in the biosphere: it shouldn't adapt to the natural environment, but change it depending on their own needs [1]. That is, the only human is the subject of morality.

Opposite to the ideas of anthropocentrism are the worldview ideas of ecocentrism. Accordingly to the concept, the basic is the ecosystem as a set of all species of flora and fauna, as well as the human habitat. The subject of

morality, in this approach, is all members of the biosphere. The founder of this concept was an American scientist-ecologist Leopold O. Pretty directly, the principal positions of the representatives of this area are reflected in the author's quote: "The greatest ignoramus is a person who asks about a plant or animal: "what is the use of it" [1].

The worldview ideas of biocentrists focus on equal treatment not of all members of flora and fauna, but only of certain species. Biocentrists consider that the subjects of morality, in addition to humans, are animals and some species of birds [3]. In general, the equal right to life of all existing organisms capable of experiencing pain and suffering is proclaimed [2].

To summarize, it is worth paying attention to extremely radical ideas that have a shifted vector, both towards human needs and towards the needs of nature. The formation of environmental ethics has been going on for a long time, so it has been influenced by many historical periods and many theoretical concepts. Environmental ethics developed in parallel with the development of ideas of social ecology, ecological philosophy, and ecological economics. However, it should be noted that the theoretical basis of these ideas, in turn, was the basic postulates of environmental ethics. Such ideas were formed based on basic ethical concepts, types of ecological worldview, basic theories of social development, taking into account global environmental problems, the formation of models of economic systems designed to ensure environmentally friendly economic development (fig. 1).

The need to overcome global environmental problems in the XXI century became the priority of mankind. The world community has declared such intentions by adopting a symbolic document entitled "Agenda for the XXI century." at a conference in Rio de Janeiro in 1992, as it was necessary to neutralize the detrimental effects of industrialization and consumer society on the planet's ecosystem. It is necessary to form a system of social relations that will not be based on mass production and consumption of material goods. This

has led to the emergence of various directions, ways, and forms of transformation of social development into environmentally friendly.

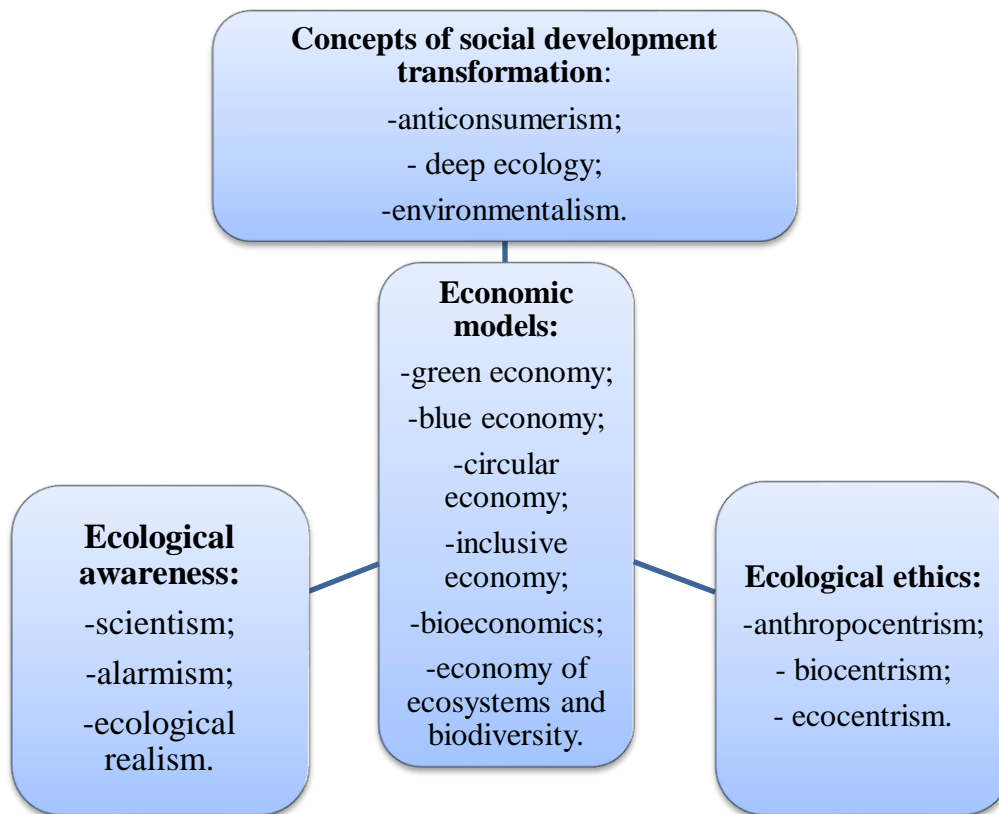


Fig. 1. The ecologically friendly economics' development elements and their verification

As a result, several types of ecological consciousness were formed: scientism; alarmism; ecological realism. Note that from a security point of view, the most optimal type of environmental consciousness is scientism. It provides for the availability of effective measures of greening, including the greening of consciousness as a necessary component of overcoming global environmental problems.

To determine the optimal concept of the social development transformation into an environmentally friendly way, it is advisable to consider the advantages and disadvantages of the most crucial concepts (Table 1).

Table 1

Advantages and disadvantages of basic concepts of social development transformation into environmentally friendly

	ADVANTAGES	DISADVANTAGES
ECOLOGICAL MODERNIZATION	intensive development of eco-innovations	decrease of natural resources
	economic growth	manifestations of pseudo-greening, de-greening, the rebound effect
	reducing the entropy of ecological and economic systems by improving technology	deterioration of the ecological system
	reduction of anthropogenic load	rising prices for "non-renewable" resources
DEGROWTH	reduction of anthropogenic impact on the environment by reducing consumption	slow economic growth
	conservation of natural resources and reproduction of the environment	increasing the entropy of ecological and economic systems due to inefficient technologies
	increasing the level of cultural and spiritual development	increasing levels of social tension and political instability, which will take the form of environmental voluntarism
	formation of local economic systems	disruption of world market conditions due to the formation of autarkic economic systems
STEADY STATE ECONOMY	use of resources at the level of their natural renewal (balancing of ecological footprint and biocapacity)	formation of a significant deficit of goods and resources, respectively, the manifestations of inflation
	sustainable production and consumption	increasing levels of social tension and political instability, which will take the form of environmental voluntarism
	preservation and restoration of the environment	slowing down the progress
	reducing the entropy of ecological and economic	strengthening the position of globalists and the formation of global extractive institutions

Based on the results of empirical analysis of analysis, the expediency of introducing the basic ideas of degrowth was determined, because with such a concept the social effect is supposed to be the greatest [17].

Thus, there is a need for a detailed consideration of the main provisions of the concept of anti-growth. Degrowth is a socio-economic concept that provides

for a reduction in economic growth to harmonize the economic interests of society and the interests of nature [11; 17]. However, the degrowth theory shouldn't be equated with stagnation and economic decline. This concept provides for a purposeful process of economic and social transformation to harmonize social development [11]. That is, degrowth is a set of processes that reduce consumption, which will reduce production and reduce anthropogenic pressure on the environment. Not only such a model overcomes global environmental problems but also contributes to the spiritual development of humanity. Representatives of this trend are deeply convinced that degrowth is the only way to preserve the natural environment and ensure the harmonious development of the world community.

Achieving the main goals of the concept of degrowth involves:

- reduction of consumption due to the establishment of environmental restrictions on the use of resources, including energy;
- reduce of aggregate demand due to the transformation of public opinion;
- dominance of eco-marketing ideas and reduction of commercial advertising of consumer goods;
- formation of self-sufficient local economic systems to reduce the volume of international trade, and reduce the volume of transportation [17].

It is worth noting that the concept of degrowth is based on theories of anti-consumerism, enoughism, and social behavior, which is called – downshifting. Downshifting is a type of social behavior in which a person tries to find the optimal balance between work and leisure, reduce the stressful nature of modern life and move to a more moral, ethical, and spiritual way of life, while reducing their needs and, consequently, overall consumption.

The performed theoretical analysis gives grounds to conclude that the main provisions of biocentric and moderate ecocentrists are the most acceptable in the current conditions of state development. For such positions, we consider the most acceptable form of ecological worldview ecological realism, which

involves the formation of ecological consciousness of man based on moderate and comprehensive measures of the greening of all spheres of life, is greening of social development. This is, in fact, a manifestation of the main provisions of the concept of degrowth [17]. Based on the conducted analysis, it is possible to form the theoretical model of maintenance of ecologically friendly economic development (fig. 2).

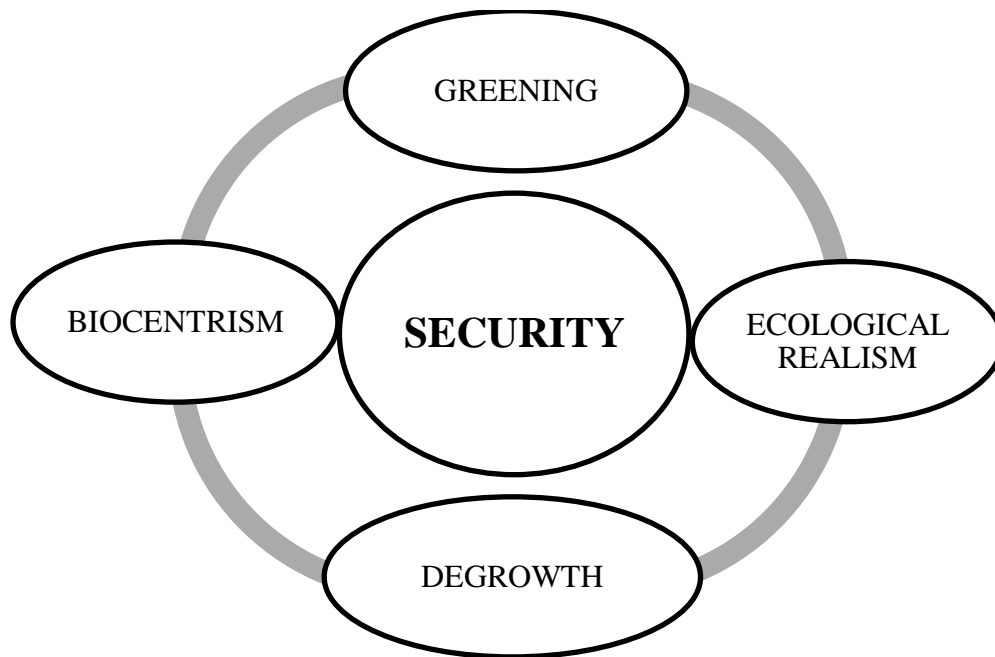


Fig. 2. The components of the theoretical model of environmentally friendly social development

Conclusions. Thus, we conclude that the position of the concept of degrowth is largely based on conscious human behavior to limit the consumption of goods and services to simplify lifestyles, preserve natural biodiversity and overcome global environmental problems. Accordingly, degrowth is an effective way to transform social development into environmentally friendly. The proposed theoretical model allows:

- ✓ to achieve economic growth and welfare of the population;
- ✓ to reduce the anthropogenic load on the environment;
- ✓ to avoid ecological expansion by developed countries;
- ✓ to accelerate the pace of scientific and technological progress;

✓ to ensure a high level of social protection.

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