

# Third countries and support for sustainable development

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**Abstract-** The way in which the state and social responsibility contribute to ensuring sustainable economic development is the concern of all actors in the economic and political spheres. Although there are some previous studies arguing for a cause between good public governance and economic development, this study intends to provide a new focus on the relationship between state-level governance and economic growth, on the one hand, and between state-level governance in the field of sustainable development. The main implication is the improvement of economic growth and sustainable development because it is a very challenging issue when we talk about the so-called. macro level ie on factors such as state-level governance. One of the generally known facts today is that modern society in the broadest sense of civilization is recognized as a civilization that has never had such a large population in the history of mankind.

**Index Terms-** sustainability, World Bank, industrial development, economy

## I. INTRODUCTION

Modern needs of life imply as many resources as possible, so the process of creating a concept respecting the local context is very demanding, in order to avoid imbalance in the current state of the environment, and therefore the requirements that will be excessive compared to the possibilities available to states because such a concept will not be feasible in practice. This means that the chosen concept must be adapted to the local context, but always in accordance with international recommendations. Therefore, it is necessary when deciding whether that given created concept will be the concept of sustainability in the sense that it is applicable in sustainability or the goal will be to step towards achieving quality of life. Depending on what we have at our disposal, it is quite justified to stop at the practical, initial stage (sustainability of survival). Only by respecting the natural system, to reach the optimal solution for each community. This is the reason for the request from the other side, that the concept be represented institutionally, in order to

avoid all the mentioned dangers, and to achieve the greatest possible effectiveness of operational interventions. This would provide an opportunity to make broader plans at the international level, as the concept is finally institutionally accepted<sup>1</sup> by most countries. Thus, in the future, it will be possible to carry out interventions, both locally and globally, in order to prevent problems that will be recognized by such a broader plan.

## II. INTRODUCTION OF PRINCIPLES OF SUSTAINABILITY

That is why in 2002, an official invitation was sent to the United Nations to start global cooperation with labor collectives and environmental associations, with the aim of establishing values and principles (in terms of human rights, labor norms, environmental norms). There are great expectations when it comes to strategic planning, adapting this concept to local contexts, in terms of assessing crucial factors of coordination, which will be implemented with the support of governments of countries that have agreed to institutional support for this concept (economic, social, political factors). This means that from the highest level, the levels of government of these countries are expected to develop models adequate to their contexts (some of these models we have mentioned), because without this type the whole process will not have the necessary dynamics or quality.<sup>2</sup> Among other things, this is an endeavor that requires great responsibility, and it is only the government that can deal with it, because only it has the appropriate competencies.

Furthermore, in order for the process accepted from the institutional level to be accepted at the local population level, it is necessary to start the process of educating the local population, because only in this way will substantial changes occur, when the local population adopts and continues to promote them. society The most successful model so far has proven to be a public campaign that includes: "Meetings with various activities, planned for a certain time, aimed at target groups, and for the purpose of accumulating knowledge, leading to changes in thinking, behavior, in relation to a particular social problem."<sup>3</sup> Only with successfully implemented phases, while respecting local contexts,

<sup>1</sup> Wals, A.E.J. and Schwarzin, L. (2012) Fostering organizational sustainability through dialogic interaction, *The Learning Organization*, Vol. 19 Iss: 1, p.11 – 27.

<sup>2</sup> Giddings, B., Hopwood, B., and O'Brien, G. (2002). *Environment, economy and society: Fitting them together into*

sustainable development. *Sustainable Development*, Vol.10(4), p. 187–196.

<sup>3</sup> Ang, L. (2014). *Principles of integrated marketing communications*. New York: Cambridge University Press p.38

can the available resources for future generations be preserved, at the current level, and then we can work on overcoming their levels, for the needs of those from whom we can rightly expect even more. in terms of environmental protection, improvement of resources, finding even better solutions in accordance with the requirements of the coming age.

### III. THE WORLD BANK IS SUPPORTING CHANGE IN RIGHT DIRECTION

In recent decades, economic thought within the concept of sustainable development has evolved in the sense that if its application does not include the poorest strata of society, no success can be expected in its application, ie in the direction of inclusion of those social movements that personify the most vulnerable categories. , which is especially true of third world countries. Likewise, there will be no perspective in the future, attempts that do not include environmental sustainability. This would mean the necessary symbiosis of economic and environmental progress, and as such and only, it can be the subject of efforts to achieve welfare states, most broadly, which then applies not only to the most developed countries, but not only to today's generations, but and all that is yet to come.<sup>4</sup>

The concept of economic development has transformed over time, over the past decades, as have the goals of economic policy. The current approach to economic development is directed in the following direction: "real growth of GDP of a country in the long run, in accordance with the provisions that the number below the absolute poverty line does not increase, but also not to increase, in a significant sense, differences in revenue distribution."<sup>5</sup> This approach implies certain characteristics. Namely, it refers exclusively to the development of only one part of the society, which can be analyzed and recognized separately. In that sense, its quantitative dimensions will correspond to economic accumulation, which means real income growth, per capita, while its qualitative dimension will correspond to changes in technological and institutional type, thus understanding the phenomenon of "innovation" in a broader sense. So, the results of economic development must be measurable directly and without delay.

When it comes to technological progress and inventiveness, we have in mind completely new technologies in the organizational sense, within government policies, and changes in established matrices when it comes to authorship, but also changes in skills, tasks, priorities and preferences of clients. These are all indicators outside the mentioned GDP. Therefore, it is important to emphasize that the four key indicators, which have already been

discussed in the paper, are the starting points, because they were refined, enriched in the postwar years (with the end of the Second World War), but also later. Thus, in the seventies (XX century), there was a need to devise a new, hitherto unknown understanding of economic development, which was seen as: "a strategy to meet basic needs", and which apply to the poorest sections of society.<sup>6</sup> This was revolutionary for third world countries, because it was recognized that sustainable development cannot be established or implemented if it is not based on long-term environmental sustainability and its postulates, which must reflect on the social values of the institution, which would encourage and support authentic social movements and local organizations and their representatives, who would be involved in such local processes. However, in order for society to progress culturally and socially, it must have a foothold in the values that it as a whole or in part considers crucial for both its healthy progress and its well-being.<sup>7</sup> However, perhaps the greatest achievement so far in the field of research on the concept of sustainable development is cumulative causality, in the context of poverty, regression in the ecological sense, ie in situations of underdevelopment.<sup>8</sup> This means that extreme poverty is forcing local populations to damage the environment in which they live, with the goal of their own survival.<sup>9</sup>

It is the World Bank that warns that this is the main reason for the endless damage to the environment, or regression that is leading us more and more to the red line, especially when it comes to phenomena such as soil erosion, which can be caused by wind and water. measures, that then to recover the situation and to return to the former, require decades of investment and long-term processes, which can not be completed in just a few years.<sup>10</sup>

Therefore, the experts agreed that the only valid, long-term solution is to make sure that the poorest have sustainable and safe settlements. This includes completely new legislation, which will be able to support such new initiatives in this direction, and which will support practices and behaviors that will be environmentally rational in the future. The World Bank seeks to support such initiatives at the international level.<sup>11</sup>

### IV. ECONOMY AND SUSTAINABLE DEVELOPMENT IN INDUSTRY

Therefore, there is no successful implementation of the concept of sustainable development, if there are no changes that accompany those in the economic field, in the social, environmental, cultural sense. Therefore, its quantitative dimension must be focused on the poorest, in order to protect them even more from poverty. While the qualitative dimension must be

<sup>4</sup> Bartelmus, P. (1986). *Environment and Development*. Allen&Unwin, London. England. UK. pp.13-4.

<sup>5</sup> Meier, G.M. (1976). *Leading issues in economic development*. 3rd edn. Oxford University Press. New York. NY. USA. Ix+25pp.

<sup>6</sup> Stewart, F. (1985). *Planning to meet basic needs*. McMillan, London. England: ix + 244 pp.

<sup>7</sup> Goulet, D. (1971). *The cruel choice: A new Concept in Theory of Development*. Atheneum, New York. NY. USA: xv+333 pp.

<sup>8</sup> Myrdal, G. (1986). *Asian Drama: An Inquiry into the Poverty of Nations*. Pantheon, New York. NY. USA: 3. Vols. :x+2283.pp

<sup>9</sup> Bartelmus, P. (1986). *Environment and Development*. Allen&Unwin, London. England. UK. pp.18.

<sup>10</sup> World Bank (1985). *Desertification in Sahelian and Sudanian Zones of West Africa*. World Bank, Washington, D.C. USA: v+66 pp.illustr.

<sup>11</sup> Lee, J. A. (1985). *The Environment, Public Health and Human Ecology: Considerations for Economic Development*. The Johns Hopkins University Press for the World Bank, Baltimore. Maryland. USA:x+288pp. illustr.

focused through structural changes, on environmental, cultural, and social support to the economic plan. Also, one should be aware of their close connection (quantitative and qualitative dimensions), but unequal measurability. The ultimate goal of both must be the formation of sustainable and safe settlements for the poorest sections of society, in which they will be less exposed to social instability, and cultural interventions, but where they will be less pressured to intervene in the environment, causing in that way, the less regression of the same.

It is important to understand that within the framework of sustainable development, a different type of measurement of achievement is insisted on, because it, as a concept, is completely different from all the previous ones. This especially refers to that part of it, which is not economic. Therefore, new analytical methods are being tried. Although even then the specifics of the local context must always be taken into account, where in some of them it will be very important what is the position of women in a given context, and somewhere will focus on skills of preserving traditional values, while elsewhere, it will be necessary to step in the direction of completely new technological solutions even to the limit of exceeding traditional values, in one sense or another. However, this will never be easily feasible or tangible, as when it comes to the segment related to economic benefits. It is also important to know that these indicators will very often not be exact, as previously stated, because they will be in a state of constant transformation, which will be one of the signs of their progress. In order to invent a new analytical method, some experts suggest that the analytical approach itself be based on the simultaneous analysis of the social, economic, and biological system.

The economic system itself strives to meet basic needs (with the goal of reducing poverty, which is the ultimate goal of sustainable development at the international level), then strengthening equality, and multiplying useful services and goods. On the other hand, the goals of the social system would be: institutional sustainability, cultural diversity, and inclusion and social justice. The turning point in which the economic system itself provides support for the other two, is to generally multiply their achievements, and through exchanges, which must be a flexible process. So far, none of the usual economic models (Marxist or non-Marxist) have implied that. Namely, it is a long-term, complex process, which implies a certain amount of contradictions. Thus, for example, the tendency to multiply useful services and goods, and by the economic system, can be in conflict with genetic diversity or with the conservation of resources, when it comes to the biological system.

If such exchanges are recognized as a kind of goals, then priorities must be made among them, which of them, as goals, must be given more importance, and within a certain development strategy. If we succeed in that, we should not expect their cardinality, because a certain dose of flexibility must be preserved over time, due to changes in preferences by individuals, and social norms or environmental conditions and more. There must also be room for variation, and when it comes to precise goals. This is completely understandable, because over time, the existing ecological, economic and social conditions change. Therefore, it is to be expected that the goals will be adjusted to such changes. Also, changes in goals will occur if the three data systems rise

from the lowest local to the highest regional level, but especially if they seek to reach the national or global level.

The next step would be to make sustainable economic development as operational as possible, and that is to specify tools that will be able to identify and analyze these exchanges between systems, which allows intervention at various points of interactive systems, the entire length of their hierarchy, and in various spatiotemporal contexts and within a variety of economic, environmental, and social conditions.

When it comes to the industry, it is to be expected that during the finding of the optimal model, a large amount of resources will be consumed, in order to find the best possible solution, thanks to which this consumption will be as small as possible in the future. Higher, while waste disposal will be as small as possible. Even in the field of industry, even with the best invented models, it is not possible to achieve complete sustainability, because it is known that industry is forced to take resources from the primary sector (mining, agriculture, forestry, fisheries...), and that the recycling system is nowhere else. It did not always reach the scale of one hundred percent. Therefore, it is considered that sustainability is achieved here, only when the threat to resources and the environment is reduced to a minimum.

This can be achieved if we use renewable sources to the extent that their ultimate limits of renewability are not exceeded (red line), and when we move towards improving the waste disposal system, in order to achieve maximum resource utilization, while minimizing possible damage to the environment. Investing in sustainability within the industry, however, is extremely important for the populations of third world countries and is directly related to their poverty and even poor position. In that sense, it is crucial that employment security is encouraged in these countries, and that it is the result of state investment in this issue, while the technological level would be limited to those skills available to the local population, with the gradual introduction of new but not overly complicated skills and at the same time nurturing already ingrained economic activities, on which these settlements have survived for decades. However, it should be carefully monitored that the mentioned activities are in harmony with agricultural sustainability, but also with the goals of the social and economic system, which we have been working on.

These are the reasons why world institutions are committed to the idea of sustainable development, but they are still looking for a specific solution for each local context they are considering (as the World Bank does, which many countries turn to for help). Due to which the world institutions are committed to the idea of sustainable development, but are still looking for a specific solution for each local context that they consider. But also, the concept of economic sustainable development must be summarized, be much more rigorously designed, much more systematic, and only then can the same be applied to the policy planning process.

The central international institution, which invests such efforts, has certainly been from the very beginning of the United Nations, which creates initial concepts, and which determine the directions of sustainable development, primarily the economy. With the growth of GDP, the measurement of economic growth was performed, but not to the detriment of other postulates of sustainable development. It was concluded that rapid economic growth is unsustainable.

## V. CONCLUSION

It is very simple to measure economic growth, by approaching the measurement of GDP growth, it is not equally simple to assess economic development, because it requires the procedural use of a huge number of indicators. the cause of serious problems, and when we talk about sustainable development, in terms of losses in natural, national resources (ores, water, oil). It is a distinction that separates sustainable development, and which increases the well-being of the entire population, which does not endanger long-term well-being. No one disputes that economic growth is necessary, but it is still not a sufficient precondition for development. In the past, companies had economic, social, and even environmental goals, but they treated each other separately, not noticing the existing connections between them.

As a result, economic growth has been seen as a need of humanity for years, but their interdependent relationship, along with social elements and ecosystems, has been neglected. These were the times when sustainable development was seen as a

concept for resolving environmental crises and only those crises that would arise from the dynamic industrial exploitation of resources, which caused environmental damage, which was his only preoccupation. Today, it is a very complex concept that includes quality of life, as important as economic or social or environmental parameters. If we succeed in establishing cooperation between civil society organizations, the government, and industry representatives, then the best solutions would be found. It is also necessary to act proactively in terms of serious investment in ecology (reorient to green capitalism). This turns the academic community to solutions, in addition to researching environmental damage and potential threats. Namely, imperatives are clean-green technologies.

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