

потребления энергии, что непосредственно воздействует на природные ресурсы как количественно, так и качественно, генерирует отходы, загрязняет и разрушает экосистему. Эко-бизнес-разведка это способность людей, процессов и приложений / инструментов организовать бизнес-информацию так, чтобы облегчить постоянный доступ к ним и анализировать их с целью улучшения управленческих решений, для лучшего управления эффективностью организаций и внедрения поддержки принятия решений. Эта статья подчеркивает необходимость экологически разумных инструментов, которые помогут выработке стратегии организаций, выявлению возможностей конкурентов, анализа эффективности текущей деятельности, развращиванию долгосрочной перспективы для природоохранной деятельности и установления показателей и ключевых переменных для здоровья, безопасности и природного прироста активов.

Ключевые слова: бизнес-разведка, устойчивые компании, системы поддержки принятия решений.

Bulletin of Taras Shevchenko National University of Kyiv. Economics, 2014, 6(159): 32-36

JEL Q01, O31

UDC 330.34

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INNOVATION CONSTITUENT OF SUSTAINABLE DEVELOPMENT

*The paper substantiates an innovation constituent of sustainable development along with environmental, social and economic pillars of the concept. Determining of implementation details of innovation activity by J. Schumpeter is a theoretical prerequisite to understanding of innovation constituent. An innovator-entrepreneur provides a customer with an information image of 'new combinations.' The image is created by identifying customer's future needs, which outline business aims, subject and appropriate means for creating the innovation products. However, consumer choice is largely motivated by values and specific rules of behavior. The rules of consumer society that in the industrial age become the motive, morality and institution, did not consider the reproductive capabilities of the environment. This disagreement was previously presented in *The Limits to Growth* by the Club of Rome and was reflected in the concept of sustainable development, which gained immense significance after the report of the World Commission on Environment and Development in 1987 (*Our Common Future*). The study highlights importance for establishment of new social values that motivate innovators to change their thinking, comprehend their responsibility not only to consumers but also to the environment and future generations. The Rio+20 Corporate Sustainability Forum: Innovation and Collaboration for the Future We want, organized by the UN Global Compact, demonstrates the interest of entrepreneurs in practical implementation of the concept of sustainable development, through an effective innovation activity. The paper summarizes management tools for implementing business commitments to action in priority areas of ensuring sustainable development: Energy & Climate, Water & Ecosystems, Agriculture & Food, Economics & Finance of Sustainable Development, Social Development, and Urbanization & Cities. Main stages of changes in companies are outlined for making responsible innovation solutions and implementing the innovation constituent of sustainable development.*

Keywords: the concept of sustainable development; innovation constituent of sustainable development; information image of innovation; values; tasks for business agents.

Problem statement. The foundation of the concept of sustainable development forms the three pillars: environment, society and economy. However, phenomenon of development provides such element as innovations. The innovation constituent of sustainable development targeted at ensuring business agents involvement in establishing mechanisms for implementation of the concept of sustainable development and harmonious combination of efforts at the international, national and micro levels. Because creation of such innovative product or service, that are not only able to identify new customer needs, but also will meet public values generated within the concept of sustainable development, depends on the company.

Analysis of recent researches and publications. A significant amount of research reports and publications are addressed to issues relating to sustainable development among which it is worth noting the Club of Rome studies, including A. Peccei, Dennis and Donella Meadows, G. Pauli. A fundamental role in establishing the concept of sustainable development performed the Brundtland Report, which elucidated the term 'sustainable development' for world community. Among the Ukrainian researches who working on creation of the national concept of sustainable development are experts of the State Institution *Institute of Environmental Economics and Sustainable Development of NAS of Ukraine*, in particular M. Khvesyuk, I. Bystriakov, Y. Khlobyustov. The role of innovation in the concept of sustainable development takes an important place in studies by the following developers and practitioners: M. Atkins, F. Grosse-Dunker, E. Hansen, B. Kaafarani, R. Nidumolu, C. Prahallad, M. Rangaswami, R. Reichwald, J. Stevenson, and others.

Unsolved aspects of the problem. Numerous meetings under the auspices of the UN, the World Development Reports, and Conferences on Sustainable Development

demonstrate the immense significance of the concept in preserving life on Earth and actualize corporate sector involvement in establishing mechanisms for achievement of sustainable development. It is important to identify tasks of the innovator-entrepreneur in creating 'new combinations' for customer. The current customer before deciding to buy a product or service will carefully weigh own 'costs of choice' (described by T. Sakaiya) and pay attention to values. Nowadays, producers of material and perfect goods should clearly realize that humanity requires not only economic dimension of well-being but also provide environmental and social components of public welfare.

The paper aims to substantiate the innovation constituent of sustainable development as a conceptual basis of environmental, social and economic components and organizational essentials for their harmonization in the triad 'customer-producer-society' through development and commercialization of sustainable products and services, which materialize scientific and technical knowledge.

The study results. The innovation constituent is of special importance for issues relating to sustainable development mainly because of the fact that in the previous research literature dealing with analysis of innovation as a creation of 'new combinations' J. Schumpeter was probably the first who pointed out a problem of future needs, difficulties in persuading consumers to percept new needs and resistance to changes of social environment due to emergence and development of innovations, that interrupt common economic activities [1, pp. 88, 155-157]. The theoretical prerequisite to understanding of system-forming function of the innovation constituent of sustainable development is Schumpeter's approach as to implementation details about business activities of the innovator-entrepreneur, – exposing fundamental differences in such

essential characteristics as business aims, subject and means for action. Innovators input future needs to business aims, which clearly distinguish new needs. They must provide understanding of new needs for customer. Innovators also create new subject and means for action – innovation products targeted at the end-usage and investment, which materialize new scientific and technical knowledge, that make capable to create and satisfy new needs and ways of designing innovation products. Thus "innovations in economy generally are implemented not after spontaneous emergence of new needs among customers and reorientation of production system under their pressure, but only when production creates new customer needs [1, p. 132]".

The main feature of innovation products is heterogeneity in contrast to markets with dominance in traditional products that meet basic customer needs, and as mass and standardized products are homogeneous. Therefore, information asymmetry between producer and customer on the markets with traditional products is virtually absent, while for the markets of innovation products, targeted at meeting new needs, which customer has to understand, high asymmetry of information distribution is normal. Producer should objectively create the informative image of innovation. It raises a new kind of transaction costs – 'costs of choice', which may be internal (rests with the customer) and external (carries the producer of goods).

A great significance for considering 'costs of choice' in the context of innovation products by way of production value, generated by knowledge, are reflected by T. Sakaiya, who elucidates these expenditures like the costs related to making decisions. These interpretative frameworks (heuristics in H. Simon) customer develops as to making decision about buying innovation products. T. Sakaiya states that customer takes into account the price to pay for alternative products; dominant public thought about solutions that are logical (with common sense); advertising; review of mass media; prestige of particular products among those who has a considerable influence on public opinion [2, p. 363]. However, in creating the interpretative frameworks for human activity as a customer, values generated by institutional environment are the most important. Above mentioned values are cultural values, which represent the rules of behaviour that are acquired and transmitted through culture in classification of V. Wenberg. The rules, in its turn, are divided into personal and social – informal (embodied in customs, traditions, etc.) and formal (enshrined in legal system) [3, p. 9].

Consumer society, started in developed countries in the industrial age due to development of market forces and encouraging competition, cause a continuous increase in accumulation and consumption, creating new rules of consumer behavior. According to J. Baudrillard in the industrial age consumption turn into collective behavior, becoming the way of socialization for individual: "consumption is the active and collective behavior; it is the motive, morality and institution [4, p. 111]". The market becomes a mechanism for creating and stimulating demand, including demand for human needs that are beyond the scope of reasonable needs. Producers of goods are interested in creating a feeling of constant dissatisfaction, insatiability of human wants, encourage prestige, demonstrational needs that are unlimited. Economic growth, focused on consumer society, did not consider the reproductive capabilities of the environment. However, actual physical limits to environment are determined by the ultimate capacity of ecosystems on Earth or the ability of natural systems to economic pressure [5, p. 81]. This disagreement was reflected in *The Limits to Growth* (1972), a report for the Club of Rome's Project on the Predicament of Mankind [6]. The concept of limits to

growth, developed in many studies, show illusory nature of the aim of scientific and technological activities, created on the stage of the natural sciences development. A giant mega-project aims to more completely acquiring the forces and energies of nature, transforming nature to warehouse of resources for the European civilization [7, p. 14]. Nowadays, G. Pauli, in the report for the Club of Rome *The Blue Economy*, suggests interrupting impossible consumerism that overweighs economy by huge debts [8].

The ideas of limits to growth were outlined in the concept of sustainable development. Since the report *Our Common Future* of the World Commission on Environment and Development (WCED), chaired by Gro Harlem Brundtland, was published in 1987, the term 'sustainable development' came into use of researchers and wide public. Sustainable development is a development that meets the needs of the present, but does not compromise, does not impoverish the ability of future generations to meet their own needs [9, p. 41]. It is development that doesn't impoverish the future. The concept of sustainable development is a fundamental paradigm of progress of the world community in the 21st century.

The following three pillars are usually distinguished among main constituents that ensure sustainable development:

- environmental factor in the context of efficient use of natural resources and protection of environment for present and future generations through the ecologization of enterprises activity, actualization of environmental management, establishing green reputation, ensuring environmental safety of biosphere, transition to renewable energy
- social constituent, focused on equitable distribution of wealth, eliminating racial and ethnic discrimination, maintaining stability of social and cultural systems, eradicating hunger and poverty on the Earth, development of wide and widely available education network, preserving cultural and spiritual values, healthcare, job creation, and respect for rights of workers, improving working conditions
- economic component, which provides optimal use of scarce resources to produce goods and satisfy growing needs of mankind, use of energy saving technologies (material-saving), recycling and waste disposal, use of effective market tools, competition and stimulating sustainable activities.

However, the implementation of each of any of the constituents is impossible without innovation, which is a leading force for sustainable development. Therefore, an important task is to substantiate the innovation constituent of sustainable development, capable, due to practical implementation of scientific and technical knowledge in sustainable products and services, provide investment solutions for objects of innovations (combining environmental, social and economic components of sustainable development) that are expected to improve the role of economic agents in caring about future generations. Above mentioned tendencies, in its turn, actualize an administrative constituent of sustainable development which at micro level provides practical implementation of the concept at the stage of establishing the mission and goal setting, business development strategy, where the centre of attention for innovation projects in organizations will focus on creating sustainable products and services based on new scientific and technical knowledge and bring this goods to market as innovation products. Support for this research viewpoint is stated by R. Nidumolu, C. Prahalad, and M. Rangaswami. The supporters argue that in formula for sustainable development the forage belongs to innovations and enabling sustainable development involves finding a number of innovation solutions and forcing changes within each company. The researchers point out five distinct stages of change:

1. Viewing compliance as opportunity. It primarily relates to state regulations and legal standards of doing business. Companies need to comply with the rules and to do so be-

fore they are enforced, which make them capable to get first-mover advantages in terms of fostering innovation.

2. Making value chains sustainable. When companies considered state regulations and other standards, they become more proactive about environmental issues: focus on reducing consumption of non-renewable resources, developing eco-friendly products, reducing waste and analysing each link in the value chain.

3. Designing sustainable products and services. Companies start to comprehend the fact that sizable number of customers prefers eco-friendly offerings and for obtaining competition benefits they need to redesign existing products or develop new ones.

4. Developing new business models. Successful business models include novel ways of capturing revenues, for example, creating online stores, and collaborating with other companies, for example, in developing new delivery mechanisms.

5. Creating next-practice platforms. Obtaining the desired result, it is necessary to question what will be the next task and try to find new innovative approaches to doing business realizing their responsibility to society and the environment [10, p. 57].

Therefore, innovator has to create and bring to market not only sustainable product or service but provide a customer with the information image, which targeted at reducing information asymmetry with the customer of that product. The information image of the product must implement new values that are shared by customer choosing among possible alternatives sustainable products and services. Changing global structure of production and system of social values, as is outlined by V. Bazylevych, to transform from the spontaneous market model for economic activities into socialized and eco-friendly model is a prerequisite for sustainable development [11, p. 741].

Essentially forming new social values is a result of spreading ideas of the concepts of limits to growth and sustainable development, which are supported by academic community. The above mentioned concepts develop in emergence of new cultural type of innovators in culture. According to experts, in the United States values of innovators

in culture (moral values, solidarity, concerning about the environment and social issues, accepting new ideas "on the edge of cultural changes") are shared by ¼ of adults [5, p. 82]. Tendencies of progressive turning point from troubles as to provide means of living to the orientation on the outer and inner world are also indicated in Europe.

At the end of the 20th century, knowledge, culture, institutions, taking responsibility for decisions, and authority become new criteria, which broke domination of wealth and income in structure of social values [4, p. 79]. In the 1980s a new post-materialistic tendency in value orientation emerges with dominating intrinsic motivation of individual development and interpersonal interaction among high payment and social security. Holders of new values are representatives of a generation that entered into an independent life in the 1970s and 1980s. They are inherent in high level of education and pursuit of activities with public recognition. R. Inglehart predicted that moreover by 2000, the number of materialists and post-materialists in Western Europe should be equal [12, p. 239].

Generally, the concept of sustainable development as an imperative to regulating socio-economic processes and balancing socio-economic living conditions reflects the focus of scientific and technical knowledge on generating new global values. These mechanisms should take into account long-term changes that will take place in the coming 50 years, including urbanization, technological progress, new social values, new conditions for availability of natural resources, closer international relations [13, p. 37]. Therefore, not only scientific and public community but also corporate sector involves in establishing new global values. Business sector will implement these values in their own innovation activities in future. Particularly, on the eve of the United Nations Conference on Sustainable Development the UN Global Compact organizes the Rio+20 Corporate Sustainability Forum: *Innovation and Collaboration for the Future We Want* with the aim of private sector and investor involvement in establishing mechanisms for achievement of sustainable development summarised in Table 1.

Table 1. Innovation and administrative constituents of the concept of sustainable development in the context of implementing the tasks of the Rio+20 Corporate Sustainability Forum: *Innovation and Collaboration for the Future We Want*

Area	Tasks for business agents in implementing the innovation constituent	Commitments to action in administrative practice
Energy & Climate	<p>In these areas companies should work to find opportunities for increasing energy efficiency by developing relevant products; promoting renewable technologies; reducing greenhouse gas emissions from industrial processes and creating products that allow to reduce the amount of emissions to the atmosphere; developing innovation solutions in order to adapt society to climate change; investing in development and roll-out of modern energy infrastructure and services.</p> <p>The important business tasks also include: optimization and cost reduction innovations; 'reduce, reuse, and recycle' innovations; business model innovations.</p>	<p>Hundreds of business leaders are committed in advancing practical low-carbon solutions, increasing climate resilience and working to create green economy under joint climate leadership initiative of the UN Global Compact and the UN Environment Programme (UNEP) – <i>Caring for Climate</i>.</p> <p>Many companies are also involved in the UN Secretary-General's <i>Sustainable Energy for All</i> (SE4All) initiative, which provides: doubling the rate of energy efficiency improvements, doubling the share of renewables in the global energy mix and achieving universal access to modern energy services.</p> <p>Over 70 businesses, Governments and international organizations support the idea of creation a <i>Green Industry Platform</i> to ensure the rational use of energy and raw materials, innovative practices and applications for new green technologies.</p>
Water & Ecosystems	<p>The era of business' easy access to natural resources is ending, that's why the main tasks of business are the following: developing technologies for water efficiency and wastewater management; performing research and data analysis with respect to water and ecosystems; developing water-sensitive products and providing water-sensitive services; valuing ecosystems and natural capital.</p>	<p>The UN Global Compact's CEO Water Mandate is a global platform to strengthen corporate water sustainability and nearly 100 companies support it.</p> <p>Growing number of businesses begin to examine their direct and indirect impacts on ecosystems and biodiversity. Companies adopt Biodiversity and Ecosystems Services (BES) strategies and resources to assist in development, implementation and disclosure of related policies and practices.</p> <p>There are other business initiatives aimed at specific sector or industry: the Beverage Industry Environmental Roundtable, the Better Cotton Initiative.</p>

End of table 1

Area	Tasks for business agents in implementing the innovation constituent	Commitments to action in administrative practice
Agriculture & Food	Companies in the food and agriculture industry need to make a significant contribution to increase the production and quality of food; ensure decent workplace and wage conditions to reduce rural poverty; establish and implement innovative agricultural practices; increase food security and access; improve the living conditions in the world's poorest families.	Leading companies commit themselves to practical implementation of the concept of sustainable development in its direct activities: pushing their supplier network to improve practices; training, finance, a fair and consistent buyer for the farmer's harvest; reducing the use of chemical fertilizers; prohibiting expansion of agricultural lands into protected areas; developing innovation solutions to enhance the nutritional value of crops while still in the ground.
Social Development	Governments at all levels have the duty to protect, respect and fulfil human rights, all members of society must comply with national laws and respect international human rights and labour standards. Respecting human rights and rights of workers is a baseline expectation for all enterprises and an integral part of corporate sustainability. Activities of enterprises should not pose risks to women rights, children and indigenous peoples, instead, it is necessary to create new workplaces, provide access to education, healthcare, stimulate peaceful and sustainable growth in poor economies, and work against corruption.	Companies can promote gender equality and women's empowerment through implementing the Women's Empowerment Principles (WEPs). A partnership initiative between UNICEF, the UN Global Compact and Save the Children Embracing is the Children's Rights and Business Principles (Children's Principles) – commitment for business to respect and support children's rights. Important commitments are: improving education; corporate philanthropy; enhancing community's access to natural resources in a particular region; creating strategic social investment projects and infrastructure developments in conflict-affected or high-risk areas; supporting projects that intended to improve governance and reduce corruption risks, etc.
Urbanization & Cities	The priority of business is work towards urban sustainability – long-term durability of a city and its communities as adaptation to changes in all spheres of life.	It is necessary to identify the following commitment: long-term investment in the city economy, ecological restructuring and retrofitting, on-going cultural sensitivity, developing transport infrastructure, promote growth in peripheral regions. However, a major issue is to establish a global, regional cooperation and partnership with the residents, for example: an integrated slum reclamation project linked to restructuring recycling across Porto Alegre; the San Francisco Business Council on Climate Change; USA Great Lakes collaboration.
Economics & Finance of Sustainable Development	Important task is to ensure effective integration of environmental externalities and social considerations into mainstream economic and financial activities; social and environmental costs must be reflected in prices and measures of economic activity, and information on sustainability performance must be available to society; stimulate responsible investment and integrated sustainability reporting; improving the efficiency of corporate governance. Future success of companies depends on the ability to understand, analyse and manage drivers of long-term financial risk and return that include climate change, resource scarcity, global demographic and political changes, social issues, etc.	At the Rio+20 Corporate Sustainability Forum, a social enterprise investment framework was released, designed for incubating and scaling up start-ups and small enterprises with social and environmental missions. Principles for Responsible Investment (PRI) demonstrate that environmental, social and corporate governance (ESG) issues can be material to the financial interests of long-term investors and more than 1,000 investment institutions support it. Five stock exchanges announce a commitment to improve environmental, social and corporate governance disclosure and performance among companies listed on their exchange. Great significance belongs to Global Reporting Initiative (GRI), which develops further series of principles to support sustainable development in an integrated and standalone reporting format.

Source: Based on [14]

The Rio+20 Corporate Sustainability Forum demonstrated a considerable significance to forging partnerships among companies in ensuring sustainable development, as well as establishing public-private partnerships. Governments should encourage innovative initiatives by companies in providing economic growth and improving quality of life. Leading companies should in a certain way perform a role of 'trend setters', they must act as an example for other companies towards sustainable development in all spheres of life and existence of mankind. The business agents are primarily need to realize their responsibility to consumer, environment and society. Implementing the innovation constituent of sustainable development lies in rethinking the role of business in meeting social needs and understanding all opportunities and benefits that are obtained: improving reputation, increasing customer confidence in the company and loyalty for its products, enhancing profitability, interest on the part of stakeholders in business activities, establishing strategic partnerships within industries, across industries, with governments, non-governmental organizations, international organizations, etc.

Conclusions. Distinguishing the innovation constituent of sustainable development is completely justified and it provides the following activities:

- design and implementation of innovative products and services in environmental, social and economic spheres (renewable energy technologies, developing and improving alternative energy sources, technologies for effective environmental management, protection and cleaning up ecosystems, ensuring appropriate nutritional value and quality of products and services; knowledge and technologies in the field of social services);
- development of socially responsible investment, which aims not only to get income from investments, but also create positive social changes, have a positive impact on corporate behaviour and reduce a negative influence on environment;
- implementation of integrated reporting on indices of sustainable development;
- development plans for integrated economic development, land-use and transport infrastructure for each region;
- implementation of administrative innovations (engineering, reengineering, benchmarking, innovations in optimization of cost reduction and optimal use of resources);
- promoting cooperation among business, academic institutions, governments, society, stakeholders and forging partnerships;

- support for educational establishments and research institutes in their studies and innovation finding on sustainable development issues;
- development and approval of national strategies and innovation development programs, conducting efficient innovation policy in the public interest.

Prospects for further research. Production and implementation of innovations require a significant amount of time and capital, need to mobilize financial resources from all possible sources. It actualizes the need for institutions of venture capital investment. Moreover, the administrative constituent of sustainable development refers to implementation of the concept of corporate social responsibility. It is also important for companies to determine exactly what should be done about the information image of innovation. Therefore the image helps customer with making a sensible decision on its purchase. Ultimately, changes for successful implementation of the concept of sustainable development should be performed not only within the company but also in actions of every person on the planet.

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Надійшла до редколегії 27.05.14

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ІННОВАЦІЙНА СКЛАДОВА СТАЛОГО РОЗВИТКУ

У статті обґрунтовано важливість виокремлення інноваційної складової сталого розвитку поряд з екологічною, соціальною та економічною компонентами концепції. Теоретичною передумовою розгляду інноваційної складової є визначення Й. Шумпетером особливостей реалізації підприємницької інноваційної діяльності. Підприємець-інноватор надає споживачеві інформаційний образ новинки, який створюється за рахунок усвідомлення майбутніх потреб – цілей підприємницької діяльності, предмету та відповідних засобів створення інноваційної продукції. Однак вибір споживача значною мірою вмотивований ціннісними установками і правилами поведінки. Правила поведінки суспільства споживання, яке в індустріальну епоху стає спонуканням, мораллю та інститутом, не враховували відтворювальних можливостей навколишнього середовища. Ця суперечність спочатку була відображена у Доповіді Римському клубу "Межі зростання" та втілена у концепції сталого розвитку, яка набула культового значення після звіту комісії ООН "Наше спільне майбутнє". Дослідження визначає важливість формування нових суспільних цінностей, які спонукають інноваторів до переорієнтації свого мислення, усвідомлення своєї відповідальності не лише перед споживачем, а й перед довіллям і майбутніми поколіннями. Корпоративний форум "Інновації та співробітництво для майбутнього, якого ми прагнемо", організований Глобальним Договором ООН, уперше продемонстрував зацікавленість підприємців у практичному втіленні концепції сталого розвитку, зокрема через ефективну інноваційну діяльність. У статті узагальнено управлінський інструментарій реалізації прийнятих бізнесом зобов'язань у пріоритетних напрямках забезпечення сталого розвитку: енергетика і клімат, водні ресурси та екосистеми, сільське господарство та продовольство, соціальний розвиток, урбанізація та міста, економіка та фінанси сталого розвитку. Окреслено основні етапи здійснення змін на підприємстві для прийняття відповідальних інноваційних рішень та реалізації інноваційної складової сталого розвитку.

Ключові слова: концепція сталого розвитку; інноваційна складова сталого розвитку; інформаційний образ інновації; цінності; завдання бізнесу.

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ІННОВАЦІОННА СКЛАДОВА СТАЛОГО РОЗВИТКУ

В статье обоснована необходимость выделения инновационной составляющей устойчивого развития наряду с экологической, социальной и экономической компонентами концепции. Теоретической предпосылкой рассмотрения инновационной составляющей является определение И. Шумпетером особенностей осуществления предпринимательской инновационной деятельности. Предприниматель-инноватор предоставляет потребителю информационный образ новинки, который создается за счет осознания будущих потребностей, удовлетворение которых становится целью предпринимательской деятельности, предметом и средством создания инновационной продукции. Однако выбор потребителя в значительной степени мотивирован ценностными установками и правилами поведения. Правила поведения общества потребления, которое в индустриальную эпоху становится побуждением, моралью и институтом, не учитывали воспроизводственных возможностей окружающей среды. Это противоречие было отражено в Докладе Римскому клубу "Пределы роста" и воплощено в концепции устойчивого развития. Исследование определяет важность формирования новых общественных ценностей, которые побуждают инноваторов к переориентации своего мышления, осознания своей ответственности не только перед потребителем, но и перед окружающей средой и будущими поколениями. Корпоративный форум "Инновации и сотрудничество для будущего, к которому мы стремимся", организованный Глобальным Договором ООН, впервые продемонстрировал заинтересованность предпринимателей в практическом воплощении концепции устойчивого развития, в частности через эффективную инновационную деятельность. В статье систематизирован управленческий инструментари реализации принятых бизнесом обязательств по приоритетным направлениям обеспечения устойчивого развития: энергетика и климат, водные ресурсы и экосистемы, сельское хозяйство и продовольствие, социальное развитие, урбанизация и города, экономика и финансы устойчивого развития. Определены основные этапы осуществления изменений на уровне предприятия для принятия ответственных инновационных решений и реализации инновационной составляющей устойчивого развития.

Ключевые слова: концепция устойчивого развития; инновационная составляющая устойчивого развития; информационный образ инновации; ценности; задачи бизнеса.