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Economy, law, community: sustainable development and a new paradigm

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The article aims to identify tendencies and prospects for the development of the economy, investment and other activities in terms of replacing the consumption of natural resources for environmental protection in doing business. By conducting a comparative analysis of the sustainable development goals, regulations of international and Ukrainian legislation in this field, it is proposed to understand the transition to sustainable development as a need to elevate society to a new level of knowledge, where environmental, economic, and other social issues demand rethinking on the basis of human values, achieving a balance with nature, which will become the basis of ecological technocracy. Nowadays, advanced countries rely on a sophisticated quality and compliance system to ensure the proper functioning of the market, protect human health and safety, and protect the environment. This system is usually defined as the National Quality Infrastructure (NQI) and covers all aspects of standardization, including metrology, testing, quality management, certification, accreditation, and other conformity assessment procedures. Many developing countries suffer from poor NQI quality, which can be a major barrier to integrating them into regional and global markets, limiting trade opportunities and impeding their ability to improve public welfare in vital areas such as health, safety and environmental protection. The triune concept of sustainable ecological, socio-economic development is also not disputed, but in the context of new paradigms it has to change its form: as of now, it constitutes the veil of extensive use of natural resources, and has to become a socio-democratic ideology for business. There must be a transition from the unjustified absurd needs of consumers of economic growth to investing in the environmental friendliness of all spheres of life, creating the preconditions for global security.

Keywords: environmental security, economic relations, legal borrowings, competition, the World Trade Organization.

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INTRODUCTION

The process of changing moral and political paradigms is happening all over the world. In fact, those beliefs that have been considered true for the last decades have now lost their importance and significance, as the community already raises the issues of beliefs that should occupy a large proportion (and often the first place) in the knowledge system. Therefore, there is no doubt that changing or reformatting them can lead to the collapse of not only the worldview but also of certain social formations. Such a scientific construction does not deny that it is possible to build a new paradigm on the basis of the destroyed paradigms. Although the vast majority of consumers of such knowledge will rather sharply perceive the destruction of established principles. Meeting with new reality, with new tasks contributes to the growth of knowledge, and shapes the need for their constant ordering and construction of a new foundation, a new place where they should be stored.

Simply put, the growth of communications and the need for information increases the need to create increasingly new categorical systems. Of course, in the past, communication was also important, but compared to current technologies, it is very negligible. Thus, people, upon subscribing to certain principles in nominal terms, had to participate in communication rituals that were not quite clear to them. In these circumstances, there are two interconnected processes: the promotion of the so-called citizen of the world with the unification of countries through the use of force or other mechanisms that should lead to the unification of the nation.

Mankind understands that addressing all global problems of the Earth as an ecosystem requires concerted action to reduce human impact on global ecosystems by most countries in the world. The point is that consumer relations, when investing in certain new types of production, must necessarily consider the environmental (safety) requirements that allow to preserve the overall ecosystem. The danger lies in the fact that environmental catastrophes have always occurred, but in the modern conditions we are rapidly approaching changes in the Earth's ecosystem. All countries, of course, make the decision by formulating legislation on requirements for goods and services that allow assessing the impact on human life and health and the environment. At the same time, in terms of using imperatives only, we will not achieve the desired result. It must be understood that it is the combination of voluntary and mandatory that can lead to the effect of positive change.

Earth changes that can lead to environmental catastrophe cannot be prevented because there is a strong connection between global climate, safety, and environmental pollution. Representatives of older and younger generations still hope that the disaster will not occur during their stay on Earth. Accordingly, in their opinion, there is no need to address these issues. But this is far from truth. The environmental trend in the economy was initiated on the global scale back in the 1970s and is currently coming to the fore in many matters, even in political. In fact, what formed the basis in the 20th century is of no relevance today.

Considerable attention was also paid to environmental issues when the clash of cultures and paradigms of East and West became subject of general conversation. Theory of the said clash was initially based on an economic principle, while other factors were not taken into account. In fact, the East and in the West both pursued the only main goal: technical development to meet the highest needs, including economic ones. it referred to meeting the growing needs of both our own citizens and others. The only difference was how to achieve this goal. Other factors were ignored and started emerging only this century. One might ask: do the means make sense, if the ends are the same? It is important to understand that economic needs are currently dominant and appear central to most cultures.

We remember that such approaches were not always the case. For example, in ancient times, the correlation of economics and politics was dramatically different from the modern. Political decisions in ancient society have rarely influenced the economic field, finance, social sphere and culture. In medieval times, it was not even an economic issue, but a religious one, that came to the fore. The paradigm of that time suggested that belief (right belief) allows one to attain economic benefits and even gain "citizenship". After that, a nation is considered to be the new paradigm. A nation that is not dependent on internal and external political factors, on the beliefs and economic status of the subject.

Global economic policy does not yet exist. There is a global economy, and in politics the economy plays a paramount role. This also refers to the need to transform the liberal rule of law into service providers, including social ones. Such understanding will facilitate an easier shift from one paradigm to another in an information society environment. To meet the needs of its own citizens, the state must do everything possible to obtain the least resistance from them and the international community. At this stage, it is important to understand that states (governments) must

learn to rationally combine the interests of nature and nation. Philosophy and law have always regarded nature as powerless, since it does not yet exist as a subject and therefore cannot be vested with rights. This is probably right from the standpoint of jurisprudence. At the same time, citizens of an individual country should indirectly worry about the state and interests of nature, since they are part of it. This concern is connected with the choices that people face every time: to be an aggressive consumer and indirectly destroy the nature or reduce their consumption needs and ensuring the rational use of natural resources, their protection and reproduction.

The modern invasion in third world countries is justified by the fact that their citizens have failed to timely establish a modern rule of law in their homelands, which serves as an excuse to actually plunder these countries. These processes take place under the guise of investment policy, assistance in resolving domestic political issues, transferring one's experience into the political system of third world countries. One can often hear that in the third world countries there is no morality and no principles whatsoever that can testify to the existence of a democratic state. First-world citizens seem to be suffering from the state of affairs in backward countries. That is why they help solve economic and environmental problems.

The structure of modern politics is dependent on the economic paradigm, which leads to environmental catastrophe on Earth. In this situation, the worst state of affairs is in third world countries. The environmental crisis will affect all countries. It should be understood that we live during the transition to a new paradigm (from the economic paradigm to the environmental one). There must be a shift from the unjustified needs of consumers of economic growth, from cultural and linguistic unity to the detriment of others to investing in environmental projects. Religious intolerance and strife should be cancelled out and eliminated. In such circumstances, new emphasis should also be placed on the legal framework.

INFLUENCE OF REGULATIONS OF INTERNATIONAL ORGANIZATIONS ON ACHIEVEMENT OF GREEN ECONOMY

In fact, at the Earth Summit in 1992, it was declared that sustainable development shall form the basic formula of the UN, the law of human development, the legal foundation for the economic development of all

countries. Thus, European countries have almost immediately committed themselves to adhering to the goals of sustainable development, and there are many regulations already adopted and undergoing adoption in legislation at EU level and in individual countries that regulate the complex relationship between economic development and the environmental situation. Some European countries (Sweden, Norway, Finland, the Netherlands (Sustainable development… 2019)), including Japan and some US states (Kozhukhov 2017) are now recognized as leaders in implementing sustainable development goals. At the international level, not only the UN promotes sustainable development. The ISO (International Organization for Standardization) also adheres to these initiatives and has even conducted an informal breakdown of some of its standards according to the goals of sustainable development (Contributing to the UN Sustainable… 2018).

ISO standards promote sustainable food and resource production, as well as sustainable employment (ISO 20400 Sustainable Procurement – Guidance), support businesses and government agencies in their efforts to improve integrity and combat bribery (ISO 37001 Anti-Bribery Management System – Requirements and Guidance). To end famine, achieve food security, improve nutrition and promote sustainable agriculture, ISO has over 1600 standards for the food production sector designed to build confidence in food, improve farming practices, and promote sustainable and ethical procurement. They also cover a number of other areas, including food and safety testing, quality, packaging, and traceability throughout the production process (ISO 22000 on food safety management, ISO 26000 on social responsibility, and ISO 20400 on sustainable procurement).

ISO has numerous standards to ensure a healthy life and promote welfare for all at any age, access to quality health care, and support safe, high-quality medical practices and equipment requirements that help healthcare professionals provide more reliable and effective service (for example, ISO 11137 Sterilization of health care products – Radiation and ISO 7153 Surgical instruments – Materials). ISO also develops standards that help local governments promote health and welfare in their communities, such as the Framework for integrated community-based life-long health and care services in aged societies (Framework for integrated… 2016), which creates an ISO for integrated health and lifelong care services in “older” societies and ISO 37101 for sustainable development in communities.

Recognizing the importance of quality education for all, ISO has developed a new document: the first ever educational management standard (Educational organizations… 2018). It aims to improve the processes and quality of educational institutions to meet the needs and expectations of those who use their services. In addition, the ISO TC 232 Technical Committee develops standards that describe requirements for non-formal education training services, such as ISO 29993 (Learning services… 2017), which cover all types of lifelong learning, including professional education and company training (as outsourcing and internal) including 66 more standards to help reach Goal 4.

The empowerment of women and their equality in society is outlined in ISO 26000 – Guidance on Social Responsibility (Social responsibility 2010). This standard aims at eliminating bias and promoting parity by recommending that organizations have a balanced mix of men and women in management and governance, ensure that both genders are regulated when it comes to recruitment, career opportunities, pay and the individual needs of men and women, giving them equal attention in the decisions and activities of the company. Furthermore, ISO aims to promote equitable representation in standardization, to enhance women's participation in the development of international ISO standards, and to make them more relevant to women worldwide. For this reason, the ISO has recently joined the International Gender Champions – a leadership network working to promote gender parity in the executive branch.

Worldwide, over 80% of wastewater generated by society flows back into the ecosystem without being processed or reused. In addition, approximately 40% of the world's population does not have enough water to meet their needs (Goal 6… 2020). ISO has many standards for water management, ranging from sewage and sewerage networks to water reuse, efficient irrigation, water monitoring and service activities related to drinking water systems. Emphasis is also placed on helping society (communities) manage their drinking resources (water) and sewage in the event of a crisis (Activities relating to drinking water… 2015). Recently, ISO 24521 was proposed (Activities relating to drinking water… 2016), which provides practical guidance on the management and maintenance of basic domestic wastewater services. It offers advice on training users and operators (service providers), risk assessment and design and construction of basic wastewater systems, the use of alternative technologies that can be created using local resources.

ISO has long-established and proven standards for energy efficiency and renewable energy. They provide an interface between devices and systems, which encourages the transition to renewable energy and opens markets for innovations that solve global energy problems (ISO 50001 (Energy Management Systems – Requirements with Guidance for Use (2018), ISO 9806 (2017)), which defines methods for tests to evaluate the durability, reliability, safety and thermal performance of solar thermal collectors, including the ISO 17225 series (2014), which determines the specifications and quality classes of solid biofuels).

International standards are inherently conducive to economic growth by means of establishing a common language and internationally agreed specifications that can be applied in the development of national and international legal (and not only) regulation. They are the product of best practice and consensus, an important tool for reducing barriers to international trade. This is a contribution recognized and supported by the World Trade Organization Agreement on Technical Barriers to Trade (ISO 45001 Occupational Health and Safety Management Systems – Requirements with Guidance for Use (2018), ISO 37001 already mentioned above).

International ISO standards support industry, innovation and infrastructure through internationally agreed specifications that meet the requirements of quality, safety, and sustainability. Covering virtually all industries, they provide confidence to investors and consumers, creating an environment where products and services can thrive. In fact, industrialization was the engine of international standardization in the 20th century. Furthermore, ISO standards provide a universal language, thus breaking down technical barriers to international trade. This is especially important for developing countries as they create easier conditions for competition in the global market (ISO 44001 Collaborative business relationship management systems – Requirements and framework) (Collaborative business… 2017).

International ISO standards provide a platform for compatibility that encourages investment and supports innovation. Moreover, current ISO innovation management work offers proven solutions that help organizations reach their innovation potential. For example, ISO 56002 standard (2019) on innovation management systems and ISO 50503 (2019) on tools and methods for innovation partnership.

Nowadays, advanced countries rely on a sophisticated quality and compliance system to ensure the proper functioning of the market, protect

human health and safety, and protect the environment. This system is usually defined as the National Quality Infrastructure (NQI) and covers all aspects of standardization, including metrology, testing, quality management, certification, accreditation and other conformity assessment procedures. Many developing countries suffer from poor NQI quality, which can be a major barrier to integrating them into regional and global markets, limiting trade opportunities and impeding their ability to improve public welfare in vital areas such as health, safety, and environmental protection. Partially, the ISO 2016-2020 Strategy (2015) already provides for capacity building for developing countries in areas such as strategy, technical and operational expertise, relations with policy makers and regulations to support their participation in international standardization. This helps countries strengthen their NQIs, thereby reducing inequalities within and across countries.

Again, for example, we shall refer to ISO 26000 (Guidance on Social Responsibility), which provides guidelines on how businesses and organizations can act socially responsibly, including coverage of non-discrimination and equal opportunities. Key topics and issues identified in the standard include human rights, labour practices, the environment, fair work practices, consumer concerns and community involvement. Sustainable cities and communities provide more than two hundred ISO standards. Responsible use of resources, preservation of the environment and improvement of the welfare of citizens is the ultimate goal for the experts of ISO/TC 268 (Sustainable Cities and Communities) Technical Committee, whose flagship ISO 37101 (2016) helps communities to define their sustainable development goals and create strategies for their achievement. A number of standards for urban indicators can be added to this basic standard, including ISO 37120 (2018) (Indicators for city services and quality of life), ISO 37122 (2019) (Indicators for smart cities) and ISO 37123 (2019) (Indicators for resilient cities).

In the area of responsible consumption and production, ISO has already developed over 200 standards. Reducing the environmental impact, promoting the use of renewable energy, and promoting responsible procurement decisions are just some of the ways in which ISO standards promote sustainable (non-predatory) consumption and production. In pursuit of these goals, ISO has developed a key ISO 20400 standard (2017) on sustainable procurement. ISO has also developed standards for environmental labels and declarations in the ISO 14020 series (2000). This ensures the implementation of guidelines for the

development and use of eco-labels and self-declarations, as well as preparation for third-party certification programs that help to confirm environmental requirements and encourage consumers to make informed choices.

ISO has 185 standards that play an important role in the climate agenda, helping to control climate change, quantify greenhouse gas emissions and promote good environmental management practices. An ISO 84 Guidance (2019_ (Guidelines for addressing climate change in standards) is under development to guide those involved in the development of standards and become a bible for stakeholders. Underwater life is the least developed sphere (purpose). There is of course an ISO Technical Committee (ISO/TC 234) that deals with fish traceability and marine resource management. Their interests also include fisheries and aquaculture, and the standards developed provide a unique opportunity to participate in fisheries and aquaculture in a way that respects sustainable development.

The ISO Technical Committee (ISO/TC 8 – Ships and Marine Technology) has also been working in this area, developing over 250 standards for sustainable development in design, construction, equipment, technology and in other areas of marine environmental issues related to shipbuilding. In particular, SC 2 ISO/TC 8 subcommittee (Marine Environment Protection) has established standards regarding the negative impact of ships and marine technologies on marine biota. Marine life is affected by tourism, which is regulated by a number of ISO standards. Thus, ISO 13009:2015 (2015) establishes general requirements and guidance for beach operators who offer tourist services and services to local visitors.

Life on land. In essence, it is the overarching goal of all goals, as it covers the protection, restoration, and promotion of sustainable use of terrestrial ecosystems, sustainable forest management, combating desertification, halting and reversing land degradation, and halting biodiversity loss. Protecting and promoting life on land through better use of resources is the goal of hundreds of ISO standards. Referring again to the ISO 14000 family, we can cite an example of ISO 14055 (2017) (Environmental management — Guidelines for establishing good practices for combatting land degradation and desertification). In sight of ISO is a supported (reproducible) forestry, and the key ISO 38200 standard (2018) (Chain of Custody of Wood and Wood-based Products) should facilitate monitoring in the timber supply chain, encouraging

greater use of timber from reproducible sources, and becoming an important tool to combat illegal logging. A very important ISO/WD PAS 1996-3 standard (1996) (Acoustics – Description, Measurement, and Assessment of Environmental Noise) is currently under development, which should offer an objective method for measuring the expression of impulsive sounds and correcting the LAeq.

Effective, accountable and inclusive societies and institutions rely on good governance at all levels, from small companies to transnational companies and governments. Management is the system by which an organization directs, monitors, and is responsible for achieving its main goal in the long term. The ISO/TC 309 Technical Committee (Governance of Organizations) was created to consolidate due practice for good governance and cover a wide range of aspects, from direction, control and accountability, to compliance, corruption, and reporting. We shall once more refer to ISO 37001 (Anti-Bribery Management Systems, which help promote peace, justice, and strong institutions through transparency and accountability), ISO 19600 (Compliance Management Systems – Guidance), ISO 37000 (Guidance for the Governance of Organizations, which encourages the proper management and control of organizations of all types and sizes). In this area, ISO has only 60 standards, passing the baton to the legal systems of individual countries.

ISO understands the importance of global partnerships as the entire ISO system depends on it. Each international ISO standard is developed with the cooperation and consensus of a wide range of stakeholders from all corners of the Earth, including government, industry, and standardization representatives. ISO does not estrange itself, but rather cooperates with a large number of international organizations to ensure the involvement of a diverse range of stakeholders and to bring benefits to standards in all countries, regardless of size or economic status (ISO in brief 2019). The aim is to strengthen their national standards infrastructure by developing skills in areas such as strategy, technical and operational expertise, and liaison with policy makers to support their participation in international standardization (Guidance for national standards… 2019). A key component in achieving this is the New Rights Pilot Programme (New Rights Pilot Programme… 2016), which allows countries to be more involved in developing ISO standards in specific areas such as tourism, food and compliance. This, in turn, contributes to improving public welfare in such vital areas as health, safety, and the environment, creating economic growth and a path to global markets.

UKRAINE IN THE PROCESS OF GREENING THE ECONOMY

Recently, it has often been suggested that the free (libertarian) development of the economy is the most efficient and provides stability to the environment and society. That is, it is something alternative, not oriented towards a market economy and not a state-controlled economy, but should be based on moral principles, integrity and public cooperation for the sake of the public good. In our view, free development should distinguish between economic and social aspects. This position is based on our (Ukrainian) experience of public (joint) management. Thus, even in times of wars and permanent destruction of statehood in the territory of Ukraine at the level of small societies (farms, settlements, villages, cities, groups of settlements), Ukrainians demonstrated initiatives to create their own social interaction institutions to manage their own territories. With the advent of centralized structural entities, these local institutions of social interaction were levelled, but in the context of another social crisis, they were again actualized. This is a social aspect of free (anarchic) development.

In the economy and development of markets for goods and services, centralized process management prevails, since it is difficult to plan equal development at the level of individual territorial entities. This situation arises objectively, because the weather conditions, resource filling, population, needs for goods (services), etc. are different. Only centralized (often going beyond the state level) strategic and tactical planning of the economy allows to create conditions for stability of the state, material support of the population and development of society.

We (the Ukrainians) should abandon the myth of the good of capitalism, of the superiority and efficiency of private enterprises over state-owned enterprises, since in recent years these theses have only led to nomenclature, criminalization of the economy, impoverishment of the population. Increasingly, Ukrainians are turning to their own resources to ensure their livelihood. The failure of a fully centralized economy and subsequent free enterprise requires a rational and objective reassessment. This does not refer to the redistribution of resources, spheres of influence or otherwise, but to the reorganization of despotic and profit-oriented businesses or even industries. The best option may be to maximize the development of local self-government (without "feudal" influence) for the organization of community and its relationship with the central structures of the organization of community for economic development.

In this context, we should also go beyond the level of our country and pay attention to world development. The time is now for humanity to choose: a union in democratic and environmentally friendly communities, or physical destruction of planet Earth. We are well positioned to live in a community structured on the basis of communities of different levels, using already existing or newest technologies for everyone's livelihood and material welfare. Otherwise, we run the risk of losing personal and economic freedom through a world-class oligarchy based on maximizing profits and tyranny. In countries where poverty has not yet created a social crisis, environmental and human life threat will become such a factor. Therefore, it is now necessary to speak of ecology, environmental and human security, not from the standpoint of the natural sciences, but by incorporating these ideas into economics and law. The ecological balance on the planet Earth can be created only on the basis of rational and effective management of both social and economic structures and sectors.

There is an idea that is often exploited not only in Ukraine but in the world which should also be considered. This refers to the greening of the compromise type, which began in the 1960s. Greening has become something self-vindicating in the field of entrepreneurship (a balm for the soul of humanity), though the bottom line is that nature for industrial magnates is a source of natural resources for their own development. This merely refers to flirtation with the public and going down the path of least resistance, supported by international organizations, environmental lobbyists, and the power structures of individual states. Such greening of the compromise type has already led to an increase in the amount of carbon in the atmosphere, the risks of the destruction of equatorial forests (those that make up the bulk of oxygen on Earth), the reduction of the ozone layer, the reduction of drinking water, chemical (acid) rains, harmful food components, unbalanced agricultural production methods leading to desertification and salinization. The situation also deteriorates due to the fact that greening of this type is based on the status quo of the preference for private property over the public interest.

Greening based solely on competitiveness, freedom, and self-regulation will lead to an environmental disaster. Likewise, bureaucratic and highly hierarchical social structure leads to slowness, poor response and the same result. The community must look for alternatives. Thus, the thoughtless growth, accumulation, and consumption expressed in the construction of new hydroelectric power plants, nuclear power plants, roads instead of forests, houses instead of urban recreational landscape,

must be opposed by protest movements and social initiatives at the level of individual societies. It should be noted here that we should not refer to community as abstract and general, since each community in horizontal (state) and vertical (historical) sections is unique and inimitable. In this context, two concepts of community and communitization should be distinguished: 1) community as a complex of relations, which should not be identified with the market and trade, since it existed long before the market relations, back in the age of humanity as a biological species; 2) communitization or generalization of certain processes (socialization, evolution, and other processes that are concomitant and create community).

The ideology of sustainable development aims at combining elements such as economic development, income growth and the welfare of working-class people, especially indigence reduction, poverty and, of course, greening of all spheres of life. These are good ideals, but we do not even know how serious these environmental issues are today, as the government and its ministries are now deprived of the leverage of control over certain monopolies and businesses – they do not undergo any inspections, audits, and little is to know about what is happening there. However, the modernization of technology that occurs in some enterprises is in itself positive, since it factors in the environmental component much more often than in other countries (Shcherbak 2013). According to the established opinion, the triune concept of sustainable ecological, socio-economic development should work as follows:

1. The economic direction should ensure the optimal use of scarce resources and the use of nature-, energy-, and material-saving technologies to create an aggregate income stream that would at least preserve (and not reduce) the aggregate capital (physical, natural, or human) used to generate this aggregate income. The transition to the information society was expected to change the structure of aggregate capital for the benefit of the human, increasing the intangible flows of finance, information, and intellectual property. The development of a new intangible economy will be stimulated not only by scarcity of natural resources, but also by an increase in the amount of information and knowledge that is gaining value for the goods demanded.

2. The ecological direction. To this end, sustainable development must ensure the integrity of biological and physical natural systems, their viability and reproducibility, which determines the global stability of the entire biosphere. Of particular importance is the ability of such systems to

self-renew and adapt to a variety of changes, rather than maintaining them in a certain static state or degradation and loss of biological diversity.

3. The social direction is focused on human development, on preserving the stability of social and cultural systems, on reducing the number of conflicts in society. A person should be not an object, but a subject of development. It must participate in the processes of shaping its life, making and implementing decisions, monitoring their implementation. Of great importance for ensuring these conditions will be a fair distribution of goods between people (GINI index, inequality coefficient), pluralism of opinions, and tolerance in relations between the people, preservation of cultural capital and its diversity, and, above all, the heritage of non-dominant cultures.

CONCLUSIONS

Measures aimed at improving biodiversity are constantly being implemented in Ukraine and the legislative framework in the field of biodiversity protection, conservation, and sustainable use is being improved. We shall get to the figures and indicators provided for in the Decree of the President of Ukraine "On Sustainable Development Strategy "Ukraine 2020" No. 5/2015 of 12.01.2015 (there is already a new decree on sustainable development goals in Ukraine, but it does not contain any indicators to evaluate their feasibility). We shall analyse the strategic indicators for the implementation of this strategy (Chapter 4), taking their levels from public sources, including in the global information space. Thus, the implementation of the Sustainable Development Strategy "Ukraine 2020" envisages the achievement of 25 key indicators that assess the progress of reforms and programs.

According to publicly available sources of information, most indicators will clearly not be achieved in 2020, which is conditioned upon the reduction of the means of implementing this strategy to nothing. In 2015, the main prerequisite for the implementation of the strategy was the social contract between government, business, and civil society, where each party has its own area of responsibility. During these years, not only the areas of responsibility were destroyed, but business and government were integrated as much as possible, while simultaneously eliminating civil society decision-making. This has caused deep systemic crises in Ukrainian society.

It is necessary to find a way out of such crises by returning the state to implementation of Article 1 of the Constitution of Ukraine on the universal orientation of Ukraine as a sovereign, independent, democratic, social, rule-of-law state, which is part of the world community and is responsible for the sustainable development not only of Ukrainians, but also of humanity at large. The point is that we should not base ourselves on a pragmatic approach to environmental conservation, where one-sided reformation, the creation of illusions of change, extensive use of natural resources, etc. are applied. In essence, such a policy leads to the choice of a lesser evil. Therefore, it is now necessary to shift not so much to sustainable development, as to the need to elevate society (communities) to a new level of knowledge, where environmental, economic and other social issues need to be rethought on the basis of human values, achieving a balance with nature and "ecological technocracy".

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