

СТОПАНСКА АКАДЕМИЯ „Д. А. ЦЕНОВ” – СВИЩОВ

**СТУДЕНТСКИ ОПИТ И ВЪЗМОЖНОСТИ
ЗА ВКЛЮЧВАНЕ В МНОГОСТРАННИ
ПАРТНЬОРСТВА ЗА ПОСТИГАНЕ НА ЦЕЛИТЕ
ЗА УСТОЙЧИВО РАЗВИТИЕ**

Студентски есета

2020

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**STUDENT EXPERIENCE AND OPPORTUNITIES
FOR ENGAGEMENT IN MULTI-STAKEHOLDER
PARTNERSHIPS TO ACHIEVE SUSTAINABLE
DEVELOPMENT GOALS**

Student Essays

2020

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English Language Consultant

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INTRODUCTION

ВЪВЕДЕНИЕ

The Global Goals for Sustainable Development

Глобалните цели за устойчиво развитие



THE COMPETITION

2019 INTERNATIONAL STUDENT ESSAY COMPETITION

„Student experience and opportunities for engagement in multi-stakeholder partnerships to achieve sustainable development goals”

organised by the Centre for International Affairs,
D. A. Tsenov Academy of Economics – Svishtov, Bulgaria

Participation in the competition:

The international competition is open to students studying in the Bachelor, Master and Doctoral degrees in Economics, Management, Administration and related fields.

Guidelines:

1. Length of the essay – up to 3600 characters or 2 pages (A4, TNR 14 pt, 1.5 lines).
2. The deadline for submitting essays at sdg_sv_essay@uni-svishtov.bg is 31 January 2020.
3. Each author can participate with one essay only. Authors should indicate their names and surnames, university, major, matriculation number, email address.

The essays will be reviewed by an International Scientific Committee.

The authors, if approved, will be awarded a certificate of participation. Their essays will be published in Competition Proceedings with an ISBN in a soft form.

Official languages:

Bulgarian, English, Russian and Spanish.

КОНКУРСЪТ

МЕЖДУНАРОДЕН КОНКУРС ЗА СТУДЕНТСКО ЕСЕ

„Студентски опит и възможности за включване
в многостранни партньорства за постигане на целите
за устойчиво развитие“

организиран от Центъра за международна дейност към
Стопанска академия „Д. А. Ценов“ – Свищов

Участие в конкурса:

В международния конкурс могат да участват докторанти и студенти, обучаващи се в бакалавърска и магистърска степен по икономика, управление и администрация и други свързани направления.

Правила на конкурса:

1. Обем на есето до 3600 знака или 2 страници (A4, TNR 14 pt, 1.5 lines).
2. В срок до **31 януари 2020 г.** есето следва да бъде изпратено на адрес: sdg_sv_essay@uni-svishtov.bg.
3. Всеки автор може да участва с едно есе. Авторите следва да посочат име, презиме и фамилия, университет, специалност, курс, факултетен номер, електронен адрес.

Есетата ще бъдат оценявани от международен научен комитет.

Успешно класиралите се участниците в конкурса ще получат сертификати за участие, а есетата ще бъдат публикувани в тематичен електронен сборник с ISBN.

Официални езици:

Български, английски, руски, испански.



The Erasmus+ programme of the European Union, which focuses on education, is one of the successful forms of multi-stakeholder partnership for achieving the Sustainable Development Goals (SDGs). With the support of this programme, the Centre for International Affairs at D. A. Tsenov Academy of Economics – Svishtov, Bulgaria announced in 2019 an international competition for student essays on the topic “*Student experience and opportunities for engagement in multi-stakeholder partnerships to achieve sustainable development goals*”.

This is the 6th edition in the series of competitions on the topics related to sustainability and the SDGs that started in 2013. Student essays from the previous competitions were published in the following editions:

1) *Fighting poverty – a challenge facing education in economics and management* [Electronic resource]: Student essays 2013. Svishtov. Acad. publ. house D. A. Tsenov, ISBN 978-954-23-0901-7 (CD);

2) *Principles for responsible management education – a concept to be intertwined in economics, management and administration curricula* [Electronic resource]: Student essays 2014. Svishtov. Acad. publ. house D. A. Tsenov. ISBN 978-954-23-1016-7 (CD);

3) *Inclusive business – a tool for poverty reduction and social inclusion* [Electronic resource]: Student essays 2016. Svishtov. Acad. publ. house D. A. Tsenov. ISBN 978-954-23-1192-8;

4) *My contribution to the realization of the UN Sustainable Development Goals by 2030*. [Electronic resource]: Student essays 2017. Svishtov. Acad. publ. house D. A. Tsenov. ISBN 978-954-23-1503-2(CD); and

5) *If I were a leader: Students’ voice on advancing the Sustainable Development Goals*. [Electronic resource]: Student essays 2019. Svishtov. Acad. publ. house D. A. Tsenov. ISBN 978-954-23-1732-6 (CD); ISBN 978-954-23-1503-2 (Print).

In the 2019 competition, 126 students studying in bachelor’s, master’s and doctoral programmes at 21 universities located in 15 countries on five continents (Asia, Africa, Europe, North and South America) presented 122 essays on their personal attitudes to the opportunities for implementing the Global Sustainable Development Goals through various forms of multi-stakeholder partnerships.

The students participating in this competition deserve recognition for their knowledge, skills, values and attitudes, as well as for the enthusiasm with which they elaborated on the topic “*Student experience and opportunities for engagement in multi-stakeholder partnerships to achieve sustainable development goals*”. Their teachers and the institutions that supported and encouraged them in the writing process deserve recognition as well. Management educators

committed to achieving the Sustainable Development Goals are needed in order to create a new generation, ready for multi-stakeholder cooperation. Obviously, there are such individuals and such institutions all over the world.

They might benefit from the following observations that are identified as possible areas for helping students on sustainability and SDGs related topics:

These topics could be covered in the taught courses more broadly and deeply; a more direct link between education and practical training is needed; students need help in developing their research and scientific networks; their scientific creativity should be encouraged and facilitated; including through a more structured and focused mentoring and the establishment of new forms of partnership (dyads, triads and polyads) between youth, universities and business, governmental and non-governmental organizations. In this respect, applying the principles of responsible education laid down in the UN Global Compact PRME initiative has a potential of being a way forward.

The international jury decided to publish all essays, by taking an open-minded view of some competition guidelines (e.g., one author – one essay and a volume of up to 3600 characters).

- The essays are written in 4 languages (English, Spanish, Bulgarian and Russian), while their authors learn and think 15 different mother tongues.

- The essays coming from countries with different economic, social, cultural and environmental contexts, so the essays also bring a whole spectrum of different perceptions of the opportunities for partnership in achieving the Sustainable Development Goals nationally and globally in the “World we want to live in 2030”.

- Every essay will help students and their teachers further expand their research networks and establish new ones.

- Being among successfully developing forms of multi-stakeholder cooperation in its first manifestations, projects like this, needs special support, protection and relaxed regulations.

The student essays are arranged in the collection in the following order: continent, country and university.

Under the conditions of physical isolation imposed by the rapidly spreading COVID-19 worldwide and the resulting changes in the learning process, the publication of this collection and its presentation in cyberspace will help to establish social contacts that all of us need so much.

Assoc. Prof. Anastasiya Marcheva, Ph.D.

D. A. Tsenov Academy of Economics – Svishtov, Bulgaria

E-mail: a.marcheva@uni-svishtov.bg



Hello Students,

This year, 2020, marks the beginning of *The Decade of Action*. The world has only 10 years left to achieve the Sustainable Development Goals (SDGs). The SDGs are ambitious, and they are transformative. Achieving the SDGs will improve the quality of life for everyone: You, your family, your friends, your children, your grandchildren. Human development will be on path toward social equality and justice.

This message is written against the backdrop of the Covid-19 pandemic. This virus has highlighted several things: (1) We are a global community. All countries are affected by Covid-19. (2) There have always been inequalities and inequities in countries. Some of these inequalities are now more obvious. (3) Achieving the SDGs is more important than ever.

The theme of this year's essay competition could not be more relevant: engaging in multi-stakeholder partnerships to achieve the SDGs. Although businesses are powerful, global actors, they cannot achieve the SDGs by themselves. Although governments exist everywhere, they, too, cannot achieve the SDGs single-handedly. Even you as students and future leaders cannot do this solely by yourself. As your essays indicate, the SDGs can only be achieved through partnerships with different groups of societal stakeholders.

Your essays describe a lot of interesting approaches. This indicates creativity and innovation on your part. The essays also cover a lot of very important human development issues, and thus work to help achieve the SDGs. Through your essays about partnerships, you are providing ideas about effective collaboration in service of the future we all want.

Good luck in your careers. You are the future!

Al Rosenbloom
Emeritus Professor, International Business & Marketing
Dominican University
River Forest, IL 60305
E-mail: right2al@comcast.net



It has been a great privilege and honor to be part of the 6th International Student Essay Competition, the purpose of which was to further contribute to getting a better understanding of how the youth from different countries around the globe perceive the importance of the SDGs, and the role that various multi-stakeholder partnerships could and should have in the pursuit of sustainable development and a better world.

The essays clearly demonstrate that the youth of today is aware of the challenges that result from a fast and deep changes caused by the prevailing megatrends, including those related to the globalization, technological progress, impact, institutional changes, demographic trends, sociological and psychological and other changes. They also show their concern about the impact of these changes not only on the environment in which we live, but also on human dimension of our life.

Relating to the statement in one of the essays that „we all have only one planet and one life”, the whole collection of essays calls for rethinking of the purpose of what we all do as economic and social actors, not only individually, but also organizationally, institutionally and beyond.

In this respect, the students' essays not only highlight the value and potential of various partnerships, but also demonstrate a strong belief that management development institutions have a special mission and role to play, both as facilitators as well as actively involved partners.

To respond to this, management education needs to innovate and transform in all aspects, from educational content and programs, via educational process and actors involved, up to the institutional and organizational arrangements and partnerships. The collection of essays reflects not only high receptiveness to innovation in management education, but also a strong demand, as well clearly articulated willingness and readiness to actively participate and contribute.

Milenko Gudić

Founding and Managing Director, Refoment Consulting and Coaching

PRME Anti-poverty Working Group Cochair

E-mail: milenko.gudic@gmail.com

THE REPUBLIC OF ARMENIA



Armenian State University of Economics, Erevan

Tigran Ghalayan¹

Armenian State University of Economics, Yerevan, Armenia

„Partnerships for the goals” is the 17th SDG. It is considered to become the key for achieving the other 16 goals. The bright future where they are achieved is in young and ambitious people’s hands. It was clearly seen during my Erasmus+, when I saw students like me, who came from different countries to give and to take knowledge and new experience. I want to talk about how experience and opportunity programs for engagement in multi-stakeholder partnerships can help us to achieve sustainable development goals.

The first benefit of such programs is knowledge that is being gained and exchanged by the students. It is not just professional skills related to their specialization or profession, but also cultural knowledge about different countries and nationalities. It is important to mention that the benefits are valuable for all the stakeholders, because they cooperate with best students/specialists, representatives of different countries. The fact that they managed to succeed and obtain this chance to study/work abroad, gives me a reason to think, that they know what they want from their career and know how to reach their goals. Such programs and partnerships allow to create better relationships between countries, exchange skills and special abilities in certain areas.

In this way a step forward is made in reaching many goals. Future specialists get experience and knowledge. Professionals learn new systems and methods from different more developed countries. Innovations that already proved themselves in one country become available to be injected in other less developed countries. It increases efficiency both for students and specialists that participate in such programs.

Being one of those lucky students I remember how motivated I was while applying for my Erasmus+. A lot of students applied, and they were working really hard and even though they were not promoted, at least they extended their work intensity and knowledge. That is the next benefit. Motivated people do better, and such opportunities are able to motivate the best specialists from different countries in different areas. It will bring its results. When the quality of work force goes up, all macroeconomic indicators increase, infrastructures do better, life quality goes higher and crime level decreases.

The other big benefit is friendship. The best specialists and students from different countries and regions working together can create something really valuable – things that are not owned by any countries or organizations, but are properties of every human being. These are peace and friendship between countries and nations. It can decrease wars and intolerance, help people to achieve equality, improve negotiating capabilities, which can bring a new higher

¹ E-mail: tigranghalayan1997@gmail.com

level of understanding, globalization and effectiveness in international economic relations.

So as we can see such programs can help in achieving the following goals:

1. Peace, justice and strong institutions by creating good relations between countries and exchanging professional skills in appropriate areas. 2. Responsible consumption and production, because the more experienced and smarter the specialists and the students, as future professionals are, the better the economy works, creating better and more competitive goods and services. 3. Industry growth, new innovations and infrastructures spread to less developed countries due to such programs. They do not have enough finance to afford big researches and innovative projects, but they can get benefits from partnerships and internships. 4. Decent work and economic growth, which is again related to better specialists which were trained abroad. Their new and creative ideas are able to increase productivity and bring better results. The other social issues about poverty and hungry people can be solved if the economy is strong and stable.

About ecological issues and goals related to our environment. I think that they are the most difficult to solve in this way. But I am sure that young people who did this first step of new level of globalization and realized that the world's sustainable development goals are their goals too, are able to solve in the future any problem in their difficult way. Because, as we know, if the way is difficult, surely it is the right way.

THE REPUBLIC OF AZERBAIJAN



Azerbaijan State University of Economics, Baku

Erasmus+ experience and opportunities and its contributions to the Sustainable Development Goals 17

Elchin Mammadov²

Azerbaijan State University of Economics, Baku, Azerbaijan

At the onset, Erasmus+ programme which should cover the period between 2014 and 2020 provides opportunities for over 4 million Europeans to study, train, gain work experience and volunteer abroad. In this essay, I will correlate the benefits of Erasmus+ programme with SDG 17, which deals with partnerships for the goals.

First of all, funding for youth activities under Erasmus+ aims to improve key competencies, skills and employability of young people and foster improvements in youth work at local, national, international level. Regarding SDGs, high qualitative education contributes to decent work and in turn, to economic growth, which accomplishes our society to become more sustainable

We should also highlight that, Erasmus+ volunteering activities involve many different kinds of activities in areas, such as youth work, cultural activities, social care or environmental protection. In this way, we are able to break the existing stereotypes in relation to each of partner countries and assist to the development of a more inclusive Europe. Furthermore, Intercultural nights, cultural visits, movie nights, sharing cultures, traditions, customs, typical gastronomy within Erasmus+ programme are preliminary factors regarding the abovementioned affairs. Hence, in connection with SDGs, peace, justice, strong institutions, democratic governance, tackling inequality are reachable.

Finally, focusing on investment in research, development knowledge creation, prioritising collaborative research within Erasmus programme cause additional value, contribute to creating an innovation eco – system, sustainable cities, communities (such as Urban Green Projects funded by Erasmus+), assisting to efficient and non – toxic energy uses (like collaborations of Erasmus partner countries, (Turkey, Netherlands, Spain) in one project to reduce CO2 emissions) and promoting use of affordable and clean energy (for example, ESSENCE project) and also trainings, discussions about importance of healthy life (especially in the field of biological sciences).

In conclusion, we can observe the interconnection of Erasmus+ and Sustainable Development in the facet of education quality, infrastructure, innovation, peaceful society, eco-friendly and green environment, employment opportunities, and consistent economic growth within Erasmus+ partnerships' community.

² E-mail: elcinmammadov1026@gmail.com

THE REPUBLIC OF INDIA



Chandigarh University Gharun, Punjab

Aashi Aggarwal³
Chandigarh University, Gharun, Punjab, India

Firstly, discuss the Multi-Stakeholder partnerships – It is also known as: public private partnerships for development, cross-sector collaboration, collective action. They are a vehicle through which interested players can collaborate on specific challenges or exploit opportunities in ways that achieve greater impact than they could achieve alone. MSPs involve organizations from different societal sectors working together, sharing risks and combining their unique resources and competencies in ways that can generate and maximize value towards shared partnerships and individual partner objectives, often through more innovative, more sustainable, more efficient and/ or more systemic approaches.

The power of MSPs comes from the different approaches – public service mandate, people-focused or market-based and the complementary resources, technological, human, social or economic – that partners from different sectors.

The Sustainable Development Goals (SDGs) explicitly acknowledge the interconnectedness of the prosperity of business, the prosperity of society and the prosperity of the environment. They represent a fundamental shift in approach, naming all societal sectors as key development actors and requiring an unprecedented level of cooperation and collaboration among civil society, business, government, NGOs, foundations and others for their achievement. We all hold key parts of the solution, and we all stand to benefit by collectively driving forward sustainable development.

The world today is going through highly interdependent and complex social, economic, technological and ecological changes, which are the results of past and present trends. As Erik Assadourian states in Rethinking education on a changing planet, the defining quest for humanity today is how we will be able to provide fulfilling lives for 8-10 billion people even as earth's systems are declining rapidly.

Partnerships for sustainable development are multi-stakeholder initiatives voluntarily undertaken by Government, intergovernmental organizations, major groups and others stakeholders, which efforts are contributing to the implementation of intergovernmental agreed development goals and commitments, as included in Agenda 21, the Johannesburg plan of implementation, the Millennium Declaration, the outcome document of the United Nations Conference on Sustainable Development entitled „The Future We Want”, the Third International Conference on small island development states and the 2030 Agenda for Sustainable Development.

The achievement of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals will require all hands-on deck. It will require

³ E-mail: aashiaggarwal2323@gmail.com

different sectors and actors working together in an integrated manner by pooling financial resources, knowledge and expertise. In our new development era with 17 intertwined Sustainable Development Goals and 169 associated targets as a blue- print for achieving the sustainable future we want; cross sectorial and innovative multi- stakeholder partnerships will play a crucial role for getting us to where we need by the year 2030.

Sustainable Development Goal 17, which reads „Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development „, recognizes multi-stakeholder partnerships as important vehicles for mobilizing and sharing knowledge, expertise, technologies and financial resources to support the achievement of the sustainable development goals in all countries, particularly developing countries, Goal 17 further seek to encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

The Multi-Stakeholder Partnerships Framework is characterized as a system of interrelated collaborative processes aligned with the policy cycle and aimed at supporting achievement of the Sustainable Development Goals. It provides systematic guidance, from setting up of a multi-stakeholder partnership and its sustainable development agenda to the mobilization of partners and their resources, delivering the planned outcomes, measuring progress, learning lessons and scaling up. Moreover, it integrates practical knowledge with theoretical foundations and principles.

Megha Garg⁴
Chandigarh University, Gharun, Punjab, India

Sustainable Development Goals:

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

The 17 SDGs are integrated – that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability.

These 17 SDGs are:

- | | |
|--|--|
| 1: No Poverty | 2: Zero Hunger |
| 3: Good Health and Well-being | 4: Quality Education |
| 5: Gender Equality | 6: Clean Water and Sanitation |
| 7: Affordable and Clean Energy | 8: Decent Work and Economic Growth |
| 9: Industry, Innovation and Infrastructure | 10: Reduced Inequality |
| 11: Sustainable Cities and Communities | 12: Responsible Consumption and Production |
| 13: Climate Action | 14: Life below Water |
| 15: Life on Land | 16: Peace and Justice Strong Institutions |
| 17: Partnerships to achieve the Goal | |

The most important SDGs is SDG 17: Partnerships to achieve the goals, because Focus and Funding for the SDGs is heavily weighted towards more well-known global issues like ending hunger and achieving quality education for all.

Partnerships for sustainable development are multi-stakeholder initiatives voluntarily undertaken by Governments, intergovernmental organizations, major groups and others stakeholders, which efforts are contributing to the implementation of inter-governmentally agreed development goals and commitments, as included in Agenda 21.

Sustainable Development Goal 17, which reads „Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development”, recognizes multi-stakeholder partnerships as important vehicles for mobilizing and sharing knowledge, expertise, technologies and financial resources to support the achievement of the sustainable development goals in all countries, particularly developing countries.

Multi-stakeholder partnerships are a vehicle through which interested players can collaborate on specific challenges or exploit opportunities in ways that achieve greater impact than they could achieve alone.

Students experience and opportunities for engagement in multi-stakeholder partnerships to achieve sustainable development goals

Students have various opportunities for engagement in partnerships to achieve development goals because quality education allows engagement with

⁴ E-mail: meghagarg392@gmail.com

organizations and individuals working on various topics that relate to the global goals.

- Studies found that the students can act as „mobilisers” – in person, online, public and private spheres. They can actively be able to hold the communicating messages of SDGs and control over the many progresses of SDG 17 on Partnerships – „Leave no one behind” corresponds to the agenda of youth engagement in SDGs.

- The abilities of students should be identified to influence their parents, communities, national government, or sometimes to the international arena. Students are highly effective educators, managers, advisors etc.

- Student’s imagination power can contribute towards development of legislations or policies, which could help to achieve 17th SDGs – envisioning how local or national policy development and implementation might be framed and tracked out effectively.

- In addition to bringing fresh perspectives, students often have direct knowledge of and insights into issues that are not accessible to adults. Students can best understand the problems and can offer new ideas and alternative solutions.

- Outside the development sector, too few people are aware about SDGs to be achieved by 2030. Student can be partners in communicating the agenda to their peers and communities at the local level, as well as across the countries and regions. For instance, based on their own experience living through Typhoon Haiyan, students in Plan International’s „Youth Reporters Project” in the Philippines created a video message with advice and encouragement to children who survived the earthquake in Nepal. So as an effective communicator they can communicate the message and encourage people for multi-stakeholder partnerships.

All these points explain student experience and opportunities for engagement in multi-stakeholder partnerships to achieve sustainable development goals (SDGs).

Mridula Mahajan⁵
Chandigarh University, Gharun, Punjab, India

‘Sustainable development is the masterful balance of meeting our own needs without jeopardizing future generations’ ability to do the same.’

The Sustainable Development Goals, established in 2015 by the United Nations General Assembly, are a miscellany of seventeen intertwined global goals designed to be a blueprint to achieve a better and more sustainable future for all. The seventeen goals are an urgent call for action by all countries, in a global partnership, recognising that putting an end to poverty and other deprivations must conform to the strategies to ameliorate health and education, reduce inequalities and spur economic growth, along with tackling climate change and working to preserve our forests and oceans.

Sustainable Development Goal 17, which states, „Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development”, concedes that partnerships for sustainable development, that are multi-stakeholder initiatives, voluntarily undertaken by governments, intergovernmental organisations, students and other major groups, are drivers for mobilizing and sharing the required knowledge, expertise, financial resources and technologies to support the achievement of the goals worldwide.

Nelson Mandela rightly said, „The youth of today are the leaders of tomorrow”. Students are the torch bearers of future and so, they must be prepared to take on this heavy mantle of leadership and be empowered to take action on the SDGs in their communities. Our world today faces numerous challenges and in order to build a sustainable future, it requires the energy, creativity and initiative of young people around the world.

Acting as harbingers of change, students can implement outreach activities in their districts, focusing on sensitizing young people on poverty reduction strategies and their role in the development process; through their participation in District Public Youth Forums, establishing collaborative arrangements with Government Ministries, civil servants and in-country UN Agencies the students can deliberate with local decision makers on issues concerning poverty and development.

The Sustainable Development Goals also aim at tackling climate change and its associated problems. Universities and schools can prove to be great examples by refitting the university buildings with more energy efficient lights and fans, hosting Youth Conferences on Climate Change to create awareness, calculating their carbon footprint and finding out ways to improve the same, creating Eco-clubs to bring together like minded people for carrying out conservation activities like tree plantation, rallies, etc, promoting car pooling in the campus, focussing on recycling the waste by creation of compost pits, having

⁵ E-mail: mridulamahajan94@gmail.com

separate bins for biodegradable and non-biodegradable waste, imposing fines on use of single-use plastic, and so on.

The achievement of SDGs will require all hand on deck and preparing the young minds to be active stakeholders, rather than being passive bystanders, in the global push for sustainable development is the need of the hour. Empowering the students to have a meaningful impact on their communities requires educating them on how to take action on the goals and show them the avenues they can follow, and thus igniting a sense of motivation and ownership among the young minds to achieve the goals by 2030.

Shrashti Gupta⁶
Chandigarh University, Gharun, Punjab, India

We are the future. The trend changes & with the change in the trends we just need to keep safe our environment for future.

The Multistakeholders partnership is defined as the persons interested in and is actively initiating for change. The multistakeholder partnerships are the way to implement the 2030 agenda. These are the voluntarily commitments to save the society, world. The businesses, civil societies, government, NGOs are to be joined together and form a partnership to achieve the sustainable development goals.

The sustainable development goals are designed by the general assembly to achieve a better future /sustainable future for all. These SDGs are basic problems of the society. These are poverty, zero hunger, good health&well-being, quality education, gender equality, clean water&sanitation, affordable and clean environment, economic growth etc. These are the goals where a country need to be prosper.

So we as a youth/students must contribute to it. Not only society or students but all the citizens who actually want to live a better future.

As a student, I can contribute to it by joining different campaigns to aware about the causes and effects through which they are spreading and solutions to remove that.

The government is the apex body for the sustainable development goals, the countries are supporting each other in terms of exporting the materials which are in deficit. The Government is collaborating with other countries for the good quality education to the potentials to remove unemployment.

Students are the one who help the government by giving their best.

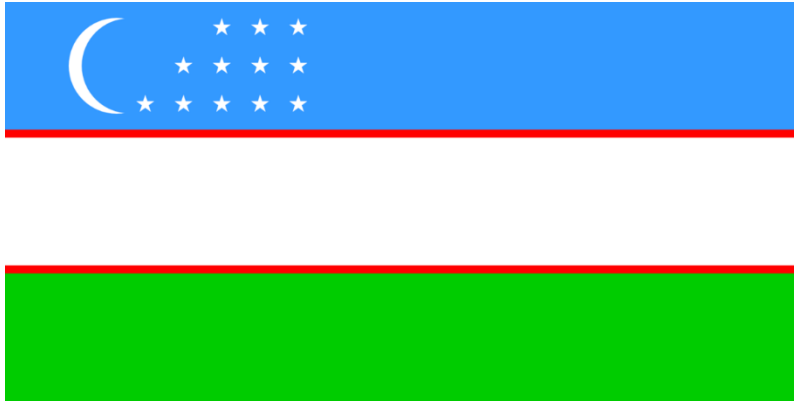
We can do is – we can spread awareness among the people regarding this.

The population is a major cause for the irremovable poverty and unemployment. We as a qualified educated person must understand this and as the sustainable development is not the only government thing so as I am concerned I will be an actively participating in removing make myself to achieve it and making myself capable of it.

This initiative will be achieved by 2020.

⁶ E-mail: gupta20prachi@gmail.com

THE REPUBLIC OF UZBEKISTAN



Karshi Engineering Economics Institute (QMII), Karshi

The importance of Erasmus+ projects in the world's partnerships

Shovkat Aminov

Karshi Engineering Economics Institute (QMII), Karshi, Uzbekistan

As the world is getting more developed day by day, people and countries need to have mutual cooperation. This cooperation can lead many countries to maintainable development. In order to reach sufficiently valuable desires, they should have employees and talented youth who can understand other cultures and nations so that they can work together. So, how can different cultural and international youth operate something important cooperatively?! They need to be enrolled in the same program or the same work experience. This is one of the best and successful ways of sustainable development. In order to achieve this aim, Erasmus+ projects can help not only European countries but also many other different countries of the world. Because Erasmus+ has so many projects related to the education, training, youth and sports that can improve students' way of thinking, education in a field, international work experience. Through education and training projects, students get necessary knowledge and experiences in order to work in many fields, including economy, management, technology, medicine and so on. As is clear, the biggest investment is the one which is directed to the education. We can say this as a long-term investment. Consequences of this will be productive. If any company has a well-educated and well-trained worker, the risk of the investment for this company is much higher than you can predict there is a person who can direct your money in a right way. Through these skillful youth and long term investments, developing countries can improve and maintain their economy, which can make world's sustainable development balanced. Students should work in enterprises, companies and other international work places and they need to be engaged in multi-stakeholder partnerships so that they can apply for these types of work in their countries. After that they may be able to use their knowledge in this field to make international agreements and partnerships between their country and other partner country, so this also leads to the one of ways of sustainable development of the world.

THE ARAB REPUBLIC OF EGYPT



Suez Canal University, Ismailia

Basem Abdelghany Ahmed Abdelghany⁷
Suez Canal University, Ismailia, Egypt

The world faces major economical, environmental, social and cultural challenges that should be addressed at all levels; one of the ways to address such challenges is reorienting curriculum toward sustainability. Another way is using tele-communication technologies (audios, video conferencing, videos and flipped learning strategies) that provide the opportunity for tele-collaboration with others. Using these technologies help for tele-education consultations among teachers and students, and on the other hand help tele-collaboration between students and their peers. Using of MOOCs has increased among students, which is one of the techniques of tele-learning that may reduce the time of formal learning. The aim of this study was to investigate the impact of reorienting the content of „educational technology course” to infuse sustainability concepts on the achievement and attitudes of students from the faculty of education, in Suez Canal University, SCU. The reorientation process depended on the Integration between CARE and RUCAS methodologies. The course is offered via MOOC, while the researcher developed a new method that integrates learning through the electronic platform and collaborative learning face to face with some of their colleagues, the researcher called it iMOC which is an abbreviation for Integrate Massive Open Course. The iMOC is a quantum leap in tele-learning. The experiment was conducted on a sample of 25 students of educational technology branch at Suez Canal University in Egypt. The study aimed also, Firstly to measuring the academic achievement of the course content via MOOC by means of an achievement test, Secondly developing motivation for students toward MOOC. The motivation was measured by motivation questionnaire and finally detection of the Associative relation between achievement and motivation. The results of the study showed important indicators of rising and the development of students' motivation toward MOOC and their academic achievement.

- The researcher recommends to the possibility of using this study to achieve Egypt's national vision for achieving sustainable development in 2030 through the orientation of the curricula towards sustainability.

- The researcher recommends the importance of using MOOCs to achieve Egypt's national vision for achieving sustainable development in 2030 through the orientation of the curricula towards sustainability in the following:

•Equality: As telecommunications tools allow every student the opportunity to express his opinion at any time without embarrassment, unlike the traditional classrooms that deprive him of this feature either because of the bad organization of the seats, or the weakness of the student's voice itself, or other The reasons, but this type of education through MOOC provides a full

⁷ E-mail: basemabdelghany@edu.suez.edu.eg; Basemfigo9@gmail.com

opportunity for the student because he can send his opinion and voice through the available communication tools from e-mail discussion forums and video conferences. This feature is more useful to students who are apprehensive and anxious and students who work full-time because this method of education makes students more daring to express their ideas and look for facts than they would in traditional classrooms and make the student study at any time he wishes or his free time. The researcher believes that this achieves one of the goals of sustainable development, which is equality in learning

- The possibility of changing the method of teaching where it is possible to receive the content of the course in a way that suits the student, it is appropriate for the visual method, including the method of audio or read, and some of them suit the method of performance enables the teacher to create practical courses has sessions face to face With their colleagues In the framework of the project performance of the task in MOOC The researcher called it iMOC, MOOCs and their sources allow for the application of sources in many different ways that allow for modulation according to the best method for the learner.

- Continuity in access to the curriculum: This feature makes the student in a stable state that he can get the information he wants at the time that suits him, it is not related to the opening and closing times of the library or school, which leads to the student's comfort and not be anxiety. The researcher believes that this achieves the goal of continuing education.

- Not to rely on the actual attendance where the student must adhere to a fixed time schedule and binding in the collective work for traditional education, on the other hand, in MOOCs is no longer necessary because modern technology provided ways to communicate without the need to be at a particular place and time.

- The ease and multiplicity of ways to evaluate the performance of the student, MOOC provided tools for immediate evaluation to give the teacher a variety of ways to build, distribution and classification of information quickly and easy to evaluate.

- Reduce the administrative burden for the teacher, e-learning allows the teacher to reduce the administrative burden, which was taken from a large time in each lecture, such as receipt of assignment, tasks and other, it has become possible to send and receive all these things through electronic tools With the possibility of knowing the student's receipt of these documents.

- Reduce the workload in the school where MOOCs provided tools that analyze grades, results, and tests as well as the development of statistics about them and also to send the files and records of students to the management of the College.

The role of the Erasmus Foundation in serving the goal of quality education as one of the goals of sustainable development 2030

Mohamed Hussein Mohamed Ahmed⁸
Suez Canal University, Ismailia, Egypt

In 2016, the United Nations has listed 17 goals to represent the sustainable development goals of the world until 2030. These goals are include many environmental, social and economic axes. Among these goals is the fourth goal is quality education. To ensure a fair and inclusive education for all and to promote lifelong learning opportunities⁹, this goal includes many goals, including the elimination of gender disparity in education, access to care and education, especially in childhood, and increasing the number of scholarships available in developing and African countries, that opportunities include vocational and technological training, communications and humanities.

Erasmus was able to deal with the goals of good education. The first program began with attempts to provide equal educational opportunities for students within the European Union, which helped to promote social integration and raise the level of youth skills and thus provide new skills required by the labor market and the economy in general. With the development of Erasmus' development role, the program began to develop mobility with member countries, such as African and Caribbean countries, etc. Until now Erasmus has served 6 million students through 5,000 institutions participating in the program in 37 countries¹⁰, since the foundation of the foundation in 1987.

Erasmus started with a number of different grants that vary in duration and objectives, most notably Erasmus + short-term grant. Provides good educational opportunities within the European Union, As well as financial support during this period, As well as interest in training and sports activities¹¹, And that serve many of the goals of sustainable development 2030, which affects the efficiency of students working side by side with the study. This is reflected in the student's role in achieving sustainable development goals in his country of origin. Especially if the study is in one of the European countries, because it will come back with a number of ideas as a result of study abroad and adapt to different cultures. Such as gender equality, and acceptance of other people. In this program, the international student will learn the spirit of innovation and creativity in finding effective and innovative solutions to solve the problems facing his country, thus contributing directly or indirectly to economic development.

⁸E-mail: mhm_mhm207@yahoo.com

⁹ <https://www.un.org/sustainabledevelopment/education>

¹⁰ <https://www.erasmusprogramme.com/post/what-is-the-erasmus-programme>

¹¹ <https://www.erasmusprogramme.com/post/what-is-erasmus+-or-erasmus-plus>

Finally, the most important question is what the future aspirations of the Erasmus Foundation can serve for sustainable development, especially in developing countries. One of the proposed solutions is that short-term grants include practical training hours through companies with industrial, commercial and economic institutions. The lesson during short term courses in addition to receiving practical experience in the field of specialization of what will be reflected on the goal of quality education in addition to trying to provide an appropriate work environment through the certificates of practical training that will be obtained, Which increases the chances of getting good jobs in a good working environment in his home country.

Strategic Partnerships and Sustainable Human Development „Between Theory and Practice”

Mohamed Mostafa Albaz¹²
Suez Canal University, Ismailia, Egypt

In the light of globalization, continuous changes and global challenges, the concept of „Strategic Alliance” has emerged as one of the most important golden keys to achieving sustainable development in order to plan Human Resources, enhance Technological Knowledge, benefit from Scientific Developments in R&D, improve Innovation and achieve Technological Entrepreneurship. Therefore, the world has turned to the Sustainability of Human Resources, which represents the strategic treasure through investment in Education, Cultural Exchange and Leadership Empowerment.

There is no doubt that education is an integral part of the achievement of the goals of Sustainable Development and represents a necessary step to address Issues related to the Cultural gap of Human Resources. At the International Level, the United Nations General Assembly has adopted the theme of Education for Sustainable Development (ESD).

UNESCO's Strategy for Education, which is based on the following elements: partnerships, networking, capacity building and innovation, has been implemented by international experts in the European Union countries, emphasizing the importance of development within the Lifelong Learning Program (PLL), by taking into account all dimensions of Sustainability, Which stimulates the continued Development and Implementation of Sustainable Development through International Partnerships.

The Erasmus Program is one of the most important International European Programs that support Education and Human Development, where the program is based on University Partnerships, Multilateral Projects and Technological Communication Networks to achieve various objectives including: Attracting competent international University Professors and preparing continuous Training Courses to qualify and attract Human Resources to gain Experience, Knowledge and Capacity Development and Activate International and Cultural Exchanges to open the horizons of Personality building, Support Environmental Trends, increase Cultural diversity, biodiversity and Community Sustainability.

The European Cooperation Projects are a Strategic goal for achieving Local and international stability through lifelong learning through innovative approaches such as Sustainable Development, Citizenship, Intercultural competence and Environmental Protection. In terms of Education in Egypt, there has been a remarkable development in the programs submitted according to the Strategic Planning Methodology, which was prepared with the participation of

¹² E-mail: Mohamed_albaz66@yahoo.com / Mohamed_albaz@commerce.suez.edu.eg

an effective Community based on Sustainable growth and Strategic Alliances with international universities to improve the quality of Education and improve the Competitiveness of Education Systems and outputs, Labor Market and Technological Developments and is capable of dealing Competitively with Regional and global Entities.

In the framework of the partnership agreement between Suez Canal University in Egypt and Tsenov Academy of Economics in Bulgaria. **In my opinion**, there are many Positive advantages during my current presence in Tsenov Academy of Economics in Bulgaria, including the following:

1. Attend many Scientific Lectures in the Field of Business Administration and Economics, through International Professors.

2. Experiences of Professors in the Academy and European Countries and holding ongoing discussions on the Subject of Business Administration and my Doctoral Thesis.

3. Scientific Research published in Journal of the Academy and International Electronic Journals, and I have published scientific research and articles in Academy

4. Attend scientific Conferences and Seminars in the field of Business Administration with the Participation of International Countries.

5. Visit many archaeological, Cultural and Tourist Cities and Communicate with Students from different Countries.

6. Others.

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THE REPUBLIC OF BULGARIA



D. A. Tsenov Academy of Economics - Svishtov

Мария Велкова¹³ (Maria Velkova)
Стопанска академия „Д. А. Ценов“ – Свищов, България

Според мен най-добрата формулировка на устойчивото развитие е в определението на така наречената комисия Brundtland: **„Устойчивото развитие е развитие, което задоволява потребностите на настоящето, без да рискува шансовете на бъдещите поколения за това, те да могат да задоволяват своите потребности.“** Тези човешки потребности включват: заетост, **образование и обучение**, здраве, достъп до здрава природна среда, положителна регионална идентичност, отговорно и споделено управление. И като стана дума за образование и обучение, тук е мястото да кажа, че колкото по-образован е човек, толкова повече осъзнава необходимостта да се обучава допълнително и както казваме на български *„Човек се учи докато е жив!“*

В днешно време на ученици, студенти, докторанти се предоставят много възможности за обучение не само у нас, но и където пожелаят по света. Вече няма граници, ограничения, непреодолими визии, днес имаме свободно движение на стоки, услуги, капитали и хора. Затова за студентите са налице много възможности и предизвикателства да се обучават, доквалифицират и навлизат в практиката чрез участие в многостранни партньорства: чрез Еразъм+, която е програмата на Европейския съюз за подкрепа на образованието, обучението, младежта и спорта, чрез Асоциация за подпомагане на академичната общност, чрез множеството договори между българските учебни заведения с чуждестранни такива.

Безспорно има много ползи и положителни страни на този обмен на студенти и докторанти с цел обучение, практика, участие на научно-изследователски екипи, научни конференции.

Всеки студент трябва поне веднъж да опита, да посети друг университет, да види как се обучават студентите там, как се провеждат изпитите, контролните тестове. Това неминуемо ще подобри качеството на обучението, неговите езикови, комуникационни и презентационни умения. Така ще се потопи в една различна атмосфера, ще има възможност да се запознае с други култури, обичаи, традиции. Това ще разшири неговия мироглед и ще се чувства подготвен да се впусне в кариера в един потворен свят, където вече е стъпвал и знае, че няма нищо страшно да се озове извън родината. Светът вече има нужда от такива подготвени хора, осъзнаващи глобалните проблеми като опазване на околната среда, разходването на природни ресурси, възобновяеми енергийни източници, върхови технологии в здравеопазването, телекомуникациите и т.н.

Образованието е ключът към формирането на глобално мислене, а от тук и средство за овладяване на глобалните проблеми, през които е изправена днес човешката общност. Твърдо заставам зад идеята за

¹³ Ei-mail: mavelkova@mail.bg

студентския опит и възможности за участие в многостранни партньорства за постигане на целите на устойчивото развитие. Трябва всички хора, от всички възрасти и етноси да имат възможност да се обучават през целия живот, за да може всички заедно да осигурим устойчиво развитие. Всички заедно трябва да се борим за изкореняване на бедността, премахване на глада, осигуряване на здравословен начин на живот, качествено образование, равенство между половете, достъпна енергия, достоен труд за всички, намаляване на неравенството между страните, борба с климатичните промени, достъп до правосъдие, глобално партньорство за устойчиво развитие. А тези възможности за участие на студентите в многостранни партньорства подорбят качеството на образованието в световен мащаб!

Опазването на околната среда и водите е грижа на всеки от нас

Гавраил Винчев¹⁴ (Gavrail Vinchev)
Стопанска академия „Д. А. Ценов“ – Свищов, България

Във времето, в което живеем, трябва да се обърне сериозно внимание на заобикалящия ни свят и природа, и да положим грижи за тяхното опазване и съхранение. От състоянието на водите и природата зависи нашето здраве и бъдещо съществуване.

В ерата на върхови технологии, високо потребление и бързо нарастване на населението в голяма част от света, нуждата от ресурси във всички сектори на промишлеността никога не е била толкова голяма. Това води до унищожително експлоатиране на природата в резултат на добива на инертни материали, полезни изкопаеми и горива, до пълното изсичане на горите и превръщането им в земеделски земи и застроени площи. Водите биват замърсявани и пресушавани заради производството на електроенергия, строежи на нови пътища и в резултат на отпадъците на производствените технологии.

В този момент ясно трябва да си дадем сметка как ще продължаваме да се развиваме като общество, какво ще оставим след себе си и дали не вървим към самоунищожение. Изгубим ли баланса в природата, губим всичко. От самото начало досега човечеството е било зависимо от природата и нейните блага. Ние взимаме от природата много, а все по-малко даваме и не помагаме за нейното възстановяване. Изсичаме горите, тровим водите и замърсяваме въздуха, водата и почвата безконтролно. Затова е нужно да се подобри културата на голяма част от населението и от ранна детска възраст да бъде възпитавана любов и уважение към всичко дадено ни от природата.

Горите се изсичат неограничено, но от нас зависи да вземем мерки за тяхното спасяване – ограничаване на строителството, рециклиране на хартиените отпадъци, използване на материали-заместители и залесяване на площи. Всеки човек трябва да засади поне едно дърво. Дърветата помагат за пречистване на жизненоважния за нас въздух, който замърсяваме с автомобили, печки на твърдо гориво, вредни емисии от огромни предприятия. Нуждата от екологичен транспорт вече е осъзната чрез популяризиране на електромобили или хибриди, ползване на градски транспорт или ходене пеша на работа или с велосипед.

Налага се контрол върху нуждите от горива. Техният недостиг е причина за конфликти в много части на света, увреждане релефа на земната повърхност, унищожение на растителния и животинския свят, застрашаване на живота и здравето на хората (независимо дали е открит, подземен или чрез сондиране). Затова трябва да се обърне сериозно

¹⁴ E-mail: maels@mail.bg

внимание на възобновяемите енергийни източници, което заедно с рационалното и разумно използване на енергията дава гаранция за устойчиво развитие на обществото. Изграждането на соларни системи и вятърни централи ще намали значително зависимостта от изкопаемите горива, което от своя страна ще запази околната среда от разрушаване и замърсяване, ще намалее отклоняването и консумация на водите за производство на електроенергия. Водните запаси в глобален мащаб намаляват и се замърсяват, пропорционално на нарастващите нужди на населението.

От нас зависи да не допускаме безконтролно изхвърляне на отпадъци във водните басейни, както от недобросъвесни хора, така и от предприятия-замърсители. Нарастващата нужда може да бъде преодоляна с преработването на морска и океанска вода в питейна. Това е скъп процес, но пак от нас в световен мащаб зависи да насочим правилно капиталите, за да може това да се случва и на други места по света.

Битовите отпадъци са друг огромен проблем в днешно време, особено в големите градове, където влошават водите и почвите. Затова става все по-важно събирането и рециклирането на отпадъците, насърчаването на разделното сметосъбиране, както и депата за временно съхранение и преработка.

Ние трябва да живеем в хармония с природата и да я пазим, защото сме пряко зависими от нея. Всяко дете трябва да бъде възпитавано в отговорност и уважение към природата и средата в която живее, за да расте здраво. Всеки удар нанесен върху природата, ще ни се върне с многократно по-голяма сила. Обявим ли ѝ война, със сигурност най-големите губещи ще бъдем ние самите. Всяко наше неправилно действие спрямо околната среда рефлектира върху нас самите. Трябва да мислим перспективно и да гледаме в бъдещето, а с нашите действия и решения ние определяме какво ще е то.

Бедността – личен избор или примирение

Мария Илиева¹⁵ (Maria Ilieva)

Стопанска академия „Д. А. Ценов“ – Свищов, България

Каква е вината на държавата за бедността на нейния народ..., а има ли тя вина? Дали заради лошо управление, неправилна политика или лична изгода на по-високите етажи на властта тя има недобро отношение към състоянието на народа? Но всъщност, не сме ли ние държавата... Вместо да се оплакваме и самосъжаляваме, можем да направим нещо това да се промени.

Бедността има различни превъплъщения – тя може да е финансова, морална, душевна, духовна и други. По отношение на финансите бедността е невъзможността да се задоволят основните нужди на индивида, заради липса на доход, за закупуването на основните продукти и услуги или заради липса на достъп до подобни услуги.

Моралната, духовната и душевната бедност се отнасят строго индивидуално за всеки един от нас. Тези „бедности“ не се отнасят до финансовото състояние на човек, а до неговата ценностна система. Това как той възприема света и всичко в него.

Какво са парите за вас??? ...Нещо положително, нещо отрицателно или без значение? Как се чувствате, когато видите добре облечени хора, скъпи автомобили, реклами на курорти, скъпи бижута, ресторанти? Какво е усещането, когато разберете, че на ваш колега са му повишили заплатата, приятелката ви се е омъжила за богаташ, съседът ви е спечелил голяма сума от тотото?

Задавате ли си въпроса „Защо не се случва на мен?“ Парите купуват ли щастие, любов, уважение, приятелство? НЕ..., с тях се печели единствено завист.

Моето мнение е, че бедността е нарушаване на човешките права и не може да се счита като личен избор. Нарушават се три типа права – политически, граждански и социални. Граждански, защото бедният човек не може да е пълноценен гражданин, просто защото не е свободен. Не е свободен от ангажимента си да оцелее.

Политически, защото бедният човек е загрижен за осигуряване на прехрана, а не за развитието на политическия живот в своята страна. Нарушаването на социалните права се изразява в това, че бедният човек е лишен от качествено здравеопазване, държавно образование и работа.

Бедността е най-страшното погазване на човешките права, защото води човек до животинско състояние. Само животните имат първа потребност да се хранят, за да оцелеят и втора – да продължат рода, за да

¹⁵ E-mail: mimito_ilieva99@abv.bg

не изчезнат и единствено тези цели ги съпътстват до смъртта им. Бедността превръща човека в животно и прави така, че целият му живот да е съпътстван от една цел – да се нахрани, за да оцелее.

Дали бедният човек е личност? Той спира да бъде личност, защото е незабележим за останалите. Когато си беден, ти ставаш социален аутсайдер, просто защото в наше време парите са в основата на всичко. Животът на бедния човек няма смисъл за живота на другите, тъй като не е личност и престава да е значим за тях. В същото време и за него животът на останалите изгубва смисъл.

Отговорен ли е бедният човек? Защо да е отговорен човек, отритван от обществото и незначим за другите? Отговорен би бил човек, имащ какво да губи и свободният човек, който сам може да взема решения и да решава вместо други, а също така да носи последствията от решенията си. А бедният, притиснат от вечната тежест на прехраната и оцеляването си, не избира друго освен тях, които осигуряват физическото му оцеляване.

Изолиран ли е от обществото бедният човек? Бедността е тотална социална изолация на индивида от другите, от политиката, от държавата чийто гражданин е. Тази изолация – волна или не – е винаги неизбежна. Бедният човек е сам, самотен и ограничен, често озлобен срещу всичко и всички.

Затова сред ключовите стратегически цели на държавите по света са както социалното приобщаване на бедните хора чрез образование и повишаване на социалните придобивки, но и осигуряване на възможности за работа за изкореняване на безработицата сред населението.

Корпоративната социална отговорност като стратегия за осигуряване на устойчиви практики при производство и потребление

Ас. Кристиа Нейкова¹⁶ (Krista Neykova)
Стопанска академия „Д. А. Ценов“ – Свищов, България

Един от най-пагубните глобални проблеми на дневен ред, пред които е изправено обществото, е борбата с отпадъците и тяхното отрицателно въздействие върху околната среда и качеството на живот. *Какъв би бил ефектът от безразборното изхвърляне на отпадъци¹⁷ в природата върху планетата след 50 или 100 години? Как би могло да бъде сведено до минимум безотговорното поведение на обществото по отношение на генерирането на вредни отпадъци в природата?* Отговорът на тези и производни на тях въпроси е известен, но предприеманите действия и политики от страна на гражданите, правителствените, неправителствените организации, асоциациите и прочие институции, за превенция и борба с проблема не постигат сериозен напредък.

В тази връзка в Програмата за устойчиво развитие (ПУР) до 2030 г. са дефинирани 17¹⁸ цели за устойчиво развитие (ЦУР), сред които една от тях пряко кореспондира с обсъждания проблем – **ЦУР 12. Гарантиране на устойчиви модели на потребление и производство, в контекста на подцелите: 12.5. Значително намаляване до 2030 година на генерирането на отпадъци чрез предотвратяване, намаляване, преработване и повторно използване; 12.8. Осигуряване до 2030 година на подходяща информираност и осведоменост на всички хора и навсякъде относно устойчивото развитие и начините на живот в хармония с природата¹⁹.** В основата на тези цели стои обстоятелството, че влошаването на екологичната среда е вследствие на глобалното нарастване на потреблението на природни ресурси за поддържане на устойчив икономически и социален прогрес. Проблемът е, че за реализацията на целите е необходимо както съблюдаването на устойчиви модели при производство и потребление от страна на компаниите, така и необходимостта от информационна обезпеченост и промяна в навиците на гражданите по отношение на начина на живот „в хармония с природата“. Следователно успехът на ПУР зависи от

¹⁶ E-mail: k.neykova@uni-svishtov.bg

¹⁷ В изследване на екологичната организация Грийнпийс се докладва, че необходимото време за разграждане на голяма част от пластмасовите отпадъци от ежедневно потребявани стоки варира от 1 до 600 години, а тяхната крайна дестинация най-често е океана. За повече информация по темата: https://secured-static.greenpeace.org/bulgaria/Global/bulgaria/Campaigns/Plastic/Brochure%20plastics_factsheet%20_BG-WEB.pdf.

¹⁸ 17-те цели за устойчиво развитие (ЦУР) представляват глобален план за превръщане на планетата в едно по-добро място за хората. <https://sustainabledevelopment.un.org/?menu=1300>

¹⁹ https://devedu.eu/wp-content/uploads/UNA_transforming.pdf

двата основни стълба в обществото – производители с техния стремеж за икономическо благосъстояние и потребителите с тяхната присъща безотговорност и липса на ангажираност в процеса на потребяване и освобождаване от стоки за задоволяване на техните нужди и потребности.

Едно от възможните решения на посочените проблеми е насърчаване на компаниите да повишават тяхната корпоративна социална отговорност (CSR), като по този начин ще бъдат засегнати едновременно както производителите, така и крайните потребители. CSR се разглежда като мощно оръжие, което компаниите могат да използват за постигане на икономическо благополучие, чрез подкрепа на обществеността и инициативи които са в полза обществото. Следователно тя може да бъде издигната в стратегия за внедряване на устойчиви модели при производство и потребление и инструмент за дегенериране на отпадъци. Ефектът на CSR върху последните може да бъде намерен в две основни направления. *От една страна*, изискването държавните органи за демонстриране на социално отговорното поведение от компаниите, би довело до устойчиви модели на производство и потребление на продукти, които въздействат благоприятно или не оказват влияние върху околната среда. Така например разширяването на продуктовата линия с т. нар. „зелени продукти“ е насочено към добавяне на продукти и услуги в продуктовото портфолио на компаниите, чието въздействие върху околната среда е положително или липсва такова. Такъв тип продукти са продуктите от биоразградими опаковки (биоразградима пластмаса, наторяващи торбички, енерго и водоспестяващи продукти и т.н.) или опаковки за многократна употреба. Следователно за справяне с вредата от генерирането на отпадъци и тяхното пагубно въздействие върху природата, компаниите следва да поемат инициатива за подобряване и внедряване на устойчиви системи и технологиите при производство на продукти в хармония с природата. *От друга страна*, ефектът от корпоративната социална отговорност може да се търси по линия на промяна в модела на потребителското поведение, както и повишаване на информираността и интересът на обществото към екологично съобразен – в синхрон с природата, живот. Така например добрите маркетингови политики на мултинационалните компаниите с оглед тяхната социална отговорност, рефлектират върху повишаване на обществената култура и информираността за вредите от безразборното изхвърляне на отпадъци, консумацията на продукти в опаковки за еднократна употреба и материално разхищение. Въпреки добрите изгледи, изследвания показват, че все още малка част от потребителите проявяват социално отговорно поведение в модела си на потребление. Една от основните причини е липсата на желание за промяна в потребителските навици (Clifton & Simmons, 2003).

Посредством адекватна правителствена политика и мерки за контрол и насърчаване на социално отговорно бизнес поведение, от страна на

държавните органи за управление, е възможно **корпоративната социална отговорност да се превърне в инструмент, стратегия за дегенериране на отпадъци и стимулиране внедряването на устойчиви практики при производство в производствения цикъл на компаниите.** Вместо компаниите да търсят начин за повишаване на тяхната икономическа изгода от дейността „на всяка цена“, **те трябва да бъдат насърчавани за подкрепа на правителствата, осигурявайки екосъобразна икономическа и социална среда, в която развиват бизнеса си.** Чрез тяхната корпоративна социална отговорност **бизнес организациите следва целенасочено да акцентират върху образование на обществото за предимствата и последиците от живота в синхрон с природата.**

Цитирана литература:

Clifton, R., & Simmons, J. (2003). Brands and Branding. Profile Books Ltd.

Правилно опазване и използване на морските ресурси на планетата

Росица Кирилова²⁰ (Rositsa Kirilova)
Стопанска академия „Д. А. Ценов“ – Свищов, България

Устойчивото използване на морските ресурси цели да задоволи текущите потребности на човечеството без да оказва негативно влияние върху естествения баланс в околната среда. Устойчивото развитие задоволява настоящите нужди на човечеството без да застрашава развитието на бъдещите поколения. То включва три елемента – икономически, социален и екологичен. Опазването на океаните, моретата и морските ресурси се осъществява чрез устойчиво използване. В резултат от човешката дейност се замърсява голяма част от водните запаси. Например корабите, които всеки ден изхвърлят различни видове отпадъци (пластмаса, стъкло, нефт и др.) и по този начин причиняват гибелта на хиляди морски обитатели. Освен това тези отпадъци са трудно разградими.

Последствията, до които би довело изчерпването на природните ресурси е неблагоприятното въздействие от влошеното качество на околната среда. Недостигът на прясна вода и загубата на биологично разнообразие водят след себе си последици, като застрашаване оцеляването на много биологични видове. Повишаването на температурите и на киселинността на океаните също оказва силно негативно влияние върху крайбрежните зони. Отрицателно влияние върху популацията на морските обитатели оказват и недобросъвестните рибари, които ловуват със забранени принадлежности и през периоди, когато е забранен риболовът. Освен това, водният ресурс на планетата е изчерпаем – факт, пренебрегнат от страна на човечеството. Поради наличието на тези обстоятелства трябва да се предприемат незабавни мерки за устойчиво използване и опазване на морските ресурси. Начините за опазване на ресурсите са много. Например може да се намали замърсяването от корабоплаването, както и да се прекрати изхвърлянето на отпадъци в моретата. Да се предприемат по-строги мерки относно недобросъвестните рибари (напр. по-високи глоби и санкции, засилена охрана и др.)

В устойчивото използване на морските ресурси могат да се включат както държавите, така и различни неправителствени организации за опазване на околната среда, търговци и производители. Държавите могат да допринесат за каузата, като засилят регулациите и мотивират гражданите да не изхвърлят произволно отпадъците си чрез специално изградена система за награждаване (напр. намаляване с определен процент от данъците, ползване на определени привилегии и др.). Търговците могат да допринесат, като осъществят иновативни еко програми, включващи отстъпки и други стимули за потребители (клиенти), които активно се

²⁰ E-mail: roska_35@abv.bg

включват в организирани мероприятия за опазване на моретата и океаните. Друг начин търговците да допринесат за опазването на водните ресурси е като автоматизират така процеса си на работа, че да използват по-малко хартия, пластмаса и други вредни за околната среда материали. Производителите, които произвеждат различни продукти могат да допринесат за опазването на водните ресурси, като измислят и реализират иновативен начин за унищожаване на отпадъците от производството, използват преработени материали и ограничат до минимум използването на пластмаса, хартия и др.

Организациите за опазване на околната среда могат да подпомогнат опазването на водните ресурси, като използват различни инструменти и похвати за целта. Например посещения в образователни институции и запознаване на обучаваните в тях с любопитни факти за ресурсите, да представят целите на организациите, да набират последователи и по този начин да изграждат навици у подрастващото поколение за опазване природните ресурси. Също така, могат да набират средства за почистване на моретата и океаните, а последователите да получават малки стимули за положените усилия. И всичко това в името на важната глобална цел – чисти морета и водни ресурси на планетата!

THE REPUBLIC OF LITHUANIA



Lithuanian University of Health Sciences, Kaunas

The Importance of Health Status in Achieving Sustainable Development: Lithuanian Case

Gintare Ciburaite²¹

Lithuanian university of health sciences, Kaunas, Lithuania

Scientific research shows that sustainable economic development of each country strongly depends on the labour force quality, openness of the economy and structural and technological changes, etc. The quality of labour force is based on high level of education, especially higher education, and good health. In Lithuania the key element of economic development is the labour force, but the status of health poses many problems.

Due to this, the article examines the role of health status in Lithuania in the context of the European Union Member States and OECD Countries. The hypothesis that human capital is a key indicator of productivity is widely discussed in economic literature. Another important determinant of human capital health is the decline of population due to emigration and the associated demographic processes. The number of population of Lithuania in the period of 2004-2020 decreased by 17.8 per cent (SL, 2020). Lithuania according to the Human Development Index (HDI) in the year 2018 was ranked 35th out of 189 countries worldwide, but ranked only 82th in life expectancy sub index (UNDP, 2020). Among the EU and OECD member countries, Switzerland and Spain have the best life expectancy sub indexes, accordingly, 0.977 and 0.974, while Lithuania and Latvia have the worst, accordingly 0.843 and 0.842 (Eurostat, 2019; OECD, 2019).

Practical and theoretical researches show that good health is the precondition for the human capital effective and active participation in the labour market and productivity growth in the economy. Researchers confirm that better health raises employment and that unemployment tends to weaken health. Lithuania has one of the highest levels of alcohol and tobacco use in the EU. Prevention policies and healthier lifestyle, especially through lower alcohol and tobacco consumption, appropriate combination of work with rest, sport and active lifestyle can increase well-being in Lithuania. Analysis of well-being indicators (income, jobs and earnings, health status, social connections, subjective well-being, education and skills, etc.) shows that health status is the most problematic in Lithuania and in the year 2016 was 2.6 points compared to the OECD average of 6.7 points (Demmou, 2016). On the other hand, healthier lifestyle is one of the four priority areas of Lithuania for achieving sustainable development goals. Medical institutions, medical staff, medical students can contribute to the achievement of sustainable development goals – better health and well-being by promoting healthy lifestyle. Associations of medical specialty students often organize awareness raising campaigns for various diseases (e.g.

²¹E-mail: gintare.ciburaite@gmail.com

heart and vascular diseases, diabetes, breast cancer, rare diseases, etc) and healthy living in general. Lectures in companies, organizations and schools are given on the topics of cardiopulmonary resuscitation (CPR), alcohol and cigarette abuse, safe sex and so on.

In conclusion, better human health improves not only individual well-being and capabilities that allow an employee to become more productive in the work place, e.g., at the microeconomic level, but increase productivity of all general economy at the macroeconomic level.

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Importance of a Healthy Lifestyle and Possibilities of its Promotion in Lithuania: Students' Opportunities

Agne Klimaitė²²

Lithuanian university of health sciences, Kaunas, Lithuania

Economic and social development of a country, which is mostly dependent on the human factor, is of a particular importance for the achievement of sustainable development goals, both at national and global level.

The human factor in Lithuania is very important as the population of Lithuania due to emigration and related demographic processes in the period 2004-2019 decreased by 17.8% (from 3,399 million people to 2,794 million people) (Eurostat, 2020). Emigration is directly linked to the creation of a single market in the European Union Member States, ensuring free movement of goods, services, persons and capital in a much wider area than a national state. On the other hand, Lithuania, like other developed countries, is facing the problem of an aging population and declining birth rate, therefore, the quality of labour resources and labour supply are topical issues. The quality and quantity of labour resources are highly dependent on education and health. With the shrinking population in Lithuania, in order to ensure a high level of human capital, it is important to pay proper attention to the health care of the country's population.

Surveys on quality of life in the EU Member States (European Quality ..., 2016) show that less residents in Lithuania rate their health status as „good or very good” than the EU Member States' average. In Lithuania, only 47% of population rated the health status as „good and very good”, while in the EU-28 population the health status rated as „good or very good“ was by 69%. Lithuanian population estimates of health status are one of the lowest, followed only by Latvia (which made up 39%) and Estonia (which, as in the case of Lithuania, made up 47%). For the question „Do you have any chronic physical or mental health problem or disability“, the countries with the highest score are Lithuania – 29%, Latvia and Estonia - both 39%, when the average score in the EU-28 is 28%. The countries with the best score in this question – 17%, were Greece and Bulgaria. Healthy life expectancy of women in Lithuania in the year 2016 was 74.83 years, while the average in the EU-28 was 80.6 years; and respectively men in Lithuania – 59.4 years and in the EU-28 – 64.2 years (Eurostat, 2020).

Lithuanians' health situation shows that the supply side has to be emphasized in the health care system, as the service providers have the greatest influence on the performance to the health care system. On the other hand, disease prevention is of paramount importance, as for any disease it is first and foremost to not become ill and to be healthy. For this reason, the Strategic Plan

²²E-mail: agne.klimait@gmail.com

of the Ministry of Health of the Republic of Lithuania (2019) sets out the following mission of the strategy: strengthening, preserving and restoring the health of the population. The following strategic objectives have been set: 1) to promote healthy lifestyle, to protect and strengthen health, to prevent diseases; 2) to organize high-quality, safe and accessible health care; 3) to ensure the availability of good quality, safe and effective medicines in the country; and 4) to provide free healthcare.

Students, including medical students, play an important role in shaping a healthy lifestyle and culture in the country, and in promoting and expanding health literacy. They organize or are invited to take part in the health day events (e.g., World Health Day, World Heart Day, World Diabetes Day, World Day without Tobacco, etc.), organized in preschools, general education schools, vocational education institutions, the general public. Students are active in blood donation campaigns, provide first aid training, volunteer for free diabetes testing, conduct free blood pressure measurement campaigns, participate in discussions, present their research as lecturers, and so on.

In conclusion, while aiming to improve Lithuanian population's quality of life it is highly important to promote healthy lifestyles, develop health literacy among different sections of society (ranging from preschool, general education, vocational education, higher education and diverse communities) and to work with them constantly. Students participate in health day events not only as organizers, but also as volunteers helping organizers.

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THE REPUBLIC OF MOLDOVA



Academy of Economic Studies of Moldova, Chisinau

Ana Hîrbu²³

Academy of Economic Studies of Moldova, Chisinau, Moldova

*„It is not enough to understand, or to see clearly.
The future will be shaped in the arena of human
activity, by those willing to commit their minds and
their bodies to the task.”*

Robert F. Kennedy

It goes without saying that the achievement of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals will require all hands on deck. Achieving sustainable development depends to a large extent on the ability to engage in a meaningful way with partners from all sectors of society. The preamble of the 2030 Agenda for Sustainable Development contains a call for revitalized global partnership for sustainable development based on a spirit of strengthened global solidarity. Under Sustainable Development Goal 17, multi-stakeholder partnerships are encouraged in order to mobilize and share knowledge, expertise, technology and financial resources, and to support the achievement of the Sustainable Development Goals in all countries, particularly in developing countries.

Firstly, let us take a look at the main tool that plays a huge role in the global development – the education. Education is not only a tool, it is a necessity for creating a better future of our planet. It is worth considering that millennials are important actors in the process of achieving the Sustainable Development Goals. That is why we have to be focused on changing the way we think about the role of education in the framework of global development.

It is often said that the future belongs to us, and it is also known that commitment is the key to results. I am sure that students deserve to be informed, so we have to share experiences, knowledge and youth opportunities. Social activism is the best weapon against ignorance. Civic engagement involves working to make a difference in the civic life of one's community and developing the combination of knowledge, skills, values and motivation to make that difference. It means promoting the quality of life in a community. Therefore, civic engagement leads to the growth of a healthy and wealthy society that is based on people who are well informed, have high moral values and care about the community they live in. Civic engagement comes with many benefits and is in the best interests of the community. The reasons why it is worth investing in civic engagement are: improved relationships (engaged community members develop stronger connections with one another, interact with open-minded people and get inspired to empower others to generate the change); increased social cohesion (community members develop a sense of trust, belonging and reciprocity); improved community (engaged people actively work to improve

²³ E-mail: harbuana22@gmail.com

their community and care for it through volunteering, education and other activities); better education (engaged students can learn and develop skills to contribute to the growth of society); greater understanding – (the right civic engagement opportunities can help keep the community informed about the issues the society faces and it can develop their critical thinking); growth and development (civic engagement can mean investing in community members with skills, information and motivation to contribute and make a difference); individual responsibility, better quality of life, and a better government.

I believe that knowledge is power, and the biggest problem of a society is misinformation. The moment we combine knowledge and commitment, we generate the change. I am ready to take all the opportunities to be involved in the achievement of the sustainable development goals and I am also ready to take the responsibility to invest in the future of our country, because I am sure that the most valuable resource is the human resource.

Karina Savchenko²⁴

Academy of Economic Studies of Moldova, Chisinau, Moldova

Students as the „future of the nation“ have always been a special value for society. They occupy an important place in social relations, the production of material and spiritual goods. The position of young people in society and the degree of their participation in the development of the social environment depends on both the state and their own active life position. Today, there are a lot of offers, measures and programs to create conditions for the realization of the social, intellectual, cultural and economic potential of the young generation. Students have a special interest and feel involved in solving the problems of social economic development, independence, democratization and peace. They demonstrate enthusiasm and ability to strengthen international understanding and participate in the movement for the ecology of the planet.

Nowadays, we have 17 sustainable development goals. People all over the world are trying to make them happen, and students are not an exception. They carry out innovative activities and contribute to the creative potential of society's development. Using their original ideas, thoughts and suggestions young people create new organizations, associations and movements.

Solving the problem of poverty, students raise money and goods and send them to people who live in bad conditions, cannot buy the necessities and have financial problems. While solving the health problem, students volunteer to be blood donors and this action helps people and even sometimes saves somebody's life. Except this, groups of students visit diverse organizations and instruct others about dangerous diseases, such as tuberculosis, sexually transmitted diseases, HIV, AIDS. They tell people how these diseases are transmitted, how they can be cured and how often medical tests should be taken. Such lectures are very useful, because they help to inform the society and to prevent further transmission of the diseases. Also, students are an important part in sphere of innovation. Young people perform their projects on competitions, conferences and symposiums. Moreover, they can communicate, collaborate, create joint strategies and develop them in innovation incubators, where they can find everything needed. In my opinion, the most important problem of today is the ecological one. First of all, we should pay a lot of attention to using resources, because irrational way of using them leads to climate problems, lack of water, energy resources, pollution of environment. As a result of human activity nature suffers, a lot of animals on land and in water get sick and die, and many species even disappear. To solve this problem our students participate in national and international movements, clean up parks, streets, territory near rivers, plant trees. In addition, they sort garbage and recycle it. There are such organizations in Moldova as TEP. Students organized it to collect plastic products and, recycling

²⁴ E-mail: karinasava9@mail.ru

them, to produce ecoplastic, which is not so dangerous for the environment. Today they sell vases, earrings, plates made of ecoplastic. Besides, youth takes care of animals. More and more shelters are opened to help our little friends. Students raise funds, collect feed, medicine and necessary furniture for animals not to live on streets. These activities of students are important contribution to achieve global sustainable development goals.

Students' opportunities are wide, but nevertheless they should be supported by government and society. For sure, young people plan and build their future, so they use bright ideas and innovations to make life on the Earth better, but involving, collaborating and backing of state and older generation brings new possibilities for engagement in development process.

Maria Doga

Academy of Economic Studies of Moldova, Chisinau, Moldova

If I were a business leader for advancing the sustainable development goals I would try to conclude agreements with many countries so that they are involved in projects to save the world that I would create. In our world at the moment there are a lot of environmental problems: air pollution, many objects, factories and other industrial facilities constantly release harmful substances into the atmosphere, thereby polluting the earth and air not only in that area, but also our entire planet.

The further you go, the more problems you need to face with. Only the thought that tens of thousands of tons of harmful and toxic substances are released into the atmosphere hourly, worries me and makes me think about our future and the future of our children, in what environment our children and their children will live. Water pollution is widespread in Africa and some Asian countries, where there is a huge shortage of drinking water due to water pollution, which man himself did. All types of pollution come from the same problem created by man. The extinction of many animal species has also become a big environmental problem. About a million species of animals and plants are threatened with extinction due to human activities, for example, deforestation, which also affects earthquakes and floods, hunting for rare animals for their selfish purposes. We, as those who created our environment, such global problems should fix them. Prohibit hunting, poaching and create all kinds of laws that will prohibit and fine people who are bad for the environment.

On a technical issue, we can apply new technologies in the mining, metallurgical and transport industries, which will minimize environmental pollution. Our main task is to create environmentally friendly energy sources.

Social problems are also important, as our future also depends on them. These are problems such as hunger, poverty, overpopulation, international relations, quality education and health services, sustainable cities and communities. We can talk a lot about how terrible the consequences are, but the most important thing is to think out a way to solve these problems and solve them so that no one quarrels and there is no warrior in the first place. In order to prevent poverty and hunger, special organizations were created.

If every person who has some stability in economic terms can invest at least 1\$ in the organization, then this money can go to create a project thereby ensuring jobs for the poor and the level of hungry people will become less. There is also an acute problem with international relations, unfortunately not all countries can come to an agreement and work together to improve the state of the world. They could unite and create working and living conditions for the unemployed, improve education, and allow more students to study exchange. If all countries live in harmony and peace, then many problems can be solved.

Valeria Virlan

Academy of Economic Studies of Moldova, Chisinau, Moldova

Nowadays, many students want to learn something new about technologies, business, management, marketing and other sciences in „making money” area. That is why they go to the Universities of Economics or do trainings in the business domain. There are some goals which they follow:

- to be a good economist
- to make and build your career
- to create your own business
- to earn money, because this area is the most profitable in 21st century
- to combine work and pleasure

During their study students get such a good experience sometimes they do not understand how important it is. If they systematically attend lectures, write summaries and remember at least more than half of this lecture they will be succeed in their work. Their behavior is determined by how they do their work at the university, because everything depends on how do you do yourself in small things. If you miss your classes, you will not get enough knowledge that will help you in future. If you do not do your homework that you are obliged to do, you accustom yourself to laziness.

A key for future entrepreneurs is to get involved, keep up with the latest trends, as well as network with other professionals.

Industry conferences give us plenty of opportunities to step up our game, gain insights and build a meaningful network.

There are a lot of conferences, which offer and teach how to make your career and develop yourself in business

I think, it is important to take part in multi-stakeholder partnerships and conferences to achieve sustainable development goals. There are some reasons why do we need to attend such activities.

1) To network.

A big reason for going to conferences is to meet likeminded people and industry peers. At a conference you will be able to get together with people from a wide range of backgrounds, of whom you may not encounter at your home workplace or institution. As you build your professional network, conferences can become a good place for meeting with people in your field that you haven't connected in a while.

2) To present your ideas and work to others.

This is one of the more obvious reasons for attending conferences: to present your work. It's good practice in talking about what you do with a variety of people from similar, related and/or completely different areas of study. Presenting will make you more confident about the work that you do, and gives you new perspective about your work as people may ask questions that make you think about your project differently

3) Learn beyond your field or interest.

This is a two-fold benefit of attending conferences, since not only may you learn things outside your field about other areas of research in your discipline, but conference attendance also has many sessions for professional development and career advice. Chances are, when you go to a conference the attendees are united by a single broad topic but they have many different sub-fields of study, and many projects will be multidisciplinary.

And of course, there are other benefits to attending conferences such as finding a new job, recruiting skilled people for a position, getting out of the office for a few days and use the time to visit a new city.

In my opinion, when the chance is given to us, we need to use it in the right way. Until we are young, ambitious and have a lot of energy we need to develop ourselves and learn something new.

Andreea Pleșca²⁵

Academy of Economic Studies of Moldova, Chisinau, Moldova

Student experience is the most important and interesting part in your life which you can accumulate. This period came with many and big opportunities which can turn your life back to 360 degrees. But in addition to all these positives points are also some negative, like issues of finance. This is because almost all students are constantly lacking funds and have to find ways to finance their housing, nutrition and, of course, their entertainment. Therefore, it cannot be overstated that there is a need for students now more than ever to look to work, to a budget and plan what you are going to do with your money throughout the whole academic year, you may also find that getting a part-time job will help you not only to have money, but also to accumulate an work experience, to build a straight path to a successful career or to meet new friends, figures or partners, in order to achieve your dreams and goals. Moreover, it is true that work and study at the same time it is not very easy and not everyone can manage to do it, but despite of this feature I think that work and study at the same time balance your life.

Probably every student that study economics asked the question: **What are the Sustainable Development Goals?**

The Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. These goals are based on the successes of the Millennium Development Goals, and now cover new areas such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities. Goals are interconnected - often the key to success in one area will involve addressing issues more commonly associated with another domain. For the purpose of the MDG monitoring of the 2030 Agenda at global level, a set of 241 indicators has been approved, according to which each country will be evaluated at regional and global level. The set of SDG indicators was developed by the group of SDG experts, created by the UN Statistical Committee (session 46), which includes 50 representatives of UN member countries, as well as observers from international organizations. The list of global SDG indicators is made up of 241 indicators. The SDG indicators are formulated based on the established global objectives and aim to report globally comparable indicators in space and time. On the other hand, global indicators are meant to alert governments to the most pressing issues and the need to prioritize actions at national and regional level, including by providing development assistance. In the process of nationalization of the SDGs, the set of global indicators is to be complemented by additional indicators, which reveal the national context and priorities. In the process of identifying national indicators,

²⁵ E-mail: sacaliuc01@bk.ru

it is important to respect the basic criteria for a statistical indicator, as universally acceptable and measurable, it corresponds to certain quality requirements, it is relevant in the context of nationalized targets.

Achieving sustainable development depends to a large extent on the ability to engage in a meaningful way with partners from all sectors of society. The 2030 Agenda goes further by introducing five critical dimensions of sustainable development: people, planet, prosperity, peace and partnership, which are also known as the „5Ps of sustainable development”. By including partnerships in these five critical dimensions and making them part of the means of implementation, the 2030 Agenda provides opportunities for partnerships to be developed at all levels and particularly for Governments to engage with a wider range of stakeholders in order to harness their competitive advantages in the process of implementing them.

The United Nations defines partnerships as „voluntary and collaborative relationships between various parties, both State and non-State, in which all participants agree to work together to achieve a common purpose or undertake a specific task and to share risks and responsibilities, resources and benefits”. Partnerships from the public policy point of view are defined as „a voluntary cooperative arrangement, involving public, private and/or civil society organizations that is formalized with common, non-hierarchical decision-making procedures and that addresses a public policy issue”. Partnerships can also be best understood as a set of principles. I think that partnerships are a manifestation of three principles: Convergence of interest, Complementarity of approaches and resources and Shared value. These three principles are characterized by mutuality, relating to respect and understanding of other partners’ knowledge, common interests and goals, complementary approaches and actions, matching resources and shared ideals and perspectives. Partnerships are also a form of collaborative governance. When cooperation and collaboration are conducted through a partnership, the implication changes from a willingness to work together to a sharing of knowledge and expertise, along with sharing of risks and benefits from such collaboration.

At the end I would like to say that students play the important role in partnerships to achieve SDG, because they are young, they have freedom, they have a variety of fresh ideas, dreams and goals which can totally modify our society/environment, which can also modify people’s understandings about life and about our contribution to save the Planet.

Мария Ботнару (Maria Botnaru)
Академия Экономических знаний Молдовы, Кишинёв, Молдова

Человечество, как и единый организм, живет в гармонии и взаимопонимании. Но, даже на сегодняшний день, существуют проблемы, решение которых требует времени и огромного количества сил. Ученые, исследовав глобальные проблемы человечества, составили список целей, которых нужно достичь до 2030 года – „Цели в области устойчивого развития”, для лучшей жизни всех жителей планеты. Я, как студент и как отдельный, самостоятельный индивид общества, считаю себя обязанной помочь в достижении этих целей, как и любой другой житель земли.

Первая цель в этом списке рассматривает проблему нищеты, которая охватывает 42% населения и выражается не только в недостаточном количестве денег для проживания, но и несет за собой такие последствия как: голод, низкий уровень образования, социальная дискриминация и др. Я считаю, что эту проблему можно решить, но не без помощи развитых стран мира, которые, по моему мнению, должны вмешаться для улучшения экономической системы тех стран, которые в этом нуждаются, ведь только в этом случае люди смогут обеспечить себе лучшую жизнь, благодаря новым рабочим местам и грамотному управлению всеми сферами государственного управления.

Вторая цель, которую я считаю одной из самых важных, является чистая вода и санитария. Решение этой цели, является жизненно необходимой для всего человечества, ведь вода – основа жизни. Для того чтобы улучшить ситуацию с питьевой водой в мире, необходимо совсем малое, но от каждого человека. Даже такие повседневные дела как: умывание, готовка или мытьё посуды требуют огромного количества питьевой воды, которую мы тратим попусту и, если каждый станет потреблять то количество воды, которое действительно необходимо – ее запасы послужат нам еще больше лет, чем мы себе больше можем представить и мы сможем поделиться этой водой с остальным миром.

Третьей по важности, я считаю цель недорогостоящей и чистой энергии. Эта задача поможет нам в решении и множество других проблем, как, например: сохранение экосистем суши, сохранение морских экосистем, ведь ежегодно потребляется около 90 млн баррелей нефти, 60% из которых уходит на машинное топливо, которое выбрасывает огромное количество токсинов и химических отходов в атмосферу. Переход на экологически чистую энергию, как ветроэнергетика или солнечная энергия помогает нашей окружающей среде, в которой мы живем. В местности, где я родилась, уже используют энергию ветра, как основной источник энергии, а я, как борец за чистый мир вокруг нас, начиная с весеннего периода и до поздней осени, стараюсь использовать солнечные батареи для

своих гаджетов и активно советую поступить также моим родным, близким и знакомым.

Эту цель я активно преследую уже на протяжении многих лет – ответственное потребление и производство продукции, а также сортировка и переработка мусора. **Как часто вы покупали что-то, в чем не видели особую необходимость?** Думаю, этот вопрос заставит вас задуматься, а ведь это и является главной причиной появления такой проблемы как перепотребление населения, огромное количество свалок, которые загрязняют нашу среду каждую секунду и пластик, который разлагается в течении многих сотен лет. Если человек перейдет к рациональному, а не спонтанному потреблению не только ресурсов, но и всего того, что на предоставляет рынок, а также введение на всех уголках планеты системы переработки отходов и сортировки мусора, это поможет на бороться с теми проблемами, которые мы сами породили.

Как заключение, я хочу сказать, что те меры борьбы с мировыми проблемами, которые я обозначила, являются рациональным выбором каждого человека, ведь даже самые невозможные действия – начинаются с малого. Я знаю, что не одинока в своих помыслах помочь этому миру, а также я храню надежду о том, что каждый человек сможет его изменить, ведь вместе – мы являемся будущим нашей планеты, его продолжением и душой.

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*Financial University under the Government
of the Russian Federation, Moscow*



*Rostov State University of Economics,
Rostov-on-Don*



Southern Federal University, Rostov-on-Don



Kazan Federal University, Kazan

Полина Ермакова²⁶ (Polina Ermakova)
*Финансовый университет при Правительстве Российской Федерации,
Москва, Российская Федерация*

Успешная программа устойчивого развития требует партнерских отношений между правительствами, частным сектором и гражданским обществом. Эти всеобъемлющие многосторонние отношения, основанные на общих принципах ценностях и едином видении проблемы, предполагают заботу в первую очередь о планете и людях, необходимы на глобальном, региональном, национальном и местном уровнях. Значительное влияние на развитие, продвижение данных отношений оказывают студенты. Сегодня устойчивое развитие является приоритетом для молодого поколения в целом и студентов в частности. Вовлеченность данного слоя населения поражает: они выражают свое мнение посредством представления интересов, собственных инновационных разработок и выводов на конференциях, пропагандируют различные вариации сохранения окружающей среды посредством собственного, личного опыта. Одной из 17 целей Организации Объединенных Наций является достижение своевременного, необходимого партнерства с целью достижения всех аспектов устойчивого развития, в том числе партнерство со стороны студентов.

На мой взгляд один из наиболее успешных проектов многостороннего партнерства в этой сфере для студентов это «The SDG Students Program» // «Студенческая программа целей устойчивого развития» от ООН. Данная студенческая программа – это инициатива, цель которой – вовлечь студентов и высшее образование в глобальные усилия по достижению целей ООН 2030 года, а также дать им знания, навыки и возможности стать эффективными амбассадорами перемен. Целями данной программы является вовлечение ВУЗов в продвижение ЦУР ООН и вовлечение молодежи. Они сотрудничают с ВУЗами и помогают создавать максимально комфортные условия для продвижения идей устойчивого развития. Второй целью является работа со студентами и поиск инновационных решений для проблем, которые особенно остро стоят перед сообществом мира сегодня. Для более эффективного взаимодействия были созданы студенческие центры – это полуфизические, полу-виртуальные пространства, в которых собираются студенты университетов, чтобы изучать ЦУР, взаимодействовать и принимать меры. Несмотря на то, что в них проводятся регулярные офлайн-мероприятия, центры также являются онлайн-площадками на платформе SDSN Youth, которая позволяет членам данных центров встречаться и взаимодействовать друг с другом, находясь физически в разных странах и на разных континентах.

²⁶ E-mail: paermakova@icloud.com

Данная программа направлена в первую очередь на повышение уровня осознанности студентов на их самосовершенствование. Программа позволяет студентам понять масштабы происходящего. Продвижение целей устойчивого развития в среде студентов – один из самых эффективных способов создания и построения „ответственного” будущего.

Проблемы на пути формирования устойчивого развития и участие студентов в их решении

Дарья Панкратова²⁷ (Darya Pankratova)

*Финансовый университет при Правительстве Российской Федерации,
Москва, Российская Федерация*

Развитие общества XX века, ориентированное на быстрые темпы экономического роста, породило огромный вред окружающей среде.

Населения мира столкнулось с противоречиями между быстро возрастающими потребностями мирового сообщества и нереальностью биосферы удовлетворить эти потребности.

Решение сложившихся противоречий возможно при условии стабильного социально-экономического развития, не разрушающего природу. Переход к устойчивому развитию ориентируется на постепенное восстановление естественных экосистем.

Но переход к устойчивому развитию реализовать невозможно, базируясь на нынешних стереотипах мышления, пренебрежительного отношения к возможностям биосферы, что порождает безответственное позицию общества к окружающей среде и обеспечению экологической безопасности.

На конференции ООН в 1992 г. по устойчивому развитию был принят программный документ «Повестка дня на XXI век». Практически все государства, члены ООН разработали национальные программы по переходу к устойчивому развитию. Данные документы представляют различное состояние государств в современности, поскольку каждая страна не только располагает неоднородными ресурсами, но и имеет различные уровни социальных и экономических возможностей.

Рассмотрим основные проблемы устойчивого развития:

- причины бедности: голод, неграмотность, недостаточное медицинское обслуживание, безработица, демографические проблемы.
- международное сотрудничество. В мире нужно создать отношения партнёрства и сотрудничества. Торговая система должна одобрять оптимальное распределение производственных сил мировой продукции. Развивающимся странам должны быть предоставлены возможности успешной торговли своей продукцией. Развивающимся странам нужны глобальные вложения для стимулирования экономического роста и гарантированного обеспечения основных потребностей населения, поскольку высокие долговые проценты ведут к уменьшению средств внутри страны на решение вопросов бедности, а также к уменьшению ассигнований на социальную сферу.

²⁷ E-mail: darya.pankratova2001@mail.ru

- население. Постоянно увеличивающееся население мира и расширяющееся производство ведут к росту нагрузки на окружающую среду. Государства должны представлять свои национальные возможности по жизнеобеспечению населения.

- здравоохранение. Состояние здоровья находится зависится в зависимости от социального, экономического и духовного развития, также от стабильной окружающей среды. Миру требуется масштабная программа против болезней, включая подготовку кадров, овладение населением базовых медицинских знаний.

- уменьшение разнообразия биологических видов. Для сохранения биоразнообразия нужны действенные решения, направленные на сохранение генетического фонда растений, животных для сельского хозяйства и здравоохранения, благосостояния людей и сохранения состояния окружающей среды;

- нерациональное использование природных ресурсов. Плодородие почвы снижается вследствие водной и ветровой эрозии, а также биологической, химической и физической деградации. Среди причин деградации почвы отмечают чрезмерное пастбищное животноводство, оскудение и исчезновение лесных массивов, сельскохозяйственную деятельность, чрезмерную эксплуатацию земель.

Какое участие в решении проблем устойчивого развития могут принять студенты?

Молодые люди полны новых идей в области современных технологий, поэтому они могут предложить наиболее эффективные меры для решения вопросов современности.

Также у современных студентов есть возможность оказывать значительное влияние на свое окружение, действовать и призывать к действиям, используя новые технологии.

Располагая знаниями о собственных правах и имея качества лидера и оратора, студенты могут быть акселераторами качественных изменений в области устойчивого развития и сохранения многообразия природы.

Но также стоит понимать, что студенческие инициативы лишь малая доля того, что может сделать общество в решении проблем устойчивого развития, сохранении стабильной экологической обстановки в мире.

Наталья Попова²⁸ (Natalia Popova)
*Финансовый университет при Правительстве Российской Федерации,
Москва, Российская Федерация*

В 2015 году Организация Объединённых Наций (ООН) приняла повестку дня в области устойчивого развития до 2030 года. По определению ООН, устойчивое развитие заключается в том, чтобы развитие нынешнего поколения не шло вразрез с интересами будущих поколений. Широкая повестка дня Целей устойчивого развития (ЦУР) требует использования многосекторальных подходов.

На современном этапе студенческая деятельность предоставляет возможность участвовать в жизни общества, в том числе, в вопросах по развитию жизненно важных навыков и умений, подготовке к самостоятельной жизнедеятельности. Ярким примером содействия ЦУР служит такое движение как международное волонтерство молодежи. При определенных условиях оно может помочь реализации нового курса образовательной политики в сфере высшего образования. Сам формат этой деятельности как одно из важнейших направлений внеучебной работы тесно сопряжен с формированием профессиональных и личностных компетенций студентов, способствует росту их внутреннего потенциала, расширению внешних, экономических и социальных возможностей. Кроме того, волонтерство формирует социальную ответственность молодых профессионалов в разных сферах жизни общества тесно переплетающихся с глобальными задачами, поставленными ООН, в том числе: в области устойчивого развития и устойчивого образа жизни, прав человека, гендерного равенства, продвижения культуры мира и ненасилия, глобального гражданства и уважения культурного разнообразия.

В процессе своего обучения в ВУЗах студенты накапливают определенный личностный потенциал для реализации разных видов социальной активности, в том числе для участия в проектах за рубежом. Они совершенствуют знание иностранных языков, получают определенную финансовую независимость, приобретают навыки самостоятельности, у них формируется чувство уверенности в своих силах и возможностях. Кроме того, сегодня среда ВУЗа в организационном и информационном пространстве создает определенные условия для такой самореализации своих студентов. Этот богатый потенциал необходимо использовать прямо сейчас для развития эффективного партнёрства. Такая деятельность охватывает разносторонние интересы, стирает возрастные и разноразовые границы, объединяет общественные организации, представляет голос людей, ради которых страны взяли на себя обязательства по улучшению их жизни и защиты прав.

²⁸ E-mail: NotaSobol@yandex.ru

Беря на себя международные обязательства и разрабатывая национальные стратегии, государство в качестве конечного бенефициара устойчивого развития должно видеть именно человека с его очень понятными потребностями. Именно такие мероприятия в виде международных волонтерских проектов способствуют обеспечению связи между потребностями различных целевых групп, приоритетами государственной политики и глобальными целями устойчивого развития, и делают ЦУР понятными и близкими каждому гражданину планеты.

В заключение можно сказать следующее – студенческое международное волонтерское движение существенно помогает увеличить число молодежи и взрослых приобрести соответствующие навыки в различных сферах деятельности, в том числе технические и профессиональные, для трудоустройства, достойной работы и предпринимательства, тем самым внося значимый вклад в осуществление программ глобального характера, таких как Повестка-2030.

Выбор пути к экономическому благосостоянию в современной России

Никита Бондаренко²⁹ (Nikita Bondarenko)

*Финансовый университет при Правительстве Российской Федерации,
Москва, Российская Федерация*

Основным направлением дискуссии среди российских экономистов является поиск путей роста экономики для её выведения из затянувшейся стагнации. Однако какой модели развития необходимо придерживаться, чтобы достичь целей, сформулированных В.В.Путиным в майских указах 2018 года?

В 1990-е гг. наша страна, отказавшись от социалистической модели экономики, приступила к строительству капитализма. Тогда крупнейшей ошибкой стало то, что мы попытались воссоздать либеральную модель рынка, применяемую в англосаксонских странах [2, с. 235]. Россия начала реализацию мер, предложенных в рамках «Вашингтонского консенсуса» [1, с.40], а именно проведения обвальная приватизации, введения плавающего обменного курса рубля, либерализации внешней торговли, дерегулирования национального хозяйства и др. Последствия «Вашингтонского консенсуса» весьма противоречивы: страны, отказавшиеся от его выполнения, показывают значительно более высокие темпы роста экономики.

Однако с начала 2010-х гг. в публицистической литературе можно встретить характеристику современной модели российской экономики как государственного капитализма. Этот тезис должен встречать не волну критики, а дальнейшее развитие на национальном уровне. Установление госкапитализма в России является возвращением к национальной традиции наличия особой роли государства в экономике, которая формировалась на протяжении веков, обеспечив наибольшие темпы роста отечественного хозяйства на рубеже XIX-XXвв., накануне Второй мировой войны, а также в 1950-1970 гг. Экономика России должна развиваться под покровительством государства, а не отдельно от него, то есть теория Дж. М. Кейнса составляет для нас особый интерес.

Учитывая всё сказанное выше, необходимо сформулировать направления реформирования системы государственного управления экономикой в России. К ним можно отнести и цифровизацию, в рамках которой технологическая перестройка обеспечит несырьевое развитие нашей страны, и управление государственными инвестициями, предполагающее частичную переориентацию инвестиций Фонда национального благосостояния на внутренний рынок.

²⁹ E-mail: nikita.bondarenko7@rambler.ru

Отдельное внимание необходимо уделить налоговой реформе. В соответствии с кейнсианской теорией растущий объём потребительских расходов является залогом экономического роста страны [3, с.36]. Однако у наиболее обеспеченных слоёв населения показатель склонности к потреблению ниже, чем у наименее обеспеченных. Для российской экономики распределение одного и того же объёма дохода среди бедных лучше, чем среди богатых, так как ведёт к повышению потребления и к большему увеличению спроса именно на отечественную продукцию, так как обеспеченные слои населения ориентированы на «люксовое» потребление, представленное товарами зарубежного производства. Стимулирующее перераспределение может быть достигнуто за счет снижения ставки по НДФЛ для наименее обеспеченных налогоплательщиков в рамках введения прогрессивной шкалы.

Итак, Россия – уникальная страна, которая не может развиваться исключительно в капиталистической или социалистической парадигме. Единственным выходом для нашей страны является выбор собственного пути развития между двумя названными концепциями. Основой для этого должны стать идеи «третьего пути» Дж. М. Кейнса и применение передовых технологий.

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Екатерина Кудрова³⁰ (Ekaterina Kudrova)
*Финансовый университет при Правительстве Российской Федерации,
Москва, Российская Федерация*

Достижение целей устойчивого развития является первостепенной задачей нашего столетия. По всему миру люди стараются привлечь как можно больше организаций и партнерств для решения таких вопросов, как ликвидация голода и нищеты, улучшение экологической ситуации. Большая ответственность лежит на молодежи, которая может предложить свои новаторские идеи по достижению целей устойчивого развития.

В 2015 г. Организация Объединённых Наций (ООН) сформулировала 17 целей, направленных на всестороннее благополучие нашего мира и его защиту. К этим целям относят получение качественного образования, чистой воды и санитарии, ликвидацию нищеты и голода, достижение экономического роста, уменьшение неравенства внутри стран и многое другое, не менее важное в области устойчивого развития. Каждая цель содержит достаточно большой ряд задач в различных сферах, которые должны быть реализованы к 2030 г. Для достижения столь важных целей предполагается, что каждая страна будет самостоятельно разрабатывать стратегии и программы, а ООН, в свою очередь, будет контролировать деятельность стран. Успех осуществления заданных целей зависит не только от лидеров государств, но и от местного самоуправления, гражданского общества, бизнес сообществ.

Достаточно большое количество партнёрств начали действовать по разным направлениям оперативно и плодотворно. В 2018 г. более 4000 компаний заявили о партнёрствах в области целей устойчивого развития и готовности сотрудничать с ООН. Значительная часть этих партнёрств основывается на взаимодействии с молодёжью. Именно молодёжь, и прежде всего студенты, является движущей силой в общественно-политическом и социальном развитии общества. Молодые люди родились и живут в быстро меняющейся среде, к которой они уже сумели адаптироваться. Они готовы идти на риск, стремятся к идеалу и не боятся преград, так как молодёжь не знает ничего невозможного. Они стремятся к самовыражению и воплощению своих идей в реальность.

В настоящее время существует группа из 17 молодых лидеров в области устойчивого развития. Эти люди были выбраны из разных стран на основе их активной деятельности по борьбе с бедностью, изменением климата и неравенством. Все эти молодые лидеры работают при поддержке Посланника Генерального секретаря. Основной целью данной группы является вовлечение как можно большего количества молодых людей в деятельность по достижению целей в области устойчивого развития.

³⁰ E-mail: kkudrova@yandex.ru

Каждый студент может поучаствовать в различных мероприятиях, которые направлены на построение более устойчивого мира.

Более того, была создана «Открытая школа устойчивого развития», которая продвигает идеи устойчивого развития как концепции дальнейшего формирования мирового сообщества. Главные и особо важные цели данной волонтерской организации – это корректное информирование людей, преподавание концепции „Устойчивого развития” в вузах, обмен опытом реализации данной концепции на практике в различных сферах деятельности. Всё это очень полезно для студентов, ведь именно они способны преобразовать наш мир.

Каждой стране, участвующей в программе ООН, стоит более внимательно отнестись к информированию и просвещению молодежи о серьёзности и важности решения задач по улучшению благосостояния мира. Можно ввести специальные секции или лекции на эти темы в школах и университетах. Наиболее заинтересованных школьников и студентов нужно объединять в большие группы. Молодые люди могут обмениваться своими идеями, создавать программы по достижению целей и осуществлять их в рамках своих школ и вузов, а наиболее успешные проекты отправлять в ООН. Если каждое учебное заведение по всему миру будет вовлекать молодежь в данную деятельность и помогать им реализовывать свои идеи, то молодые люди начнут действовать, и они смогут достичь цели ООН в относительно короткий период времени.

Резюмируя отметим, что у студентов очень много возможностей для участия в разнообразных партнерствах для достижения целей в области устойчивого развития. Нужно лишь немного подтолкнуть людей к деятельности в данном направлении, ведь только человечество способно изменить этот мир. Стоит лишь захотеть и приложить усилия каждому из нас, и тогда мы сможем обеспечить благополучие нашей планеты.

Команда будущего в бирюзовой системе управления организацией

Дмитрий Белый³¹ (Dmitrii Belyi),

Татьяна Калабина³² (Tatyana Kalabina)

*Финансовый университет при Правительстве Российской Федерации,
Москва, Российская Федерация*

Исследования FlexJobs, WorldatWork [1] показывают, что миллениалы устали от существующего устройства организаций, в которых стресс на работе является нормой. Однако развитие не стоит на месте, и в ответ на это в мире стало все больше появляться организаций с «бирюзовой» моделью организации, которые учитывают потребности молодых сотрудников [2]. В бирюзовых организациях (БО) отсутствует централизованный менеджмент, КРІ, бюрократия и борьба за власть, но делается упор на самоуправление, свободу, доверие, заботу о продукте и клиентах. Рабочие команды БО должны быть сбалансированы по личным характеристикам и разнообразны. В команде должны быть люди разного возраста, пола, национальности, вероисповедания, иметь различные профессиональные навыки и знания.

В ходе исследования мы провели опрос студентов, применив метод экспертной оценки. Задача – составить рейтинг качеств, необходимых для сотрудников БО, среди таких, как: интеллект, харизма, творческое начало, эротизм (внешность, ее влияние на окружающих), сила характера, стремление к самореализации.

Исследование имеет метафоричную форму – использованы персонажи популярного сериала «Игры престолов», которым предстоит собрать сильную команду для победы. По каждой из групп качеств были выделены персонажи, определяющие их пороговые проявления. *АрьяСтарк* – это отчаянная агрессия, тогда как *БриеннаТарт* – женщина-воин, которая защищает, как и Арья, но на основе рациональных решений, не сгорая. Как видно на рис. 1, не все герои набрали проходной балл, равный 3. *ДжонСноу* и *СансаСтарк*, несмотря на то, что они представляли группу эротизму, не оказались значимыми для будущего сражения, также как не достаточно были оценены *Пес* и *Мелиссандра*. Возможно, они – слабые звенья команды. А вот лидером студенты признали преданность *ДжорахаМормонта*. Быть сильным руководителем, лидером, оказалось важной характеристикой. Поэтому *Дейнерис* и *Серсея* оказались оцененными как наиболее важными персоны, с лучшим набором качеств. Также лучшими названы *Бриенна* и *Тирион*. Познание (интеллект, опытность, черты Сэмвелл Тарли и Бран Старк) не достигли порогового уровня в 3 балла.

³¹ E-mail: belyds.9050@gmail.com

³² E-mail: kalabina.tanya@mail.ru

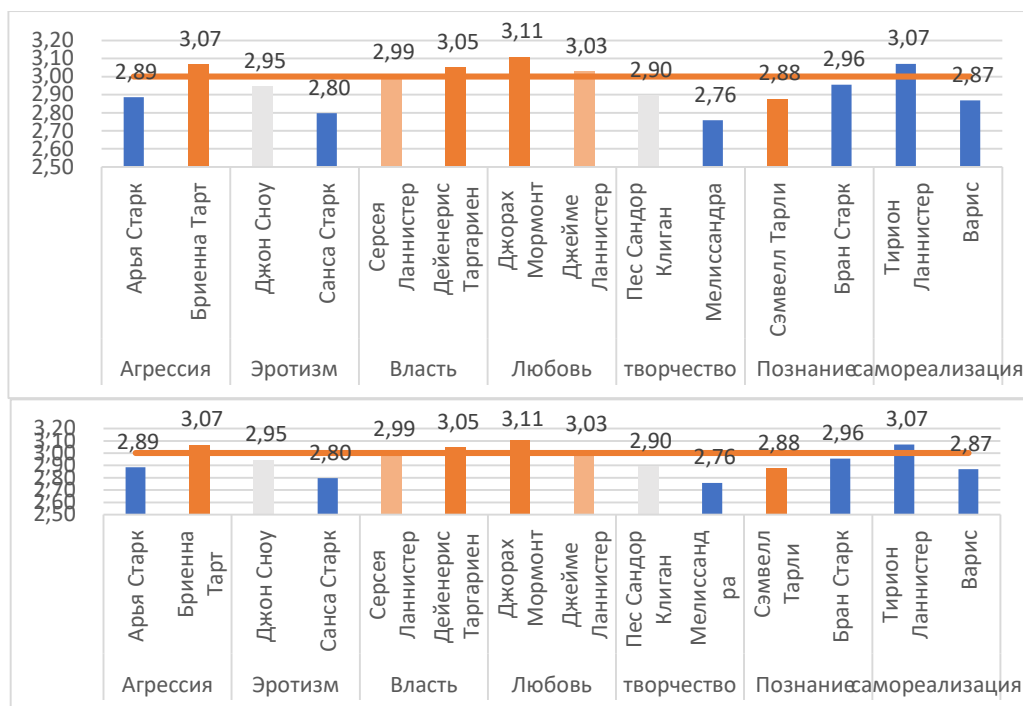


Рисунок 1. Результаты голосования за характеристики лучшей команды

Таким образом, был определен набор качеств членов успешной сбалансированной команды будущего, которая сможет решать различные задачи сообща в условиях высокой неопределенности и изменчивости условий работы. Выявлены те качества персонала, за которые голосуют молодые специалисты будущей организации, а также подтвердили гипотезу необходимости соблюдения принципа разнообразия в успешной команде.

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Опыт работы в ИТ-стартапе: возможности, перспективы роста и опыт сотрудничества с крупными сетями отелей

Вероника Вержак³³ (Veronika Verzhak)

*Финансовый университет при Правительстве Российской Федерации,
Москва, Российская Федерация*

Сегодня в условиях растущей конкуренции на рынке труда очень важно грамотно выбрать индустрию, которая перспективна и интересна будущему специалисту. При получении образования крайне важно получать дополнительный опыт в заранее выбранной сфере и стараться изучать новые бизнес-модели, тенденции развития и стремительно изменяющиеся спросы и предпочтения аудитории.

По окончании университета довольно затруднительно найти работу, однако сегодня есть огромная возможность для молодежи начать свой путь со стартапа. Именно небольшой коллектив и многозадачность кандидата помогут максимально быстро и результативно развивать свои навыки и применять полученные знания на практике.

В 2017 году было профинансировано более 280 стартапов с более 16 миллиарда рублей инвестиций только в России. Прирост на тот момент составит 2,82 миллиарда рублей. Преимущественно наиболее успешными запусками являются бизнесы, направленные на устойчивое развитие. Это говорит о том, что сегодня крайне актуально стимулировать компании, которые приносят пользу обществу, помогая решить важные экономические и социальные вопросы. На сегодняшний день рост новых компаний продолжается, однако по статистике, 92% стартапов закрывается в первые 5 лет. Это связано с тем, что компании не грамотно оценивают экономические, социальные риски, а также продукт стартапа может не соответствовать целям устойчивого развития: приносят пользу обществу, стимулируют экономическую стабильность финансовый институтов, помогают решить экологические проблемы.

Получив собственный опыт работы в ИТ-стартапе более одного года, можно утверждать, что работа в маленькой компании не проста, особенно в начале пути. Работа в стартапе может быть сравнена с запуском ракеты на орбиту. Считается, что ракета 80% всего своего топлива тратит на старте: на то, чтобы оторваться от Земли, набрать скорость и преодолеть сопротивление притяжения нужно 4/5 всех ресурсов. После выхода на орбиту затраты уже совсем не велики и стабильны. Эта схема затрат — полный аналог создания продукта и выхода на рынок. Задействовано все ресурсы: люди, время, деньги, методики и технологии. И только после вывода на свою орбиту, затраты ресурсов приобретают регламентный, предсказуемый характер.

³³ E-mail: v_veronik@mail.ru

Однако именно такая многозадачная и сконцентрированная на результат работа в непростых и ограниченных ресурсах позволяет развивать человеческий потенциал и достигать цели в сжатые сроки. Так, ИТ-стартап TeamJet ровно спустя год после запуска стал «Лучшим стартапом года» по мнению отельеров на конференции HotelBusinessForum 2019. За год в роли менеджера по развитию мне удалось участвовать в подписании контрактов с крупными отельными сетями: Radisson, IHG, Accor. Помимо этого, совместно с коллегами разработчиками мы смогли создать совершенно новый продукт по работе с гостями и сделали интеграцию с Яндекс. Пилотный проект уже запущен в отеле CrownePlaza в Москве: гости могут сообщить о своих пожеланиях или сделать заказ при помощи Яндекс.Станции Алиса, а заказ будет перенаправлен в приложение, разработанное ИТ-стартапом TeamJet и в дальнейшем передано нужной службе. Данные достижения нового продукта говорят о том, что он удобен в работе и эффективен, поскольку оптимизирует работу сотрудников и увеличивает их KPI. Возможностями продукта является выход на международный рынок после успешного запуска в России.

Таким образом, работа в ИТ-стартапе показала, что только при создании полезного продукта, нацеленного на устойчивое развитие общества, компанию ждет успех и признание со стороны клиентов.

Индустрия 4.0: возможности и перспективы для Российской Федерации

Дарья Куприянова³⁴ (Daria Kupriyanova)
*Финансовый университет при Правительстве Российской Федерации,
Москва, Российская Федерация*

Технологии не стоят на месте и на сегодняшний день есть все шансы наступления четвертой промышленной революции (Индустрия 4.0). Переход на индустрию 4.0 служит мощным драйвером цифровизации компаний по всему миру. Принцип Индустрии 4.0 основан на массовом внедрении информационных технологий в промышленность, масштабной автоматизации бизнес-процессов и распространении искусственного интеллекта. Иными словами, понятие Индустрия 4.0 это «умное» производство, которое характеризуется автоматизацией, внедрением киберфизических и облачных систем, Интернетом вещей, переходом на возобновляемые источники энергии, искусственным интеллектом, нейросетями, генными модификациями и др. Технологии предпринимательства в цифровом обществе оказывают значительное влияние на существующие бизнес-модели. По мнениям экспертов, наиболее перспективными считаются такие модели, как: аддитивные и облачные технологии, дополненная реальность, компьютерное моделирование, интернет вещей, большие данные (Big Data). Говоря о трендах в цифровом обществе, нельзя забывать о персонализации. Современные потребители хотят получить эксклюзивный товар или услугу, подобранную по их параметрам и запросам. Благодаря Большим данным (Big data) изучение потребительского спроса вышло на новый уровень, компании стали способны предсказывать что захочет тот или иной клиент.

Нельзя недооценивать важность и необходимость перехода на Индустрию 4.0 для России. Несмотря на мощную материальную базу промышленности и разнообразие экономики, об эффективности производства и перспективах дальнейшего развития остается пока что лишь мечтать. Возможно ли в таких условиях подготовиться к четвертой промышленной революции? Возможно ли достичь лидерства в этой области? Несомненно, что власти РФ должны обеспечить все, без исключения, регионы страны доступом к современной сети коммуникации, а также поспособствовать внедрению технологических инноваций. Также, необходимо улучшение качества жизни в регионах, переориентация образования в сторону современных реалий, а именно сотрудничество с предпринимателями, создание совместных образовательных программ «Управление устойчивым развитием и социальная

³⁴ E-mail: DOKupriyanova@fa.ru

ответственность бизнеса», инвестирование в образовательную деятельность со стороны бизнеса. Также нельзя недооценивать важность академической мобильности для студентов и преподавателей, особенно в региональных университетах страны. Студенты и преподаватели должны обмениваться опытом, организовывать совместные проекты с международными партнерами. Всё это будет способствовать увеличению талантливых кадров, которые не будут при первой возможности «утекать» в крупные городские агломерации или за рубеж, а также это поспособствует привлечению инвестиций и, в последствии, устойчивое развитие региона.

Поскольку сейчас много внимания уделяется устойчивому развитию, для России, как и для большинства других стран, немаловажным направлением является экология и охрана окружающей среды. На сегодняшний день существует проблема нерационального использования ресурсов, решить которую можно с помощью внедрения возобновляемой энергетики, а также путем введения налоговых льгот для компаний, которые соответствуют принципу устойчивого развития.

Несмотря на то, что Россия считается страной, утратившей динамику развития, у нее есть все шансы стать одним из лидеров в четвертой промышленной революции.

Олеся Федяева³⁵ (Olesia Fediaeva)
*Финансовый университет при Правительстве Российской Федерации,
Москва, Российская Федерация*

В современном обществе все страны осознают значимость и необходимость глобализационных процессов, которые возможны лишь при реализации качественного многостороннего партнерства между государствами. Страны признают, что меры по устранению бедности, увеличению темпов экономического роста, повышению эффективности социальных областей – здравоохранения, образования, социальной защиты, могут быть приняты лишь совместными усилиями, что повлекло за собой определение 17 целей в области устойчивого развития. В данном эссе автором рассмотрена проблема насилия в отношении женщин во всем мире, решение которой будет способствовать достижению целей №5 «Обеспечение гендерного равенства и расширения прав и возможностей всех женщин и девочек» и цели №3 «Хорошее здоровье и благополучие», которая предполагает обеспечение здорового образа жизни и содействие благополучию для граждан всех возрастов.

Проведенный автором анализ показал, что в 49 странах отсутствуют законы, запрещающие домашнее насилие. Нет сомнений в том, что проблему домашнего насилия невозможно решить исключительно в рамках одной семьи, одного города или одной страны – проблема насилия – это глобальный вопрос современности, по значимости стоящий наряду со СПИД, ВИЧ или наркоманией. По мнению автора, студенты всего мира должны(!) принимать активное участие в борьбе за права женщин и их защиту от домашнего насилия, что может быть реализовано посредством следующих инструментов.

1 инструмент – массовое распространение информации в социальных сетях о вопиющих случаях домашнего насилия способно стать мощным инструментом популяризации проблемы. Кроме того, в социальных сетях практикуется использование *хэштегов*, которые являются своеобразными ключами, по которым можно отследить все публикации по данной тематике. В настоящее время социальные сети не имеют границ, именно поэтому студенты (ведь именно молодежь является основной целевой аудиторией интернациональных социальных сетей ВКонтакте, Instagram, Twitter) имеют возможность массово привлекать внимание масс к реально существующей проблеме.

2 инструмент – проведение международных акций, флешмобов, иницируемых студентами, в поддержку женщин-жертв домашнего насилия. Очевидно, что упомянутые акции не смогут остановить мужчин, которые совершают противоправные действия, однако женщины всего

³⁵ E-mail: olesia.fedyaewa@yandex.ru

мира, которые испытывают страх и отчаяние смогут ощутить поддержку от женщин со всего мира.

3 инструмент – организация психологической поддержки и помощи от студентов-магистрантов психологических факультетов женщинам, подвергшимся домашнему насилию.

4 инструмент – студенты юридических специальностей могут участвовать в юридических клиниках и консультировать обратившихся по телефону женщин-жертв (потенциальных жертв) домашнего насилия по вопросам дальнейшего получения защиты.

5 инструмент – инициирование студентами создания международного сообщества по борьбе с домашним насилием, а также популяризация и контроль за предложенными инструментами.

Тема насилия долгое время замалчивалась во всем мире, однако настало время, когда студенты всего мира могут сплотиться и помочь в борьбе с настоящей бедой, которая не имеет границ!

Опыт и возможности студентов в участии в многосторонних партнерствах для достижения целей в области устойчивого развития на примере Финансового университета при Правительстве РФ

Богдана Батюк³⁶ (Bogdana Batiuk)

*Финансовый университет при Правительстве Российской Федерации,
Москва, Российская Федерация*

В эпоху глобализации и цифровизации возможности людей почти безграничны. Возможность работать совместно с учеными со всего мира открывает горизонт перспектив. Именно наука является двигателем прогресса. Благодаря исследованиям в различных отраслях студентами из разных стран, вузов появляются партнерские взаимоотношения между университетами на долгие годы.

Наука является неотъемлемой частью процесса обучения в Финансовом университете. Как обеспечить всем студентам в равной степени возможность выбрать интересующую их сферу и сосредоточиться на своем исследовании, обеспечить информационную и организационную поддержку тем, кто делает первые шаги в науке? Для популяризации и продвижения науки в Финансовом университете были созданы Научные студенческие общества на каждом из факультетов. Целью деятельности Научного студенческого общества (НСО) является создание условий для развития научного потенциала и творческой деятельности студентов, а также привлечение их к непосредственному участию в научно-исследовательской работе. НСО – это организация, которая помогает всем студентам, от первокурсников бакалавриата до магистрантов, занять своё место в современном мире финансовой науки, найти решение волнующих проблем и добиться признания в научном сообществе. При вступлении в организацию студенты получают помощь в подготовке, а также всю информацию для участия в международных олимпиадах, кейсах, конкурсах на получение грантов.

Наука, в том числе и студенческая, не может существовать оторвано от реальной практики. Каким образом можно было бы эффективно наладить партнерство между студентами, выполняющими научно-исследовательские работы и представителями бизнеса, государственных органов и прочих институтов? Все большую популярность среди учащихся Финансового университета набирают временные творческие студенческие коллективы. Студенты вместе с научным руководителем взаимодействуют с компанией в рамках выполнения поставленного задания. Организация делает запрос на проведение исследования в определенной области, предоставляя основную тематику и материалы для подготовки. Студенты

³⁶ E-mail: batyuk.dan@gmail.com

являются исполнителями заказа, проведя анализ всех данных они выступают с предложениями.

Одним из наиболее эффективных инструментов репортинга результатов научно-исследовательской работы студента является публикация статей в научных изданиях. Ежегодно студенты Финуниверсета публикуют более тысячи статей. Форма взаимодействия учащихся с научными руководителями, которые оказывают им поддержку и дают рекомендации при написании работ приносит свои плоды. Научные исследования публикуются в изданиях входящих в перечень РИНЦ, ВАК, Scopus, WebofScience. Участие в различных мастер-классах, кейс-чемпионатах, круглых столах открывает возможности для взаимодействия студентов с их потенциальными работодателями, общественными организациями. На подобных мероприятиях успешные спикеры выступают с речью, делятся опытом, оценивают подготовленные доклады юных ученых.

Таким образом, для увеличения возможностей молодого поколения в участии в многосторонних партнерствах необходимо оптимизировать контакт с работодателями за счет проведения большего количества мероприятий, посвященных различным исследованиям в интересующих областях, доступ к информации о научных интересах преподавателей вуза: для выбора наиболее оптимального научного руководителя. Более того, увеличение доли времени, посвященной практической стороне дальнейшей профессии, приблизит студентов к успешному прохождению всех этапов при приеме на работу. Необходимы международные научные коллективы для обмена опытом и проведения исследований, интеграции студентов в международное научное общество. Достижения в науке – достижения для людей.

Александр Краснянский³⁷ (Alexander Krasnyanskiy)
*Финансовый университет при Правительстве Российской Федерации,
Москва, Российская Федерация*

Сегодня Финансовый университет считается одним из лучших вузов экономической направленности. У студентов есть множество возможностей для реализации своих амбиций. Различные учебные программы и партнёрства помогают обучающимся достигать новых вершин в области устойчивого развития.

Для того, чтобы говорить об устойчивом развитии и вкладе в него студентов, давайте дадим определение данному явлению: «под устойчивым развитием понимаются три ключевых и неразрывно связанных компонента: экономическая эффективность, социальное равновесие и защита окружающей среды. Целями устойчивого развития являются достижение высокого уровня жизни населения, процветающая экономика и сохраняемая природа».³⁸

Проект Вустерского политехнического института (WPI) и Финансового университета «Совместные исследования студентов, реализуемые с применением инструментов проектного обучения» помогает учащимся из России и Америки придумывать и осуществлять на практике проекты, связанные с курсом устойчивого развития. Примером может стать проект 2016 года под названием «Developing a Strategy for the Use of Gas Engine Fuel in Automobile Transportation in Russia», который рассматривал пагубное влияние бензина на окружающую среду в России, а также предлагал варианты более экологичного топлива.

Ещё одной возможностью для студента в международном партнёрстве является проект «Google online marketing challenge». Необходимо разработать собственную интернет-кампанию для известной организации «Google». Обладатели лучших работ получают право отправиться на неделю в данную компанию и получить ценный опыт общения с топ-менеджерами.

Ещё один проект Финансового университета «Европейское измерение в квалификациях для туристического сектора», начиная с 2015 года, помогает обеспечивать устойчивое развитие высшего образования в России путём создания системы оценки качества образовательных программ в соответствии с принципами Болонского процесса. Проект предполагает разработку новых учебных модулей для магистерской программы по лидерству и стратегии развития туризма, базирующихся на национальных рабочих стандартах, с использованием лучших образовательных методик и практик европейских и российских туристических школ.

³⁷E-mail: kras2001@gmail.com

³⁸ Старикова Е.А. Современные подходы к трактовке концепции устойчивого развития // Вестник РУДН. Серия: Экономика. – М.: 2017, - № 1. – С. 7-17.

Таким образом, Финансовый университет является большой площадкой для реализации студентами своих качеств и получения опыта международного сотрудничества в области устойчивого развития. Необходимо предоставлять обучающимся такую возможность ещё на стадии получения высшего образования. Такой ценный опыт поможет будущим специалистам лучше понимать свою профессию и прославить имя Финансового университета на весь мир.

Алина Тимонина³⁹ (Alina Timonina)
*Финансовый университет при Правительстве Российской Федерации,
Москва, Российская Федерация*

Не секрет, что в современном мире студенческая наука в сравнении с отраслевой обладает несомненными преимуществами. Прежде всего, бесплатные возможности, предоставленные для научной работы университетской инфраструктурой, способствуют её более выгодному развитию. А в связи с тем, что в процессе обучения взаимодействуют специалисты различных областей, использующие свои идеи для конвергенции научно обоснованных результатов, это позволяет сделать её динамичной и комплексной для решения экономических проблем.

В рамках нынешних реалий государство и бизнес все больше и больше нуждаются во взаимодействии друг с другом. С каждым годом создаются научно-технологические кластеры, инновационные центры, технопарки, технологические платформы, исполняются государственные заказы. Все перечисленные возможности направлены на эффективное сотрудничество и создании принципиально новых способов экономического стимулирования на основе научно-исследовательских работ.

Финансовый университет выступает за популяризацию науки. Деятельность научного студенческого общества, организация многочисленных конференций и форумов, конкурсы, направленные на международное сотрудничество – это не предел работы данного высшего учебного заведения. Осенью 2019 года было утверждено инновационное направление научной работы студентов: создание временных творческих коллективов, выполняющих научно-исследовательские разработки по тематикам, предложенными международными партнерами Финансового университета.

Что касается личного опыта работы в научной деятельности, то, по моему мнению, это колоссальная возможность, которая позволяет всесторонне развивать человеческие навыки и возможности. С первого курса бакалавриата началась моя работа в группах по выполнению научно-исследовательской работы. Главной задачей было подобрать ту заветную тему, в рамках которой хотелось бы работать в будущем. Я сумела сделать это и приняла решение над дальнейшими разработками в качестве участника Научного студенческого общества. Здесь был получен следующий импульс для работы: выступления в рамках Международного форума Финансового университета, дискуссии с коллегами на Международной научной студенческой конференции, публикации промежуточных результатов исследования в журналах, входящих в РИНЦ. С учетом дополнительных замечаний, рекомендаций и правок, сформировался новый информационный массив, который был представлен на

³⁹ E-mail: aleena.timonina25@mail.ru

Всероссийском фестивале науки НАУКА 0+. Как итог учебной деятельности в статусе «бакалавра», была успешно защищена выпускная квалификационная работа, основанная на результатах работы за 4 года, и завоевано призовое место в Международном конкурсе научных работ студентов и аспирантов.

Сегодня, уже в качестве магистранта, я также осуществляю научную деятельность в рамках направления, выбранного мною ранее. Результаты, полученные в ходе подготовки к выступлениям на конференциях, будучи участником Научного студенческого общества, а также совместной деятельности в одном из временных творческих коллективов, планируется также представить в форме магистерской диссертации.

Таким образом, научная деятельность, проводимая в рамках Финансового университета, имеет существенное значение в сфере поддержки и развития не только учебного процесса, но и в реализации научного потенциала, что способствует обеспечению квалифицированной работой студентов и их научных руководителей, стимулированию науки не только на теоретическом уровне, но и в практическом отношении.

The experience and opportunities of the students of the Financial University under the Government of the Russian Federation in participation in multilateral partnerships for the achievement of the purposes in the field of sustainable development

Alexey Belov⁴⁰

*Financial University under the Government of the Russian Federation,
Moscow, Russian Federation*

Once when I was a student of a middle school my biology teacher had asked me a question during the class: „Which positive and negative changes in the environment have you noticed for the last few months?” To tell you the truth, I had easily named negative changes. However, when the time came to call positive ones, the silence had filled the auditory. That moment played a significant role in my life. That was the first time when I actually thought what we people do wrong with our world and how can we improve a current state of affairs?

Luckily, there is an answer to this complicated question. The name for it is „Sustainable Development”. This concept, to be concise, stands for letting the economy of the world grow without damaging our planet, polluting its atmosphere and biosphere or depleting its natural resources. The importance of Sustainable Development is significantly high nowadays since the level of the world consumption is on the upsurge for the last few decades and it does not show the signs of stopping its growth. Therefore, it is significant to understand that natural resources are, like any other resources, highly scarce and need to be used cautiously and wisely.

Basically, the problem we face nowadays is a tradeoff between the economy and nature. It means that if one is winning the other is losing. What the people need to do is to transform this „zero-sum game” into a „win-win game”. Since there are two main kinds of natural resources – renewable and nonrenewable – humanity must tend to use more renewable resources than nonrenewable and actually take measures to renew the renewable ones.

Nevertheless, before it can actually happen, an important stumbling block has to be overcome. Let us face it, governments and commercial companies are the entities that control the economy. However, quite often they tend to neglect the needs of the preservation of natural resources and shift their focus to the achievement of short-term benefits. That is why the role of the Civil Society in the achievement of the goals of Sustainable Development is extremely high. Institutions of the Civil Society must provide education about Sustainable Development as well as the representation of the social demand for the fulfillment of this concept.

⁴⁰E-mail: alexbelov2002@gmail.com

Hence, the universities, as core entities of the Civil Society, play a considerable role in the achievement of success in a field of Sustainable Development. Financial University under the Government of the Russian Federation is a great example. First of all, it provides the knowledge of economics and many other subjects that ensure the proper understanding of numerous aspects of the economy of the Russian Federation and of the world for the students and alumni. Secondly, the Financial University creates numerous platforms for active students such as the Student's Council and the Student's Scientific Community. In these organizations active students actually have an opportunity to work on the projects connected with the purposes of Sustainable Development. University also allows students to keep in touch with highly professional members of the academic staff and to ask for their advice and guidance while working on the projects for Sustainable Development. The last but definitely not least is the number of opportunities for international cooperation the Financial University under the Government of the Russian Federation provides. A proper level of knowledge of various foreign languages and, most importantly, of the English language, and, of course, many international partners of the University provide a great opportunity for the students to start and develop the projects in a field of Sustainable Development. Students of the International Finance Faculty have a great possibility to be at the frontline of this international cooperation.

We all have one planet and just one life. That is why we need to do our best to sustain the standard of living of people on a relatively high level, without damaging the Earth. We, the students, have a great opportunity to contribute to the achievement of the goals of sustainable development since we are provided with all the necessary tools. So now it is high time to stand up and take action.

The initiative activity of students in the facilitation of sustainable development

**Ekaterina Petrushkina⁴¹, Darina Antrushina⁴²,
Anastasia Gorchakova⁴³, Varvara Ivankova⁴⁴**

*Financial University under the Government of the Russian Federation,
Moscow, Russian Federation*

World Commission on Environment and Development has defined sustainable development as „development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. Reducing the negative environmental impact and establishing ecological responsibility among the population are the key concepts of the phenomenon. Russia embraced this trend only a few years ago and has been developing it according to the national economy ever since. The university unlocks the youth potential and fuels its motivation. That is why students intensively act on the matter of sustainable development and create „green” organizations. That raises the population’s awareness of the problem. We would like to share our opinion on the prospects and limitations of student activity in the field of sustainable development.

The creation of „green” student bodies leads to improvement in ecology in the country. We will consider the green activities of MSU and Wageningen University the Netherlands (WUR). In 2015 the paper on the topic of green technologies in universities was published by the researches of MSU. They have conducted the experiment of the implementation of separate collection of waste on the territory of the university with the help of students. They managed to collect 310 kg of waste paper and 1000 plastic bottles in 2 weeks. Total environmental-economic effectiveness was 10886.5 rubles. In turn, Wageningen University the Netherlands (a member of top „green“ universities by Green Metric release), showed a higher CO₂ compensation than it emitted and compared to 2010 WUR had 51% fewer CO₂ emissions in 2017. MSU researches claim that universities may be considered as a model of «green» economy, as they represent a prototype of society. Students' initiatives in this field which are undertaken in the frames of a university might be then transformed into the sustainable policy of the national coverage. So, university space may be used as a channel of trial implementation of «green» policy.

Students often face certain barriers when pursuing „green” initiatives. Unfortunately, due to the nature-intensive restructuring of the economy in the 1990s in favor of raw materials and polluting sectors, Russia had failed to pay

⁴¹ E-mail: petrushkina.katena@mail.ru

⁴² E-mail: danalir5812@gmail.com

⁴³ E-mail: 20atisia00@gmail.com

⁴⁴ E-mail: varya1543@gmail.com

the necessary attention to the ecological factor until recently. Consequently, the „green“ initiative in universities is not always actively supported. Often the university administration does not give the students' requests for eco-promoting events and eco-partnerships enough importance. In turn, eco-related companies (recycling organizations) do not seek partnerships with universities because of little knowledge about their stance on the matter and their little activity in the field.

Students are the main drivers of sustainable development. However, the Russian population mostly is not ready to lead an eco-friendly life. We have investigated the results of the survey conducted by the Financial University's green organization. The survey has shown that 91.72% of students support the idea of separate waste collection within the walls of the university. Another survey, conducted by the Russian Public Opinion Research Center, has examined the attitude of Russian people to Greta Thunberg's speeches. The results are the following: only 40% are „mostly positive attitude“, while 27% – „more likely to be negative“ and 31% are indifferent. This illustrates that Russian people mostly either don't care about the ecological situation or relate negatively.

To sum up, the implementation of „green“ principles at the student level will be the most effective decision. Students are the most active part of any population; they are aware of risks arising from uncontrolled using of resources. Unfortunately, many organizations, which are to support the „green“ movement, are either too interested in making their profits in the easiest way and at any costs or are not sufficiently aware of sustainable development issues, which creates additional difficulties for their implementation. But MSU example shows that start has been made. That is why we want our university to join the community of „green“ universities in Russia (and later the world) with the hope of further promotion of that concept throughout the country.

Social rehabilitation of people with disabilities using VR/AR-technologies

Ekaterina Diakonova⁴⁵

*Financial University under the Government of the Russian Federation,
Moscow, Russian Federation*

Disability as a social phenomenon is a pressing issue of our time. It is accepted to highlight as a special category of the population disabled people. The problem of rehabilitation by people with disabilities is widespread throughout the world. As of October 2019, one billion individuals, or 15% of the total populace, experience some type of disability. One-fifth of the evaluated worldwide total, or between 110 million and 190 million individuals, experience significant disabilities.

The most common problems people with disabilities face are mobility difficulties, building communication with other people, employment. In addition, they cannot fully access the objects of cultural and social sphere, travel and study. It is essential to enable such people the opportunity to further themselves. Therefore, we need to simulate a situation in that the rehabilitation will be successful and less time-consuming. The conditions created for it should be as close to real ones as possible. Also an important point for successful rehabilitation of a person is his active involvement in this process.

In comparison with traditional methods of physical therapy, virtual reality with its unlimited possibilities, has a number of advantages. With its help, a person can immerse himself in a game task or an exciting journey, in the course of which the missing components of his rehabilitation program are filled. This fact also confirms the point that in the analysis of motion performance in virtual and real environments scientists have not found significant differences.

In order to analyze the benefits that can be obtained in the case of enforcement of the proposed VR-project, we identified 2 main problems of the target client, in the fight against which our project will help to cope: loneliness and lack of motivational tools for rehabilitation both in terms of physical activity and in the social environment.

Our project has mainly two vectors of development. First of all, it helps to improve the emotional well-being of our patients. This is a virtual world of travel in the form of a game in different countries and localities. In order to make this process interesting and exciting, different levels of difficulty have been created. Tasks (quests) will be offered to the patient. For example, to ask a person how to reach the sights or other tasks that will help to develop social skills. As you progress through the tests, the complexity of the tasks increases. The questions will be answered by chatbots trained with the help of machine learning. Upon completion of the tasks, the player will earn points, bonuses. It is possible to

⁴⁵ E-mail: old.dyakonova@gmail.com

return to already open tasks in the application. Having trained these skills in a virtual game, it will be much easier for a person to cope with such tasks in real life, he will have fears no longer.

Improving physical well-being is the second problem that our project aims to solve. We offer a game with elements of physical activity. We can draw an analogy with the game „Fruit Ninja“. However, in our case, in the process of cutting the fruit will be involved human limbs. This will require equipping the hands and feet of the patient with special sensors. There will be levels of difficulty, the principle of which is that the passage of different levels over a long period, it is possible to add weight and more muscle load. It is also possible to combine emotional and physical training. For example, a person on a desert island will have to make contact with other survivors of the game people, as well as find food. It will also be possible to convert points earned during the game into bonuses that can be used in the real world.

To sum up, the proposed project aims not only to show people with disabilities a world that is difficult for them to see in everyday life. Its implementation will help to improve the physical and mental well-being of people who need it. The implementation of this project will be an important step towards solving the acute social problem and at the same time contribute to the further development of VR- and AR-technologies.

Student cooperation on the example of the additional degree program between

Elizaveta Morozova⁴⁶

*Financial University under the Government of the Russian Federation,
Moscow, Russian Federation*

The cooperation of modern countries is considered to be one of the key aspects of bringing communities together. This results in the sustainable development of cooperation at different levels. One example of the community, presenting a high level of cooperation among countries, is a student community. Student partnership could be presented in different ways. One way is the usage of programs of additional degree diplomas. This type of cooperation could be seen in many universities, among which is Financial University under the Government of the Russian Federation. In the following essay, I would like to discuss the program of the additional degree diploma of Financial University in cooperation with the University of London. First of all, I would like to provide you with a general description of this program in Financial University. Then I will move to the question: what benefits and opportunities such kind of partnership can give to professors and administration of the institution. Finally, I will end up with the benefits of this program for students.

Students have an opportunity to study remotely from all parts of the world according to UOL programs. More than 50 thousand students from 180 countries, including about 1000 students from Russia, are studying in such a way now. Member institutions, which constitute a significant part of London University, provide an academic supervisory of international programs and local teaching institutions provide tutors' help. One of such local institutions in Russia is Financial University, which went through many steps of accreditation and received a status of the local teaching institution. Educational functioning of the Financial University as the local teaching center is realized in the form of London educational project. Financial University realizes London School of Economics (LSE) programs in different spheres connected with economics and finance, providing students with an opportunity to get a BSc degree or Diploma for Graduates.

Moving to the next step of my essay, it is important to state that such an example of the program is beneficial in many aspects to professors and administration. Professors get a broader view of the process of education when they teach students according to LSE programs. In other words, professors adopt the experience of their foreign colleagues, which helps them to succeed in teaching. Administration resources, in their turn, get an understanding of the organization process in UOL, which results in the improvement of the whole administrative work.

⁴⁶ E-mail: morozov.elizaveta@yandex.ru

Students tend to be the most important element in building a sustainable partnership between universities. As for students, this program is an important way to establish a sustainable and reasonable partnership not only with a foreign university but with students from all over the world. There is an important remark to state that LSE offers students an opportunity to visit their summer schools. So students, who are currently being involved in programs provided by UOL, get this opportunity and can leave their place of living and studying for the summer period. Such experience is of high importance for students as it gives them the opportunity to find at least 2-3 foreign friends, who can become their potential employers or employees in the nearest future. The growing popularity of such a program is a sustainable ground for the future prosperous career of students, who would like to change the country where they are currently living.

All things considered, cooperation among universities is an important element bringing the countries together and making them partners in different spheres. Student partnership allows universities to increase their level of cooperation, resulting in a high variety of additional degree programs in the university, which in turn can have a positive influence on the whole process of education as well as on the level of employment among students in the future. The current tendency, which can be seen from the example of partnership between Financial University and the University of London, guarantees that we will have a steady rise in additional degree programs.

Who can we call a CEO in 2019?

Anton Antonyan⁴⁷

*Financial University under the Government of the Russian Federation,
Moscow, Russian Federation*

To begin with, I am a first-year student in one of the best universities in Russia. I see the rapid change in the educational process. Students start to learn new subjects every day and there is a truly high level of self-education. Therefore, today we need a new type of CEO who can lead those people and make their performance as efficient as possible.

The main purpose of this essay is not to repeat all essential and basic qualities of great leaders that we can find in management books but is to shape them due to the environment that has significantly changed.

From my point of view, one of the most essential features today is that the CEO must not be a perfectionist. There is no secret that we live in the world where almost everyone in every minute compares something on the Internet. Therefore, if a CEO demands a constant change of a product from his employee in order to achieve perfection, because of the CEO's personal opinion that is based on the worldwide net, the employee's productivity and actual performance of a company will eventually decrease. Moreover, their willingness to work will be in doubt. The solution to this issue for the CEO is to be more objective in estimating workers' performance and not to demand something that cannot be achieved.

Secondly, unfortunately, the downside of the digital society that we face today is the distraction. Social media have become our source of entertainment when we are mentally tired or bored. A truly good CEO must rally up people together so they do not waste their time on phones during the working day. A leader should know how to occupy the attention of employees without radical methods so that the workers could mindfully perform their duties without any desire to distract. They need to be led in the right direction that gives them and the company a decent profit.

The third principle, that is also actual today, is the ability of the CEO to recruit the right people. The quantity of university graduates is increasing every day due to the improvements in social scope. However, the quality of them is still at an inappropriate level. Unfortunately, not everyone becomes a professional in the walls of educational establishments. A professional is a person who can perform the task efficiently and effectively. A great CEO must have a vision that is shown to people in the crowd. This skill is very vital because it builds the basis of the company.

Last but not least, nowadays a successful CEO must not be sensitive. As we know because of the massive spread of social media we can find lots of

⁴⁷ E-mail: aaantonyan2001@gmail.com

negative facts in the net about some certain personalities that are in high positions. Lots of offensive assumptions and inadequate esteems can be reasons for a mental disorder. Many CEOs start to worry because of the impact on their reputation and they start to make mistakes. For example, they sit in the cabinet without visitors because of their touched and insulted feelings. The workers begin to doubt them. Eventually, this can lead to a total distraction of a company. Therefore, it is important for a leader to stay cold-blooded in order to maintain his or her own productivity. A truly outstanding CEO should react adequately and without personal offenses to the provocative information on the net.

Nowadays a great CEO also should take care of the employees' health due to the many reasons: problems of obesity, air pollution, inactivity, which become more and more relevant. Therefore, a leader needs to make a pleasant physical environment for those people who come and work in the company every day. It is scientifically proved that the increase in overall workers' health can improve work productivity.

The above-mentioned principals are not the magic steps that give us the instruction on how to become a CEO. They are the directions in which a great CEO should move simultaneously. Only in that way he or she can become a decent leader who will make a benefit for the company and for the whole society.

Olga Antipova⁴⁸

*Financial University under the Government of the Russian Federation,
Moscow, Russian Federation*

Today people are facing many challenges like poverty, illiteracy, global warming and inequality. These issues have become essential over the past decades and to solve them or decrease their impact the countries should unite in their calls to action, to better future for all Earth's inhabitants. The Sustainable Development Goals (SDGs) were declared by United Nations in 2015 with this very objective.

The youth is designated as the main driving force of reaching these SDGs for a number of reasons.

First of all, young people were born in the rapidly changing environment. They are used to self-expression and independency of thoughts. They do not think of the career as of a way to earn a lot, they want to be passionate about what they do. It results in considering money not as an end in itself but as a tool for accomplishing their goals.

In addition, modern technologies bring the youngsters together enabling them to collaborate with their foreign counterparts easily and exchange their ideas. Another benefit of innovations is the significant decrease of the transport costs that leads to the opportunity to travel long-range. Russian students use this chance actively becoming the ambassadors of Russian culture and getting acquainted with other values, lifestyles, traditions and religions.

The youth do not know what „impossible”, „against the regulations”, „needs approval” mean. They just start doing what they believe is important, applying the approaches they prefer and consider efficient for the current problem solving. Thus, the stereotypes are being broken and the solutions of the issues that seemed impossible to sort out are being found.

As Emily Reynolds of the British Council rightly notes: „More than 40 percent of the global population is between 10 and 24 – the largest youth population ever”.⁴⁹ If all young people start taking actions, they will be able to achieve SDGs in a relatively short period of time. However, the youth should be aware of these Goals, they need to be educated about how urgent we need to overcome these challenges.

The international cooperation of student organizations is an example of non-government democracy which has an important role in the world integration and solving the existing problems. Russian youth is taking part in these collaborations. For instance, there was the International Youth Event „We are the future” held in the beginning of June 2018. Young people from more than 10

⁴⁸ E-mail: vallena555@gmail.com

⁴⁹ Youth and Sustainable Development: the Case for Student Action on the SDGs. Sustainable Development Solutions Network. URL: <https://sdsnyouth.org/blog-posts/04/30/youth-and-sustainable-development-the-case-for-student-action-on-the-sdgs> (Date of Access: 21.10.2019)

countries went to Moscow to participate in this education seminar. During the conference 4 key tracks were launched: Ecology and Healthcare, Information security and the Digital economy's trends, International business in today's circumstances and Culture.

Our generation called The Generation Z (born after the 1995) is the first one starting the self-sufficient economic and social activity at the time when the humanity has realized the global issues and has declared the Sustainable Development Goals. Our future depends on our own decisions, actions and unindifference.

Personally I am interested in the topic of Responsible Consumption and Production because it is becoming essential in terms of urbanization trend. Being the member of the Faculty's science community I have already taken part in the Ecoforum focused on the opportunities of ecomaterials usage.

These challenges go beyond national borders, the urgency of their resolving unites people of all religions and nationalities. Only together mankind will be able to accomplish the SDGs.

Ekaterina Latuknina⁵⁰
*Financial University under the Government of the Russian Federation,
Moscow, Russian Federation*

The first thing we should note is that multi-stakeholder partnerships has gained much currency in development circles, trouncing the popularity of Public-Private Partnerships (PPP). In UN documents, partnerships are understood as „voluntary and cooperation-based relationships between various entities, both representing the state and unrelated to it, in which all participants agree to work together to achieve a common goal or to fulfill a specific task and together overcome adverse factors, bear a common responsibility, to provide resources and knowledge on a reciprocal basis and to use the results achieved”.

The Global Partnership for Knowledge (2003) report outline principles:

1. Understand when the use is makes sense
2. Before entering into a partnership, evaluate its benefits compared to alternatives and risks
3. It's the most effective when there's interest of all partners
4. Successful partnerships are based on complementary competencies and resources

Anyway, we should pay attention to the MSP among students. If we are interested in sustainable development, then we should follow the basic principles of MSP. In Russian circumstances MSP is on its first steps on development and popularization. Partnerships for sustainable development are multi-stakeholder initiatives voluntarily undertaken by Governments, intergovernmental organizations, major groups and others stakeholders, which efforts are contributing to the implementation of inter-governmentally agreed development goals and commitments, as included in Agenda 21, the outcome document of the United Nations Conference.

Now we should talk briefly about what exactly parties of the mutli-stakeholder partnership can get. Firstly, it is exchange in culture and experience, if we will talk about, e.g., exchange between students. Students can learn a lot of new things they didn't had, and companies can see a new employee after conduction a traineeship, while student can see a potential workplace in future. Moreover, this kind of exchange definitely provide a sustainable and lasting development in areas where this exchange takes place. It is a great opportunity to get along with different countries and it's what will lead to international cooperation in general.

Nevertheless, MSP is a quite new tendency in modern world, and we should keep in mind this tendency as an excellent opportunity of general development and preparation of future specialists in a variety of areas.

⁵⁰ E-mail: 5616244@mail.ru

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Veronica Mazanova ⁵¹
*Financial University under the Government of the Russian Federation,
Moscow, Russian Federation*

Nowadays, student cooperation has intensified significantly. There is a tendency towards building partnerships between students from different countries through various exchange programs. Also these programs allow to know culture of education and lifestyle of other country. When I was a 3-year student, I was lucky to study in the program of inclusive education in the Republic of Italy at the Bologna University and make sure of it. This experience allowed me to acquire such competencies as:

- mastering the learning process in another country and find differences of studying in Russia and Italy;
- study the methodology of teaching disciplines in another country and identify advantages and disadvantages between the learning process in two different countries;
- study the Italian legal system and compare it with Russian legal system;
- gain experience of international communication, learn traditions in Italy (for example, I visited a carnival in Venice, and other historical places);
- compare systems for assessing students' knowledge in Russia and Italy.

Currently, between the Financial University under the Government of the Russian Federation and the Academy named D. A. Tsenova there is a close relationship since these organizations have a joint training program that allows students to exchange experience and gained knowledge.

Ceremony of celebrating the 100th anniversary of the Financial University under the Government of the Russian Federation in 2019 was attended by over 90 foreign guests, including representatives of 13 diplomatic missions, partner universities of the Financial University (Bloomsburg University (USA), Kindai University (Japan), Budapest Business – school (Hungary), Economic Academy named D.A. Tsenov (Bulgaria)), foreign graduates of our university, that confirm a close relationship.

Also in the academic year 2018/2019, the Financial University under the Government of the Russian Federation was implemented a program within the framework of the Erasmus+ project in the direction of «Mobility for students, teachers and staff», among which was also the Economic Academy named D.A. Tsenov, Bulgaria, which is a confirmation that relations on interaction between students are only growing.

For developing of international partnership between universities, it is necessary to improve learning process by the following ways:

⁵¹ E-mail: vnika2009@mail.ru

1. We need to arrange (conduct) master classes with the invitation of European/Asian professors and to do the same with our professors. This will help to increase the desire of students of both countries to study not only in their own country.

2. It is also possible to introduce a quota for budgetary education in each country for master's programs.

3. We need to organize more different forums and conferences where Russian students will have the opportunity to come to students from other countries and talk about studying in Russia, talk about the disciplines and compare them, talk about the possibilities of the building of the future carrier.

From year to year, the number of programs to establish partnerships between universities is only increasing. Various seminars, trainings, forums, and conferences are held and help students from different countries, with different cultures and lifestyles, share knowledge with each other. Such an experience is invaluable, because it is through the exchange of new knowledge, practical experiences of students among themselves that harmonious relationships, which will allow students to build a brilliant career not only in their country of origin, but to expand their borders.

Viktoriya Yurkina⁵²

*Financial University under the Government of the Russian Federation,
Moscow, Russian Federation*

As it is known, the 25th of September, 2015, is a quite significant date in the world history, because the resolution called „Transforming our world: the 2030 Agenda for Sustainable Development” was adopted by the General Assembly. It can be described as the common plan for all countries, interested in growth, partnership and mutuality. It contains 17 global goals, which can help us to become stronger, evolve and learn how to interact rationally and constructively.

Actually, one of the effective ways to achieve the aims in the Sustainable Development is to open the international door for the youth from 18 till 25, especially students, from different countries. They can become „ambassadors” who spread right and useful ideas within the society and, at the same time, help to make the UN plans come true.

Who is an ambassador? It is a person who represents an organization and provides its ideas to the masses. So, students who can present universities of countries may become a driving force in supporting and achieving the global goals.

So, why may it be fruitful whether students become cross-country ambassadors? Firstly, the younger generation of students is open-minded, impressionable and sensitive, therefore, they think and analyze new information without conservatism or prejudice and not too critically. These people learn something new every time, as they have an enormous number of sources of information.

Secondly, it is expected that between 2015 and 2030 years the amount of youngsters in general will raise, and so there will be more students. They are often members of public organizations, where they try to improve „soft” skills, meet new people and, in addition, have an opportunity to assist in adaptation of the global goals on local, national and international levels. If students have adequate and strong support, it will allow them to invite attention to relevant problems on all levels, what implies that our world may really get better quickly.

Finally, the adolescence is to change the world, just because these people will live in the world built with their forces. It can be said, that the current generations are responsible for their future. We should help each other and maintain our common living system. If we do not, who will?

Nowadays, some events occur in Russian educational institutions, where pupils, students and the UN agents can contact and find out more about the Sustainable Development. And it, obviously, is leading to mutual understanding and closer partnership between countries.

⁵² E-mail: vikaurk@mail.ru

To crown it all, the global partnership mechanism is interesting and significant for achieving the goals of the Sustainable Development. That is why not only governments, but even the members of youth and student society should work together and start modifying the reality on all levels. Thus, students can become a very good connecting element.

Maxim Medzmariashvili⁵³

*Financial University under the Government of the Russian Federation,
Moscow, Russian Federation*

En el mundo actual, la globalización es uno de los principales mecanismos que impulsan el desarrollo de los países. Se trata de una interdependencia creciente entre los estados y sus economías, que está respaldada por un alto nivel de desarrollo de las tecnologías y las relaciones internacionales y gracias al acceso a la información. Es la globalización que distingue al mundo de hoy de lo que fue tan sólo hace un siglo.

En gran parte, se borran las fronteras de información habituales entre los países. Hoy día una persona que está en Moscú puede seguir pendiente de las protestas en Hong Kong, mantener una charla vía videoconferencia con un amigo de Tokio o ir en un viaje de negocios al extranjero. Los horizontes del hombre de hoy son mucho más amplios que los del hombre del período renacentista.

Y los estudiantes de hoy, cuya generación lleva el nombre informal de „Millenniales” o „Generación Z” crecieron disfrutando de la oportunidad de viajar por todo el mundo o, al menos, de seguir las principales noticias internacionales y aprender al menos un idioma extranjero.

Sin duda, al haber crecido en tales condiciones, la generación moderna de estudiantes se distingue por una conciencia extraordinaria. Se sienten participantes de muchos eventos que se celebran en el mundo y empatizan a sus compañeros en otros países. El nivel de conciencia aborda los problemas mundiales, como el medio ambiente, la pobreza, el terrorismo, la tolerancia, la desigualdad sexual y otros, que no pueden ser resueltos en el marco de un país, sino a nivel internacional.

El 1 de enero de 2016 entraron oficialmente en vigor los 17 objetivos de desarrollo sostenible (ODS) que figuran en la agenda 2030 de la cumbre de las Naciones Unidas sobre el desarrollo sostenible. Durante los 15 años en los que han de ser alcanzados esos objetivos universales, los países van a intensificar sus esfuerzos para erradicar la pobreza en todas sus formas, luchar contra las desigualdades y hacer frente al cambio climático y eliminar los problemas comunes a nivel internacional. Por supuesto, parece utópico conseguir los 17 objetivos, pero el movimiento marcado es lógico y obvio.

La adopción de los objetivos de desarrollo sostenible de las Naciones Unidas es crucial porque en el período de 2015 a 2030 durante el cual los estudiantes actuales están haciendo sus carreras y tienen la oportunidad de colaborar con sus colegas extranjeros.

En mi opinión, son precisamente los estudiantes modernos quienes forman parte de la sociedad que asume la responsabilidad de cumplir estos objetivos. Además, son ellos quienes van a vivir en un mundo futuro, de la construcción

⁵³ E-mail: mrmedzmariashvili@gmail.com

del cual han de ocuparse ahora mismo. Además, las universidades hoy en día ofrecen oportunidades ilimitadas para comunicarse, cooperar con los coetáneos de otros países y participar en programas de movilidad académica o en los de intercambio para hacer un curso en un centro docente extranjero.

Sin duda, la movilidad académica internacional en sí misma ayuda a lograr los objetivos de desarrollo sostenible. Por lo menos, se refiere a los objetivos N°4 – la educación de calidad, N°8 – trabajo decente y crecimiento económico, N°9 – industria, innovación e infraestructura, N°16 – paz, justicia e instituciones sólidas, N°17 – alianzas para lograr los objetivos. Las alianzas multilaterales entre estudiantes garantizan el desarrollo de la comunicación intercultural, el intercambio de experiencias y lo más importante – enseñan a cooperar a nivel internacional en los campos de la política y la economía. Los estudiantes de hoy que están acostumbrados a comunicarse con colegas del extranjero van a trabajar como líderes mundiales para cumplir los objetivos de desarrollo en un futuro próximo. Creo que el futuro de nuestro planeta y de nuestra sociedad está asegurado porque será construido por aquellos quienes hoy con 17-20 años se ven preocupados por tales problemas pendientes como el reciclaje de residuos o programas de voluntariado de la ONU en los países en desarrollo para promover entre la población nativa la enseñanza y ayuda humanitaria.

The benchmarks of global sustainable development

Alena Sherchkova⁵⁴

Rostov State University of Economics, Rostov-on-Don, Russian Federation

The assessment of the impact of negative processes on the state of the geoplanetary economy by the end of the XXI century. Forrester and a group of researchers led by his student Denis Meadows in the early 70s of the twentieth century.

After 40 years since the publication of their works, we can state that the tendency to degradation of the external environment continues, and that the deficit of energy, food and freshwater resources continues to grow. In addition, natural and man-made disasters have increased, the disparity between real and financial capital has increased significantly, a relatively small group of dollar billionaires has formed with the further growth of the population living below the poverty line, and the growth rate of criminalization of the economic sphere is higher than the speed of its development.

Stabilization of destructive processes, development of measures aimed at reducing the cost intensity of goods produced and consumed, and reducing the degree of uncertainty in the dynamics of the world economy have become urgent problems for economic practice and economic theory.

There is a new need—the need for such a transformation of the economy, in which the production and consumption of goods are not accompanied by an increase in destructive processes, an increase in the deficit of production resources, especially non-reproducible natural ones. The type of economy that corresponds to this need was designated by the term „sustainable“, and the concept of „sustainable economic development“ was actively used not only in research, but also in politics, culture, and everyday life of citizens. As a rule, the object of meaningful interpretation was the concept of „stability“. In the most abstract form, it was interpreted as meeting the needs of the present while preserving the conditions for meeting the needs of future generations.

The sustainable development goals are a global initiative. All countries of the world participate in their discussion and development of common approaches. Developed countries are also actively involved in this process, for example, by participating in the financing of international institutions that deal with these problems. Sustainable development goals include: eliminating poverty; eliminating hunger; good health and well-being; quality education; gender equality; clean water and sanitation; low-cost and clean energy; decent work and economic growth, etc.

The World Bank is a key international organization that finances the achievement of the sustainable development Goals. The projects it finances are aimed at overcoming the problems of poverty, low level of infrastructure

⁵⁴ E-mail: a.sherchkova@mail.ru

development, poor access to water and energy resources, and so on. There are even more specialized organizations, such as the Global Environment Facility, which focuses on financing projects to solve environmental problems.

In my opinion, sustainable development is a beautiful idea that inspires. But, of course, it lacks specifics. In my opinion, it is more convenient to have a less abstract idea and some accurate indicator, one analysis of which would answer the question of whether the country is developing steadily, humanity as a whole or not. There is no precise, fixed indicator yet, and the concept of sustainable development, in my opinion, is a reflection of the complexity of society. The sustainable development goals are often criticized for being unrealistic and for not providing adequate financial resources for ambitious goals.

Many did not believe in the ideas of the Millennium development Goals, but many of them were met. Including goals related to reducing poverty, malnutrition, infant death, etc. The sustainable development goals are in many ways even more ambitious, and today's humanity has many more opportunities to achieve them. It is only necessary to understand that the sustainable development goals should not be classified as targets. Rather, they should be taken as benchmarks to which we should strive.

Sustainable economic development and «Green» investments

Yulia Kabashova⁵⁵

Rostov State University of Economics, Rostov-on-Don, Russian Federation

Presently, the concept of global sustainable development is the most relevant for all countries. The rapid change in the environment and the emergence of the Paris climate agreement demonstrate the increasing importance of the environmental factor both in international organizations and in individual countries. The main direction of this development is the transition of countries to the «green» economy, which is impossible without building an effective mechanism for «green» financing. I agree with this position, because the «green» economy is driver of demand on innovations, which is realized in the field of environmental modernization, and requires large financial costs.

I think the transition to the «green» investments has a positive impact. For example, «green» investments in projects makes it possible not only to earn money, but also to have a positive impact on the environment. The «green» investment funds were created for simply searching projects. Now, there are more than 200 different types of «green» investment funds in Europe alone, which tells us about the rapid development of this «green» investment.

Many European «green» funds are equity funds, but the market is diversifying due to the emergence of «green» bonds. In my opinion, «green» bonds are the most developed tool for «green» financing in terms of opportunities for using funds, as they allow increase in transparency in relation to issuers of «green» bonds, reduce the cost of conducting due diligence, and help investors make informed decisions.

Although there is potential for scaling up green Finance, this market faces with a number of problems, such as the lack of a single definition of the term «green», disparate methods for assessing the volume of green Finance and the effect of «green» investments, and the low potential of market participants to assess of the environmental and financial risks associated with projects that underpin financing.

But if the development of «green» investments in the United States, Europe and the Asia-Pacific regions is positive, then this trend is will only begin to take shape in Russia. «Green» investments in Russia account for less than 1% of fixed capital. The General public is not interested in such investments yet, since their profitability is usually lower than that traditional ones. For example, the issue of «green» Russian Railways bonds in euros with maturity in 2017 and a yield to maturity of 1.28% per annum. This tool belongs to the category of conservative and will not give customers a lot of money. In addition, by limiting the range of available investment ideas, managers of such funds deprive

⁵⁵ E-mail: lady.kabashova@mail.ru

themselves of the opportunity to invest in instruments with excellent risk-return indicators.

For transformation of the Russian economy and the transition to a «green» development model requires long-term investments in the amount of 6 billion euros annually. However, I believe the specifics of the Russian economy require much more investment, taking into account the need to modernize unprofitable and backward areas.

Thus, the concept of global sustainable economic development directly depends on «green» financing, which currently is increasing its influence around the world.

The fragility problem of the world economy in the context of global sustainable development

Alexander Kuznetsov⁵⁶

Rostov State University of Economics, Rostov-on-Don, Russian Federation

Global sustainable development is the very goal which all countries are trying to achieve. It's getting more actual, because the process of the globalization is fastening national economies: a level of wealth of one country depends on - less or more - a level of wealth of the world. On the one hand, it helps to join efforts people to make richer: this template is supposed to accelerate the growth of the world. But, on the other hand, there is the risk in such construction: the world economy is becoming fragile.

The essay deals with the problem of the fragility of the world economy. The globalization means that not only good benefits are divided between participants, but also problems are done. If a big country gets troubles, other countries start feel worse.

One of the nearest examples is the last crisis in the 2008 year. Problems with financial system were born in the USA but then penetrate into Europe Union, Russia, China and so on.

The other example is Coronavirus. It's not a financial occasion, but it also affects the world economy negatively. The virus has accounted for the loses of the world of 200 billions per a quarter.⁵⁷

The fragility is such a construction in which random changings give a berth loses mainly, than profits.⁵⁸ The fragility is the opposite side of new possibilities that globalizations is gifting in 21th century.

There is a question: how nations are going to cope with the problem? And the answer is likely to sound in this way: nations must use their mistakes to make them happen rarer creating thus the awareness system that improves itself by every shock.

It's the chief principal of the air-crafting. Engineers investigate all air-crashings to learn from them how people can prevent from next accident. The result is almost safe air-travels. Nations can do to the world economy the same thing. Engineers are the best risk managers, so economists and politics should receive consultations from them.

There is one more possible answer: nations need to stop the globalization spreading. They ought to create divided regions and use a local currency. It's named as 'regionalism'. In this case the participants of the world have to understand that they are likely to lose benefits of the current system and have to

⁵⁶ E-mail: Alexander_wk@mail.ru

⁵⁷The world economy is going to lose 200 billions per a quarter [Online resource] – The link is:

<https://novayagazeta.ru/articles/2020/02/06/83797-mirovaya-ekonomika-budet-teryat-po-200-mlrd-za-kvartal>

⁵⁸Taleb N.N., 'Antifragile'

take the same decision on building the awareness system reduces mistake but only in their regions. We're able to see some predictions of it: the trade war between the USA and China or Brexit.

So, which of the ways is more effective?

It's appropriate to assume the following: nations have the two ways to solve the fragility problem of the world economy, but the second way contains even more risks than the first, because there is the probability that countries cut off positive incomes of the globalizations and have to solve the same fragility problem, but only in their local organizations.

Therefore, it's possible to make the conclusion that global sustainable development requires from nations to build the awareness system to continue rising world GDP.

The concept of „Green University“

Nadezhda Fedko⁵⁹

Rostov State University of Economics, Rostov-on-Don, Russian Federation

The evolution of the world economy is accompanied by a constant increase in the scale of society's interaction with the environment. In most cases, modern human activity is causing serious damage to the outside world, leading to the emergence and aggravation of environmental, social and economic problems. This jeopardizes the possibility of further civilizational development and the preservation of good living conditions for future generations.

Humanity's awareness of the real danger of ecological catastrophe has become the trigger for the development of a new paradigm of development, contributing to the solution of the problem of harmonious interaction between nature and society. In the last decade of the twentieth century, the world community formed the concept of sustainable development. The main objective of it is to ensure a transition from extensive use of the environment to a balanced one that provides conditions for self-recovery.

In 2015, the world community set 17 goals to build a better world by 2030. Through their implementation, the transition to global sustainable development is possible. To achieve the SDGs, countries must make significant changes in such areas as education, health, energy, industry and others. Large-scale innovation, training and exchange of experience within and between countries are needed. Each reform requires tactical solutions from a large number of actors from government, business and civil society. Currently, the SDGs are being implemented in virtually every country, often separately at the regional or city level within that country.

The education sector can also contribute significantly to the implementation of the SDGs. Let's consider one of the possible projects. It is possible to carry out work on minimizing the environmental impact of cities on the basis of universities. The establishment of green universities can help to achieve global sustainable development. For this purpose, it is recommended to implement the following:

- active use of opportunities for greening the interior rooms and halls of the educational institution;
- use of energy-saving lamps and an automatic light switch-off or light intensity reduction system depending on the activity of the employees;
- using a system for collecting waste paper and printer cartridges for recycling;

⁵⁹ E-mail: nadya.30.09.98@gmail.com

- introduction of a system of thermoregulators in central heating premises and replacement of air conditioners with energy efficient ones with extended parameters for evaluation of this indicator;
- use of carpets made of recycled materials and minimization of lead-free PVC-coated windows;
- organization of bicycle parking and infrastructure for bicyclists on campus;
- separate garbage and waste collection by students and university staff;
- use of solar panels to independently supply the university with energy;
- regular cleaning up of the city's parks and forest areas;
- encouraging students' initiatives to implement these ideas, holding contests, conferences and internships to share experiences, etc.

The concept of „Green University“ implies introduction of environmental practices in the university, its improvement, increase of its energy efficiency, improvement of eco-culture of students and employees through „green“ actions. Implementation of the SDGs by ones of the best educational institutions of the city will attract public attention. This, in turn, will lead to the dissemination of information on global sustainable development and the expansion of its scope. The cooperation of green universities with municipal or city partners (citizens, administrations, non-profit and business organizations) can ensure sustainable development of the district, city and the entire region.

The economic activities based on sustainable development model

Yulia Bondarenko⁶⁰

Rostov State University of Economics, Rostov-on-Don, Russian Federation

Progress does not stand still. People develop, and technology develops with people. But progress in one area sometimes entails a regression in another. Along with the development of technology and all kinds of improvements in our lives, modern society has received many environmental problems, which are aggravated every day. They are so dangerous that they have received the status of global problems. And the bigger the environmental problem, the more people pay attention to it and begin to worry about their own future, the future of next generations and the future of our planet. Society begins to create all kinds of organizations that help improve the state of the environment or at least not aggravate the critical state of the environment. Scientists from all over the world are working on all kinds of solutions to environmental problems, creating alternative energy sources that do not harm nature, devising new ways of waste-free production and much more.

Due to the growing environmental problems, a direction has emerged in promoting environmental protection and economic development, such as the concept of sustainable development, which in our time can radically change the situation with respect to the global problem of man-nature and turn the tide in favor of the interests of mankind. The steps of countries towards sustainable development are gaining momentum every year. Many countries are starting to pursue their economic policies, closely linking them with the principles of sustainable development, because many people realize that we should not be so predatory about nature and natural resources in order to avoid the global crisis that our irresponsible behavior can lead to. The essence of sustainable development is that the development of the current generation does not go against the interests of future generations.

Sustainability is a beautiful idea that can inspire. She certainly lacks specificity. Of course, it would be more convenient to have a less abstract idea and an accurate indicator, one look at which would answer the question of whether the country or humanity as a whole is developing steadily. However, there is no such idea yet, and the concept of sustainable development in its current form is largely a reflection of the complexity of society as a whole - the dynamics of its development are becoming increasingly difficult to translate into dry numbers. Sustainable development goals are often criticized for the unrealistic and insecure ambitious goals formulated in them with adequate financial resources. But the Sustainable Development Goals are in many ways even more ambitious than the Millennium Development Goals. But humanity

⁶⁰ E-mail: ylia4@list.ru

now has much more opportunities for their achievement. It is important to understand that the Sustainable Development Goals do not belong to the category of planned indicators, the existence of which is justified only by their implementation. Rather, they should be perceived as guidelines that are worth striving for.

At the same time, the Sustainable Development Goals are a global initiative. All countries of the world participate in their discussion, development of common approaches. Developed countries are also actively involved in this process, for example, through participation in financing international institutions whose activities are related to solving these problems.

Further development of the concept of sustainable development and the implementation of its goals in life should greatly help humanity to overcome the global problems of „man-nature“ and take a new step in development. All countries should adhere to this concept and build their economic activities based on this model in order to avoid aggravation of the crisis in the field of environmental pollution. This will allow us to save the planet for future generations and pass on to them all the valuable experience in environmental management.

The new concept of the sustainable development: the transition from ecology to global priorities in all areas

Victoria Bogdanova⁶¹

Rostov State University of Economics, Rostov-on-Don, Russian Federation

During the last decade, we definitely began to understand that civilization needs the existence and development of humankind. The transition to sustainable development should eliminate the degradation of society and the environment. This is the most acceptable and safe type of socio-natural evolution aimed at preserving civilization and the biosphere, their coexistence and co-evolution.

The phenomenon of sustainable development is the world strategy adopted by the United Nations for the survival of humankind and reaching the level of „managed” globalization and other global processes. The future of the whole civilization, its fate in the third millennium, depends on the implementation of the goals and principles of sustainable development. Sustainable development is the new global model for the development of the world community, ensuring not only its survival, but also overcoming the severity of socio-natural contradictions of the continued existence of humankind.

In the book „Our Common Future”, also known as a report by G. H. Brundtland, devoted to the rationale for the transition to sustainable development, the concept of sustainable development was defined. It was addressed to the future: „Sustainable development is one that satisfies needs of the present, but does not jeopardize the ability of future generations to satisfy their own needs”. So, the main goal is formulated like the survival and ensuring the existence of humankind.

If the world community does not urgently take the necessary measures, then a catastrophe may occur, either the socio-ecological global scale or another, connected with the exacerbation of other global problems and threats. If a planetary catastrophe erupts, then there will simply be no one to eliminate it as a consequence. But now the concept of sustainable development can no longer be limited only by the interconnection of three areas: ecology, economics, and the social sphere. Perhaps in the future it will also be possible to single out the political, demographic, legal, cultural trends, etc.

Russia, for example, expands the concept of sustainable development and proposes the following measures in „Strategy of National Security of the Russian Federation”: improving the quality of life of Russian citizens by guaranteeing personal security, as well as high standards of life support. Economic growth, which is achieved, first of all, through the development of a national innovation system and investment in human capital. Science, technology, education, health

⁶¹ E-mail: vbogdanova1306@gmail.com

care and culture, which are developing by strengthening the role of the state and improving public-private partnerships; ecology of living systems and rational nature management, the maintenance of which is achieved through balanced consumption, the development of advanced technologies and the appropriate reproduction of the country's natural resource potential. Strategic stability and equal strategic partnership, which are strengthened on the basis of Russia's active participation in the development of a multipolar model of the world order.

At the same time, the emergence of new goals in the sustainable development strategy is also associated with the UN sustainable development goals until 2030, officially known as Transforming Our World: the 2030 Agenda for Sustainable Development. The official document consists of 17 goals in the field of sustainable development and 169 related tasks that are complex, indivisible and represent a set of global priorities and sustainable development parameters.

According to this decree, all UN member states are invited to develop far-reaching national programs as soon as possible, covering all aspects of the implementation of the new SD Agenda. They are designed to support the transition towards the achievement of the sustainable development goals and should be based on existing planning tools, such as national development strategies and sustainable development strategies, depending on the circumstances. Moreover, it is assumed that both general and other concepts of SD will evolve over time, taking into account emerging issues and the emergence of new research methodologies.

Timur Aliev⁶²

Rostov State University of Economics, Rostov-on-Don, Russian Federation

Multi-stakeholder partnerships are a platform through which interested players can collaborate on specific challenges or exploit opportunities in ways that achieve greater impact than they could achieve alone. Multi-stakeholder partnerships involve organizations from different societal sectors working together, sharing risks and combining their unique resources and competencies in ways that can generate and maximize value towards shared partnership and individual partner objectives, often through more innovative, more sustainable, more efficient and / or more systemic approaches.⁶³

MSPs can be used wherever there is an alignment of interest among different actors and where there is potential for collective action to contribute to the SDGs while generating value for all the parties – whether business, social or environmental.

While there is a variety of MSPs that have issues of youth, globally and particularly in areas in crisis, as their operational targets, the amount of initiatives that provides the youth a platform to be active participants in achieving SDGs is limited. From questions of employment and social policy to environmental struggles, young people are able to provide valuable insight and offer a helping hand in common endeavors of the world. University students can be considered on a halfway between childhood and adulthood, thus knowing first-hand the issues of a younger generation, which are an integral part of SDGs, while also possessing or being able to successfully attain skills that would progress SDGs achievement and make them confident in their adult lives in general.

The challenge lies in providing students with necessary knowledge of the mechanics of MSPs, connecting them with each other on a working platform and making sure that partnership is diversified with private entrepreneurs and government employees that could serve not only as participants in MSPs, but also as mentors. Examples of such partnerships exist in Africa such as YES-Ghana bringing together SDGs Youth Working Group and Ghanaian private sector; and Commonwealth Youth Programme where Ugandan government in partnership with the Commonwealth hosted a meeting of Youth Ministers, Senior Officials, Stakeholders and Youth Leaders.

It is my firm belief that partnerships such as these, while requiring a lot of effort and resources, are not impossible to achieve in any country. Russian university students have what it takes to be active participants in any type of MSPs, due to a variety in academic directions represented in Russian universities and students' explorative outlook on world and its issues. With SDGs serving as

⁶² E-mail: timur.aliev.post@gmail.com

⁶³ <https://www.thepartneringinitiative.org/wp-content/uploads/2017/03/Introduction-to-MSPs-Briefing-paper.pdf>

a comprehensive global framework, willing and capable partners in MSPs can be found among Russian students on all 17 Sustainable Development Goals.

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Анна Ратиева⁶⁴ (Anna Ratieva)
*Южный Федеральный Университет,
Ростов-на-Дону, Российская Федерация*

Проблема обеспечения устойчивого развития существует в мировом обществе уже долгое время. В первый раз об этой проблеме было заявлено на Генеральной ассамблее ООН еще в далеком 1987 году. Что же такое устойчивое развитие? Устойчивое развитие – это комплекс экономических, социальных и экологических мер, направленных на рациональное использование ресурсов и удовлетворение потребностей как нынешнего поколения людей, так и будущего. Концепция устойчивого развития находит применение в различных отраслях общественной жизни. Именно поэтому в условиях развития современного мира эта проблема имеет важнейшее значение.

Цели устойчивого развития можно охарактеризовать как посыл, просьбу всех стран к действию, направленному на улучшение состояния и защиту нашей планеты. Но также все страны понимают, что мер, принимаемых только в области охраны окружающей среды, недостаточно, данные меры должны подкрепляться действиями в области экономики, политики, здравоохранения, социального обеспечения и образования.

Остановимся подробнее на последней области, а именно на области образования. Образование, по моему мнению, является важнейшей областью, необходимой для обеспечения устойчивого развития. Именно здесь открываются огромные возможности для студентов. Для вовлеченности студентов в данную проблему в университетах по всему миру в образовательные программы внедряются дисциплины, направленные на развитие навыков и компетенций в области устойчивого развития. Так, например, студенты могут обучиться профессиям в данной сфере в австралийских, британских, немецких университетах.

Что же касается нашей страны, то в наших университетах данная тенденция только зарождается, но судя по темпам развития, через несколько лет данное направление будет развито повсеместно в каждом высшем учебном заведении. Студенты могут не только получить образование, но и непосредственно участвовать в реализации целей устойчивого развития. Так, например, многие студенты уезжают на практику в развивающиеся страны, преимущественно в африканские государства. Там студенты со всего мира делятся опытом с населением, основывают школы и преподают в классах, вследствие чего преодолевают неграмотность населения, основывают медицинские центры, фельдшерские пункты, большие возможности открываются и для студентов-инженеров. Многие студенты посвящают свою жизнь исследованиям, направленным на защиту окружающей среды, изучение

⁶⁴ E-mail: ratiewa.anya@yandex.ru

вопросов изменения климатических условий нашей планеты, переработки мусора, сохранения морских экосистем. Также многие студенты могут стать молодежными посланниками целей устойчивого развития среди своих сверстников. Целью посланников является информирование и включение своих сверстников в решение проблем всего человечества.

Таким образом, роль образования в обеспечении устойчивого развития необычайно велика, а возможности студентов в решении данной проблемы безграничны. Надеюсь, что страны всего мира будут делать все возможное, чтобы поддерживать потенциал участия студентов в обеспечении целей устойчивого развития и активизации студентов для решения глобальных проблем, ведь только все вместе мы сможем улучшить благосостояние и защиту нашей планеты.

Елена Ковалева⁶⁵ (Elena Kovaleva)
Южный Федеральный Университет,
Ростов-на-Дону, Российская Федерация

В условиях развития глобализации современного мира очень остро стоит вопрос разрешения целого ряда глобальных проблем. Поэтому в начале 21 века появляется термин «устойчивое развитие», а 25 сентября 2015 года ООН приняла документ, определяющий семнадцать основных целей, достижение которых приведет мир к устойчивому развитию. В связи с этим каждому студенту Южного Федерального Университета важно знать, какие возможности для участия в решении международных проблем дает университет своим студентам? Какие реальные действия может предпринять студент с первых дней обучения для того, чтобы сделать мир лучше?

Рассмотрим основные проблемы современного мира и пути развития современного общества, проанализируем, что может сделать человек, обучающийся в ЮФУ для достижения поставленных ООН задач.

Одними из самых острых вопросов, волнующих человечество, является борьба с голодом, проблемы преодоления отсталости стран мира, поиски новых источников энергии и продуктов питания. Найти способ разрешения этих проблем это основная задача, которую будет решать наше поколение, а это невозможно без развития науки, поэтому уже на этапе студенчества молодежь, обучающаяся в нашем университете, активно занимается научными изысканиями в этой области. Для того, чтобы содействовать достижению этих целей, ЮФУ создал исследовательские площадки и финансирует научные исследования студентов, аспирантов, преподавателей. Это позволяет им реализовать свои идеи, при этом каждый год на эти цели выделяются все более значительные средства, что видно из таблицы, отражающей финансирование научных исследований в ЮФУ.

<i>Основные направления развития науки, технологий и техники в Российской Федерации</i>	<i>Размер финансирования научных исследований и разработок по направлениям развития науки, технологий и техники, тыс. руб.</i>	
	<i>2017</i>	<i>2018</i>
всего	1 123 566	1 138 648
Актуальные исследования	325 938	330 315
Область наносистем	66 233	67 123
Информационные исследования	63 735	64 591
Науки о жизнедеятельности человека	321 011	325 320
Разумное пользование природными ресурсами	65 826	66 709
Транспорт и использование космоса	178 212	180 604

⁶⁵ E-mail: alena2001super@yandex.ru

В документах ООН, определяющих задачи устойчивого развития мира, ясно показано, что общество остро нуждается в качественном образовании, классных специалистах, которые будут иметь работу по специальности и станут силой, обеспечивающей устойчивое развитие общества. Студенты нашего ВУЗа получают образование высокого уровня, поэтому востребованы на рынке труда, а университет помогает им найти применение своим силам, что видно из таблицы: «**Показатели проводимых мероприятий по содействию в трудоустройстве**»

<i>Основные проекты</i>	<i>Количество мероприятий</i>	<i>Количество участников</i>
Дни карьеры, ярмарки вакансий, Школа карьерных практик	35	1810
Экскурсии и мастер-классы от компаний	52	1460
Проектная деятельность	15	480
Профессиональные олимпиады, конкурсы от компаний	46	600
Акселератор УМНИК, Акселератор SBS, Акселератор QL	152	975

Добиться поставленных целей возможно только развивая международное сотрудничество и студенты ЮФУ активно действуют в этом направлении. На решение проблем, определенных в документах ООН направлена деятельность учебных кафедр, где трудятся высококвалифицированные преподаватели-практики, студенты могут использовать уникальную ресурсную базу для организации и проведения практик, развития их научно-исследовательского потенциала. А так же ЮФУ продолжил расширять число партнерских вузов из стран Европы, Азии и Америки в рамках программы Эразмус.

Очень важной задачей современного человечества ООН объявила решение экологических проблем и студенты ЮФУ уже с первых дней обучения имеют большие возможности заниматься экологическими исследованиями в Ботаническом саду. Так одним из результатов этой деятельности стала большая работа студентов и преподавателей по обследованию более 155 мест произрастания редких растений. Изучено современное состояние 55 ценопопуляций 40 занесенных в Красную книгу Ростовской области видов растений. Это большой вклад в сохранение многообразия растительного и животного мира на Земле. А это значит, что студенты уже сейчас вносят посильный вклад в решение задач, которые позволят достичь целей, определенных ООН как приоритетные для населения Земли в ближайшем будущем.

Итак, молодежь, обучающаяся в ЮФУ имеет значительный опыт и возможности для участия в решении проблем, определенных Организацией Объединенных Наций для первоочередного разрешения. Но при этом каждый человек должен понимать, что важно и в повседневной

жизни стремиться к поставленным ООН целям, так как из одного человека складывается население целой планеты, а от поступков каждого зависит, в каких условиях мы будем жить на нашей планете.

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Дарья Ласкова⁶⁶ (Daria Laskova)
*Южный Федеральный Университет,
Ростов-на-Дону, Российская Федерация*

Совсем недавно были опубликованы Организацией Объединенных Наций (ООН) новые рекомендации международным профессиональным бухгалтерским организациям по раскрытию Целей устойчивого развития, которые ориентированы на достоверность и прозрачность при публикации информации, касающейся влияния компании на окружающую действительность. Эти цели отражают исходящий от всех стран мира призыв к улучшению благосостояния человечества, защите нашей планеты и объединению наций для содействия в решении глобальных проблем.

В 2015 году ООН в области устойчивого развития до 2030 года приняла программу, которая включает в себя семнадцать целей, направленных на поддержание благоустройства нынешнего и будущего поколений.

Это серьёзные задачи, над решением которых трудятся тысячи людей. Но есть ли возможность студенту внести свою пользу в эту работу? Я считаю, что да, каждый студент, желающий помочь в достижении этих целей, может участвовать в программах международного партнёрства и волонтерства, применяя свои знания, умения, навыки и жизненный опыт, давать новые идеи для реализации задач, пропагандировать важность этих вопросов и собирать массы сторонников для борьбы с этими проблемами.

Так, свой вклад внесла студентка Витебского государственного университета имени П.М. Машерова Евгения Кулакова, которая открыла студию инклюзивного творчества при территориальном центре социального обслуживания населения.

Национальный совет молодёжных и детских объединений России в 2018 году дал старт большому проекту «Вовлечение молодёжи России в деятельность по реализации Повестки дня в области устойчивого развития на период до 2030 года (ООН)». Целью этого мероприятия является популяризация на территории Российской Федерации Целей устойчивого развития, а главной задачей - включить молодёжные объединения и активных представителей молодёжи в деятельность по их реализации и решение насущных проблем в области устойчивого развития в субъектах РФ.

В прошлом году в некоторых странах провели конкурс среди молодёжи «Супергерои для суперцелей», предложив создать комиксы с сюжетом о супергерое, что помогает их стране в достижении Целей устойчивого развития. Как отметили организаторы, такая форма работы не только способствовала вовлечению молодых людей в единое целое для популяризации глобальных целей, но и дала множество новых идей.

⁶⁶ E-mail: dashalaskova78@gmail.com

Огромное значение в партнёрстве разных организаций из разных стран на основе единой концепции Целей устойчивого развития имеют молодёжные посланники ООН, которые помогают им консолидироваться и усиливать борьбу с бедностью, изменением климата и неравенством.

Таким образом, я считаю, что любой молодой человек, будь то студент или ученик старшей школы, которому не безразлично наше настоящее и будущее развитие и существование, будет вступать в ряды организаций по достижению Целей устойчивого развития, стараться своими взглядами менять холодное отношение человечества к этим вопросам и бороться с проблемами сообща.

Дарья Васильева⁶⁷ (Daria Vasileva)
*Южный Федеральный Университет,
Ростов-на-Дону, Российская Федерация*

Острота проблемы востребованности в стране большого количества выпускников вузов является одной из важных проблем в области устойчивого развития многосторонних партнерств – ежегодно не более 50% из них находят работу. Эта проблема носит государственный социальный характер. Руководители различных уровней управления образованием, власти, высшее руководство страны все чаще высказывают мнение о том, что высшей школе нужны специалисты со стажем работы.

Президент совсем недавно высказал мысли о возврате распределения для медицинских и инженерных специальностей и возмещении *выпускниками затрат* на обучение при отказе работать там, куда его направят.

Возникает необходимость в системе содействия трудоустройству выпускников, что невозможно без системы партнерства, взаимодействия с работодателями, активности самих студентов.

Вузы активно помогают студентам и выпускникам в вопросах, связанных с трудоустройством. Создаются ассоциации-выпускников, это дает возможность внести вклад в развитие университета и деловой цепочки, позволяющей выпускникам разных лет находить партнеров для своего бизнеса, решать кадровые задачи.

В вузах проводятся «Дни карьеры», с целью содействия трудоустройству выпускников и повышения конкурентоспособности молодых специалистов университета на рынке труда. Во время дней карьеры студенты выбирают направление для развития, компанию или глобальную сеть. Работодатели знакомятся со студентами, определяют, каковы их амбиции, и могут сделать им предложение о стажировке или постоянном трудоустройстве.

Проводятся встречи студентов с потенциальными работодателями, где обсуждаются вопросы трудоустройства будущих выпускников, профессионального развития и карьерного роста, социальной поддержки, а также перспективы развития рынка труда в интересующих областях. Студенты получают приглашения пройти стажировку, практику, будущем трудоустройстве.

В ЮФУ с августа 2018 года Центр карьеры совместно с Ассоциацией выпускников разработал online сборник «Золотой выпуск ЮФУ» 2018, сборник резюме лучших выпускников ЮФУ, который востребован у работодателей Юга России. Также в апреле 2018 года вышел очередной номер журнала «ПроКарьеру» №9. Эти мероприятия проводились в апреле 2018 года и стали традиционными.

⁶⁷ E-mail: vasil.dasha2012@yandex.ru

В апреле 2018 года проводился День карьеры. В мероприятии приняли участие депутаты Законодательного Собрания Ростовской области (фракции «ЕДИНАЯ РОССИЯ») Ирина Даньшина и Владимир Шилов, которые рассказали о существующей системе поддержки и помощи в трудоустройстве молодых специалистов, а также перспективах развития системы стажировок и наставничества в проекте Общероссийского народного фронта «Профстажировки», реализующейся с марта 2017 г. Проект фактически создает новый механизм прямого взаимодействия молодых специалистов и предприятий.

22 октября на площадках Южного федерального университета в Ростове-на-Дону и в Таганроге состоялось торжественное открытие сезона 2018-2019 международной программы Enactus, цель которой построение в ЮФУ эффективной предпринимательской экосистемы, создания благоприятных условий для мотивации молодёжи к разработке потенциально значимых для бизнеса проектов, создания среды общения и обучения будущих предпринимателей разработана.

Программа «Sfedu Business Station» (SBS). В задачи программы входит реализация комплекса мероприятий, направленных на: мотивацию и вовлечение молодёжи к разработке потенциально значимых для бизнеса проектов, путём создания среды общения и обучения будущих предпринимателей; развитие института Наставников; развитие технологического и социального предпринимательства; привлечение экспертных и финансовых ресурсов; организация консультационного сопровождения по юридическим, финансовым, организационным вопросам, защиты промышленной и интеллектуальной собственности и др.; создание механизмов, позволяющих преодолевать высокие издержки выхода на рынок стартапов.

В целях развития сотрудничества с НКО и поддержки социального предпринимательства, ЮФУ выступает генеральным партнёром проектов, поддержанных Фондом президентских грантов: АНО «Агентство социальных инвестиций и инноваций»- проект «Просто о сложном», где реализуется конкурс на лучшую студенческую лекцию о социальном предпринимательстве для школьников и популяризация социального предпринимательства среди школьников и студентов. АНО «Ресурсный портал» - проект «Акселератор QL», который нацелен на создание системы поддержки и развития студенческих инициатив в области социального предпринимательства.

С 8 по 26 июня 2018 г. состоялась V Школа карьерных практик, проект для тех, кто находится в поиске работы, испытывает затруднения в составлении резюме, нуждается в консультации по успешному прохождению собеседования. В рамках проекта были проведены следующие мероприятия: деловая игра «Отбор стажеров в компанию» Эйр Продактс и Kelly Services CIS; - мастер-класс «Моё первое резюме» и «Как

пройти собеседование?» от Альфа-Банка; презентация «Построй свою сладкую карьеру» от кондитерской фабрики «Мишкино»; семинар «Секреты успешного трудоустройства» от HeadHunter; тренинг «Создание привлекательного бренда» от Центра карьеры ЮФУ; экскурсия на предприятие, встреча с главным инженером ОАО «НПП КП „Квант“»; экскурсия, встреча с руководителем службы персонала Конгресс-отеля Don-Plaza.

В связи с этим совершенствование системы социального партнерства становится необходимым условием, как повышения качества профессионального образования, так и содействия трудоустройству выпускников вуза.

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Елена Бродская⁶⁸ (Helena Brodskaya)
*Южный Федеральный Университет,
Ростов-на-Дону, Российская Федерация*

Цели в области устойчивого развития представляют собой определенный набор целей в области международного сотрудничества, которые планируется достигать с 2015 по 2030 годы. Данная концепция была разработана для устранения проблем сразу в трёх основополагающих сферах жизни общества: экономической, социальной и экологической.

Одной из особенностей этого набора из целей является тот факт, что достижение поставленных задач относится ко всем странам, как богатым, так и бедным. Страны сошлись на мнении, заключающемся в том, что актуальные проблемы должны решаться комплексно, захватывая сразу все насущные вопросы.

Учитывая то, что с каждым днем уровень молодого населения Земли растёт, молодежь становится мощным инструментом и движущей силой на пути социального и общественного развития. Именно поэтому молодежь и может выполнить немаловажные функции в сфере устойчивого развития. Молодые люди обладают всеми нужными навыками и опытом, которые необходимы для реализации своего энтузиазма. Однако молодежь остро нуждается в поддержке на уровнях различной значимости: местном, региональном, международном. Только имея определенные ресурсы и политическую поддержку, молодежь в силах оказать помощь в преобразовании окружающей ситуации в мире. Неудивительно, что правительства многих стран на данный момент активно поддерживают крупные молодежные организации.

Молодежь имеет высокие шансы повлиять на положение дел в мире. Во-первых, молодые люди могут предлагать свои идеи. Особенности их мировоззрения могут послужить источником ответов на различные вопросы, волнующие общественность. Они привыкли ставить под сомнение многие общепринятые алгоритмы принятия решений и разрешения проблем, что позволяет эффективно реагировать на изменения в мире.

Во-вторых, многие представители молодежи способны выступать в качестве лидеров. Обладание теми самыми лидерскими способностями в совокупности с осознанием своих прав и обязанностей может послужить дорогой в направлении перемен в обществе. Это безусловно вносит определенный вклад не только в решение актуальных проблем, но и в формировании гражданского общества.

В-третьих, молодежь способна внедрять инновации. Ведь молодые люди имеют более осмысленное представление о новых и актуальных проблемах, нежели другие возрастные группы. Это вызвано тем, что

⁶⁸ E-mail: esb.net@mail.ru

молодежь непосредственно ощущает давление данных конфликтных ситуаций на комфортность жизни.

В-четвертых, молодые люди могут повлиять на общественное мнение. Средства массовой информации и устройства коммуникации в современном обществе являются серьезными манипуляторами общественным мнением, к которым, по большей части, обращаются именно представители молодежи, так как они выросли в среде, в которой данные механизмы являются обыденными.

И, в-пятых, молодежь хочет и может требовать перемен. Молодые люди во все времена отличались активной гражданской позицией. Однако в 21 веке они имеют ещё больше возможностей быть услышанными.

В заключение хочется сказать, что молодежь в настоящее время является мощным инструментом достижения целей на пути к светлому будущему. Её представители имеют множество возможностей поспособствовать многостороннему партнерству в области устойчивого развития. Именно поэтому в современном мире молодежные организации, формы и прочее так нуждаются в поддержке государства. Это может послужить хорошим вкладом в будущее всего мира.

Ирина Онойко⁶⁹ (Irina Onoyko)
*Южный Федеральный Университет,
Ростов-на-Дону, Российская Федерация*

После поступления в университет у студентов появляются возможности, сопровождающиеся расширением кругозора, совершенствованием навыков. На мой взгляд, именно такой опыт и участие в многосторонних партнёрствах для достижения целей в области устойчивого развития просто необходимы, так как способствуют приобретению новых знаний, которые могут понадобиться в будущем.

Так, получение бесценного опыта и знаний за границей становится осуществимым благодаря академической мобильности. Это временное проживание, обучение за рубежом, после которого студент, возвращаясь, продолжает учёбу в своём высшем учебном заведении. Преимущества такой возможности предельно ясны. Студент расширяет свой кругозор вследствие налаживания международных связей и ознакомления с другой культурой. Он также подтверждает свой профессионализм и готовность, стремление к дальнейшему развитию. Думаю, в будущем существует большая вероятность, что работодатель обратит на это внимание, а студент хорошо зарекомендует себя. Но, к сожалению, чтобы попасть под программу академической мобильности, нужно выполнить ряд требований: обязательное соответствие выбранной программы в зарубежном вузе-партнере учебному плану университета студента, высокий уровень знания иностранного языка и хорошая успеваемость. Это необходимо, ведь иначе студент просто не справится с предложенной ему образовательной программой за рубежом. Кроме академической мобильности, существуют и другие способы повысить свои навыки и набраться опыта. Известно, что в настоящее время во Всемирной паутине можно найти информацию о любом явлении, процессе, но увы полное понимание полученных данных совсем не гарантировано. С детальным разбором теории могут помочь онлайн-курсы, предлагаемые разными университетами мира. Я считаю, что такое обучение помогает не только лучше понять изучаемый предмет, но и ознакомиться с методикой работы преподавателей в зарубежных высших учебных заведениях. Многие онлайн-курсы к тому же бесплатные, а также студент имеет право сам планировать учебные часы, повышая организационные навыки такие, как рациональное определение приоритетов, что несомненно скажется на личностном росте студента. На мой взгляд, дополнительное дистанционное обучение является неплохим вариантом для усвоения материала в полном объеме, имея при этом возможность сэкономить и время, и деньги. Но, несмотря на преимущество онлайн-курсов, своё

⁶⁹ E-mail: onoyko.irina007@mail.ru

предпочтение я отдаю волонтерской деятельности, которая в последнее время набирает всё больше популярности среди молодёжи. Это бескорыстное участие в различных мероприятиях, которое, будем честны, отнимает немало времени и сил, приносит много пользы. На самом деле, для студентов волонтерство – это отличный шанс получить свой первый профессиональный опыт, ведь многие организации ищут себе волонтеров самых разных специальностей (от дизайнеров до аналитиков). Такие предприятия предоставляют молодым людям бесплатное обучение. Несомненно, это отличная возможность попробовать себя в новом деле и определиться с выбором жизненного пути. Являясь волонтером, студент может развить свои лидерские качества и повысить навык общения, которые просто необходимы, например, для такой работы, как управление персоналом. Я уверена, что это также один из лучших способов побороть неуверенность в себе, перестать быть застенчивым. Волонтерская деятельность часто связана с международными мероприятиями, поэтому человек может не только подтянуть свои знания иностранного языка, но и завести полезные знакомства с приезжающими из других стран людьми, а также получить массу положительных эмоций.

В заключение хочу сказать, что в настоящее время существует много способов у студента повысить навыки, найти нужную информацию для достижения какой-либо поставленной цели. В современном мире никому не интересно, откуда ты родом. Главное – это то, что ты знаешь и чем готов поделиться с окружающими. Важно лишь твоё желание, и тогда никакие мечты не покажутся неосуществимыми.

Диана Лебедева⁷⁰ (Diana Lebedeva)
*Южный Федеральный Университет,
Ростов-на-Дону, Российская Федерация*

В конце 2015 года Цели развития тысячелетия ООН были заменены Повесткой дня в области устойчивого развития на период до 2030 года, в основу которой были заложены такие решительные и реформаторские идеи, как ликвидация голода и нищеты, достойная работа и экономический рост, чистая вода и санитария, уменьшение неравенства, ответственное потребление и другие.

Устойчивому развитию в огромной мере способствуют всевозможные многосторонние партнёрства, которые представляют собой объединения идей, возможностей и ресурсов правительства, представителей науки, бизнеса, финансового сектора и других заинтересованных сторон. К данному списку без всякого сомнения можно отнести и молодёжь, которая постепенно становится одной из движущих сил в политическом и социальном развитии.

Понимая заинтересованность молодых граждан в благополучии своей страны и достижении ЦУР, государство активно предоставляет студентам возможность реализовать их идеи. Прежде всего, проводятся специальные форумы, на которых студенты могут представить свои проекты по реализации ЦУР в различных сферах, включая экологию, образование, здравоохранение и прочее. При этом мнение молодёжи в этих вопросах помогает определить первостепенные направления развития и активно учитывается при принятии важных решений на местном, региональном и федеральном уровнях. Обладая необходимыми навыками, экспертным потенциалом, энергией, оптимизмом и стремлением к инновациям, именно молодые граждане могут помочь преобразовать мир в лучшую сторону.

Помимо этого, с 2016 года началось выполнение программы ООН «Молодые лидеры за Цели устойчивого развития», которая явилась частью Глобального молодёжного партнёрства в интересах достижения ЦУР, начавшего свою деятельность в 2015 году. Была организована группа из 17 молодых лидеров в области ЦУР, которые отбирались на основе проведённого конкурса, благодаря чему всем студентам участвующих стран была предоставлена возможность стать частью данной команды. Прежде всего учитывались такие качества, как навыки лидерства, коммуникабельность, способности к публичному выступлению и ораторские данные, приверженность к ценностям ООН, умение вдохновлять и привлекать сверстников к достижению ЦУР, а также их предыдущие заслуги в данной сфере. Основная цель их работы состоит в том, чтобы популяризовать ЦУР всеми возможными способами и вовлечь

⁷⁰ E-mail: dianka.lebedeva9395@mail.ru

как можно больше молодёжи в деятельность по реализации Повестки дня. Молодые лидеры отбираются каждые 2 года, благодаря чему у молодого населения планеты всегда есть стимул для участия в деятельности ЦУР, что увеличивает их шансы на получение статуса лидера.

Таким образом, государство заинтересовано в том, чтобы предоставлять студентам возможность участвовать в партнёрствах для достижения целей устойчивого развития, так как именно эта часть населения ставит под сомнение традиционные методы реализации поставленных задач и преподносит более результативные, инновационные идеи реагирования на требования современности. Более того, молодёжь, в отличие от других возрастных групп, обладает необыкновенной способностью влиять на общественное мнение, заинтересовывать и привлекать на свою сторону большие массы людей, используя при этом современные технологии, в том числе социальные сети. Именно поэтому каждый студент, которому небезразлична судьба своей страны и всего мира, может содействовать безопасности, благополучию и процветанию человечества, несмотря на свой юный возраст.

Екатерина Бессонова⁷¹ (Ekaterina Bessonova)
*Южный Федеральный Университет,
Ростов-на-Дону, Российская Федерация*

Мир не стоит на месте. С развитием человечества и под влиянием новейших технологий возникают новейшие и обостряются еще не решенные проблемы, о которых человечество ранее даже и не задумывалось. Они накапливаются и со временем начинают разрушать современное общество как духовно, так и физически. Каждый житель нашей планеты слышал о трудностях, охватывающих весь мир, но далеко не все знают, что имеют возможность внести свой вклад в их решение.

За последние годы человечество сформировало основные направления развития мира на ближайшие десятилетия. Главной концепцией, безусловно, является устойчивое развитие. Это положение отражено в документах Организации Объединенных Наций, основным из них является стратегия «Преобразование нашего мира: Повестка дня в области устойчивого развития на период до 2030 года».

Цели в области устойчивого развития необязательны, они являются неким призывом к действию, который исходит от всех стран как бедных, так и богатых и среднеразвитых. Основное направление - улучшение благосостояния и защиту нашей планеты за счет модернизации экономической, социальной и экологической сферы.

От решения этих проблем зависит то, каким будет наш мир и наша жизнь в будущем, именно поэтому для успешной реализации повестки дня в области устойчивого развития необходимо налаживать на всех уровнях: глобальном, региональном и местном, всеобъемлющее партнерство между основными агентами: лидеры государств, частный сектор и гражданское общество и все заинтересованные группы лиц. Только благодаря совместным усилиям, которые построены на общих целях, принципах и ценностях возможно достичь устойчивости планетарного экономического роста с учетом сохранения всех природных факторов, не забывая о приоритетности прав человека и всеобщего благополучия.

Какие же возможности есть у студентов? Какой вклад мы можем внести для реализации важнейших задач? Молодежь как самая социально мобильная группа имеет большие возможности для достижения целей устойчивого развития. Во-первых, это реализация информационной функции, поскольку не все жители на достаточном уровне осведомлены о возможности решения мировых задач и студенты могут справиться с этой трудностью.

⁷¹ E-mail: katia.bessonova2015@yandex.ru

Также оказать значительную помощь может активное участие в разработке политики. Оно гарантирует, что права будут поощряться и каждый голос будет услышан.

Каждый студент может внести свой вклад и в научной области для решения приоритетных задач, ведь инновационный подход и критическое мышление во всех возрастах, необходимо для поддержки преобразующих перемен в жизни людей. Напомним, что в 2019 году Нобелевская премия по экономике была вручена за исследования в области бедности народов, что позволило акцентировать еще большее внимание на данной проблеме.

Во многом может помочь участие в международных проектах, в том числе и проектах ООН, направленных именно на достижение целей устойчивого развития. В их число входят: Глобальное движение по ликвидации голода, программа «Нулевой голод», кампания «Всемирный день водных ресурсов» и «Час Земли», международные стажировки с целью обмена опытом и знаниями, благотворительные поездки с страны с самым тяжелым положением дел.

Перед нами открыто множество возможностей и самое главное – уметь правильно их использовать.

Ксения Зубенко⁷² (Ksenia Zubenko)
Южный Федеральный Университет,
Ростов-на-Дону, Российская Федерация

Гениальность и уникальность человеческого разума не раз были продемонстрированы на практике, особенно в настоящее время, когда каждый день пестрит новостями об изобретении нового устройства или разгадки давней тайны: взять хотя бы набирающую популярность 3D-печать или же запуски ракет компании SpaceX Илона Маска. Это и многое другое служит доказательством того, что человечество стремительно развивается, и по мере своего роста решает ряд проблем, которые стояли перед ним ранее.

Однако за этим прогрессом, как за занавесом на сцене в театре, кроется множество моментов, о которых многие и не догадываются. Речь идет о отрицательных последствиях развития человеческой цивилизации, глобальность которых уже нельзя не замечать. В настоящее время нищета, голод и социальное неравенство одних обществ в нашем мире сосуществуют с достатком, благополучием и богатством других. Так, например, в России согласно данным, опубликованным Росстатом⁷³ в 2019 году, количество людей, которые проживают за чертой бедности, составляет 18,4 млн человек или 12,6% от всего населения.

Можно привести ряд других печальных примеров усугубляющейся ситуации в мире, но главным является то, что с ними международные организации начали бороться уже сейчас. Речь идет о повестке, которую приняла ООН в 2015 году, в ней сформировано 17 целей, достижение каждой из которых маленькими шажками приведет к благополучию всех людей.

Сформированные задачи касаются практически всех сфер жизнедеятельности человека: устранение нищеты и голода, предоставление чистой воды и энергии, качественного образования, медицинского обслуживания и достойной работы. Выполнение только этих базовых целей поможет улучшить жизнь миллионам людей. Только стоит вдуматься, что доступа к необходимому количеству продовольствия в 2018 году не имели 820 миллионов человек, а число голодающих выросло на 10 миллионов человек⁷⁴, то становится непонятно, как люди могли подобное допустить. Важно понимать: решение этого вопроса не только лежит на крупных международных организациях, но и касается любого среди нас. Подобное мышление сподвигает каждого вносить, пускай и не большой, но все же вклад в это дело. Например, известная актриса Анджелина Джоли уже несколько лет подряд лично посещает беднейшие

⁷²E-mail: zubenko.2000@list.ru

⁷³<https://www.gks.ru/folder/13723> - Федеральная служба статистики

⁷⁴ Доклад ООН „Положение дел в области продовольственной безопасности и питания в мире“

страны в Африке, для того чтобы не только пожертвовать финансовые средства, но и собственным примером привлечь внимание общественности к проблеме голода в этом регионе.

Также среди целей в области устойчивого развития выдвинуты борьба с изменением климата, сохранение морских экосистем и биосферы суши. Необходимость пересмотра взглядов мирового сообщества на последствия деятельности как мелких фирм, так и корпораций, в частности на непомерные их выбросы в окружающую среду, достигла своего максимума еще в 2019 г. А именно ужасающие пожары в Сибири, охватившие территорию в Якутии в размере 1,1 млн гектаров, вызванные нависшем над ней смогом или же еще более масштабные пожары в Австралии: сгорело 6,3 млн гектаров лесов, погибло по разным оценкам от 400 млн до 1,25 млрд животных, их разрастанию способствовали рекордные засуха и жара, спровоцированные глобальным потеплением – все это является ответом природы на хищническое отношение к ней человека. Нечего и говорить о важности вклада каждого человека в сохранение нашей природы. Отказ от использования пластмассовых продуктов, переход к раздельному сбору мусора, культивирование идеи о многократном использовании вещей и, наконец, разумное потребление, т.е. тратиться на те продукты, что точно тебе необходимы и их покупка не была навязана извне – эти мелкие изменения нашей повседневной жизни принесут огромную пользу окружающей среде.

Программа ООН включает ряд других неупомянутых выше, но таких же важных целей. И главным моментом является то, что все они взаимосвязаны друг с другом, т.е. решение одной из проблем поможет найти решение для другой, что делает выполнение этой повестки не такой уж и непосильной для нас. Каждый человек имеет право на достойную жизнь и поэтому мы должны помогать окружающим, тем самым делать мир лучше, однако, сперва начав с себя.

Сергей Меркулов⁷⁵ (Sergey Merkulov)
*Южный Федеральный Университет,
Ростов-на-Дону, Российская Федерация*

Вступив в новое тысячелетие, человечество столкнулось с множеством проблем: загрязнение окружающей среды и изменение климата, бедность, нехватка сырьевых ресурсов, неравенство доходов, неравномерный доступ к здравоохранению и образованию, общая политическая нестабильность в мире. В связи с этим 25 сентября 2015 года государства-члены ООН приняли новую повестку дня, связанную с достижением 17 целей в области устойчивого развития: ликвидация нищеты, голода, обеспечение всех качественным здравоохранением и образованием, обеспечение гендерного равенства, выход на устойчивый экономический рост, борьба с изменением климата, развитие общественных институтов и др.

Цели, поставленные перед собой человечеством чрезвычайно амбициозны и важны, потому что качество и степень решения вышеперечисленных проблем определит вектор дальнейшего развития человечества. Так как спектр этих целей охватывает все страны мира, их невозможно достигнуть без многостороннего, международного партнёрства. И на мой взгляд, чрезвычайно важно вовлекать молодых специалистов в решение этих проблем – студентов-бакалавров, магистров и аспирантов. Казалось бы, что юный студент, только готовящийся к выходу на рынок труда, может предложить обществу? Ответ прост – новые, свежие и смелые идеи. Получив теоретическую базу в рамках своего направления подготовки, студент вполне может приступить к участию в широкой дискуссии по нахождению путей достижения глобальных целей. Для этого нужно наличие широкой международной площадки, где молодые люди не только смогли бы выдвигать инициативы, но и принимать активное участие в реализации своих идей.

В рамках ООН уже существуют различные молодёжные организации, кооперирующие, в том числе и студенческую деятельность. Например, с помощью онлайн-платформы «Голоса молодёжи» ЮНИСЕФ, студенты могут поделиться с тысячами людей своими мыслями по поводу глобальных мировых проблем и обсудить способы их решения.

Одной из форм многостороннего партнёрства являются студенческие программы по обмену. Попадая в другую страну, студент получает совершенно новый опыт, встречается с самыми разными людьми, в результате чего происходит обмен идеями. Попадание в совершенно другую систему также может позволить найти совершенно новые подходы к решению глобальных проблем.

⁷⁵ E-mail: sergey.merkulov198@gmail.com

Я бы предложил создать новое международное студенческое объединение (возможно на базе ООН), в котором будет представлен широкий круг высших учебных заведений. Каждому студенту, который выразит желание поработать над достижением целей в области устойчивого развития будет предложено выполнить исследовательскую работу: посвятить год (или более длительный срок) глубокому изучению какой-либо проблемы, но не на глобальном, а на региональном или же локальном уровне, и выработать подход к её решению. Работу можно вести как в команде, так и в одиночку. После этого составляется отчет о результатах, и самые лучшие работы в итоге будут предложены на рассмотрение странам-членам ООН. И впоследствии у студента должна быть возможность принять непосредственное участие в реализации своей инициативы.

В общем и целом, могу сказать, что у студента в современном мире есть достаточно много вариантов для участия в многостороннем сотрудничестве по достижению глобальных целей. Во время учёбы в высшем учебном заведении у студента формируется база, на основе которой он уже может выдвигать идеи, а опыта он может набраться, участвуя в региональных, национальных и международных молодёжных форумах. Самые активные, талантливые и мотивированные могут получить возможность принять участие в работе международных организаций. Только совместными усилиями можно изменить мир к лучшему.

Денис Непочатых⁷⁶ (Denis Nepochatyh)
*Южный Федеральный Университет,
Ростов-на-Дону, Российская Федерация*

Сегодня мир постоянно меняется. Экономика многих государств не стоит на месте и развивается или же наоборот перестает функционировать из-за отрицательных внутренних и конъюнктурных факторов влияния на их благополучие. Однако, некоторые проблемы перешли на международный уровень, появились основные цели, которые необходимо решать путем многостороннего сотрудничества между странами – цели устойчивого развития. Например: повсеместная ликвидация нищеты, обеспечение рациональных моделей потребления и производства, снижение уровня неравенства внутри стран и между ними и т.д. Концепция устойчивого развития появилась в процессе объединения трех основных сфер общества: экономической, социальной и экологической.

На современном этапе страны сотрудничают друг с другом, чтобы вместе решать основные задачи, обмениваются идеями, знаниями, достижениями. Гражданское общество также является частью многостороннего партнерства, в которое входят и студенты тоже. Отсюда возникает вопрос: как студенты могут использовать свой опыт и возможности для принятия участия в многосторонних партнерствах для достижения целей в области устойчивого развития?

Данная тема актуальна в наши дни, так как студенты всего мира стараются получить необходимые навыки и опыт, чтобы в дальнейшем достичь собственных целей. Они целеустремленные и активные и их идеи могут быть полезны для решения всемирных проблем.

Так как же студенты могут участвовать в многосторонних партнерствах для достижения ЦУР? Сегодня существует множество различных организаций, которые позволяют студентам со всего мира получить новый опыт и высказать свое мнение по поводу глобальных проблем. Это могут быть разнообразные лекции и семинарские занятия, форумы, участие в международных конференциях. Например: онлайн-платформа «Голоса молодежи» ЮНИСЕФ позволяет молодым людям получить новые знания о глобальных проблемах и высказать свои мнения и мысли; Молодежный форум ЮНЕСКО предлагает студентам со всего мира возможность формировать и направлять Организации, а также предоставлять свои проблемы и идеи вниманию государств-членов и т.д. Также студенты могут участвовать в международных конкурсах и попробовать себя в написании работ на тему ЦУР, ведь все необходимые знания у них имеются еще со школы и это может сделать любой желающий в онлайн форме. Например: Международный молодежный конкурс инновационных идей ЦУР ЮНЕСКО.

⁷⁶ E-mail: daygony@gmail.com

Также хотелось бы высказать свою точку зрения по поводу заданной темы. Студенты со всего мира имеют индивидуальные знания и навыки отличные от других. Но всемирные организации не способны принять идеи всех студентов со всего мира. При этом большее внимание уделяется идеям известных политиков, ученых, которые накопили профессиональный опыт. Отсюда возникает проблема обратной связи, что идеи студентов выслушивают, но почти не берут во внимание. Более того существуют иные способы использования студентом своего опыта в решении глобальных задач. Я считаю, что опыт и возможности обучающихся развиваются в течение всего учебного процесса, поэтому университеты со всего мира могли бы давать студентам возможность писать проекты или курсовые работы на тему целей устойчивого развития по желанию. Я думаю, что глобальные проблемы нуждаются глобального рассмотрения, поэтому молодые люди могли бы писать проекты на протяжении всех курсов своего обучения. Данные работы помогут увидеть разные точки зрения молодых людей, их мнения и идеи. Более того это поможет студентам накопить необходимый опыт, а странам ближе подобраться к решению международных задач.

В заключении хочу сказать, что опыт студентов позволяет им сотрудничать с различными многосторонними партнерствами для достижения целей в области устойчивого развития путем посещения различных международных форумов, лекций, конференций, а также путем участия в конкурсах и т.д., где обучающиеся со всего мира могут обсуждать и описывать глобальные проблемы и предлагать эффективные способы их решения.

Liubov Taranushich⁷⁷

Southern Federal University, Rostov-on-Don, Russia Federation

This October marks exactly 75 years since the creation of the United Nations. Its tasks are based on uniting the efforts of all the peoples of the world in the name of peace and development based on the principles of justice, respect for human dignity and common well-being. From my point of view, the UN is a universal international organization that can resolve any international conflicts and universal problems.

In 2015, the UN adopted a program of action for sustainable development in the twenty-first century, based on the agreement reached at the Earth Summit conference in Rio de Janeiro by representatives of 179 countries. This program of global cooperation is aimed at achieving two main goals-high quality of the environment and a healthy economy for all peoples of the world.

Now, according to my research, there is some progress in many areas: more people around the world are better off than they were a decade ago; more people than ever have access to better health care, decent jobs, and education. However, in general, actions to achieve the goals have not yet reached the necessary pace and scale. For example, most countries do not regularly collect data on more than half of the global indicators. But the lack of reliable and up-to-date information about the situation of many marginalized groups and individuals makes them „invisible“ and further exacerbates their vulnerability.

Another challenge, in my opinion, is the need for the most effective actions in the fight against climate change. If we are not able to reduce the high level of gas emissions right now, global warming is expected to reach 1.5°C over the coming decades, which could lead to catastrophic consequences and become irreversible.

Another disaster of our time, from my point of view, is the growing inequality within and between countries. As before, poverty, hunger and disease affect the most disadvantaged and vulnerable groups of the world's population.

After analyzing the situation, I realized that inequality and climate change are the main problems the international community faces. And if they are not resolved now, they can lead to irreversible consequences and will negate the early achieved transformations.

We must assume that only investments in an inclusive and sustainable economy can provide tremendous opportunities for universal prosperity, but this requires effective international leadership of these processes.

I believe that the problems I have mentioned are very important and require global solutions. No country or individual can solve them alone. In other words, multilateral action is more important than ever. We have already seen encouraging examples of how working together to achieve common goals brings

⁷⁷ E-mail: L.taranushich@mail.ru

together the efforts of the most diverse groups under their banners. With the assistance of the United Nations system, even more impressive progress can be made in strengthening international cooperation in the areas of changing migration, technology, trade and building partnerships with all stakeholders.

If we act now and manage to combine our efforts, taking advantage of many opportunities for achieving synergies that are on the agenda, we will still have time to achieve the sustainable development goals.

Tatyana Shavyrova⁷⁸
Southern Federal University, Rostov-on-Don, Russia Federation

Sustainable development goals are universal call, which try to make people worry about problems we all have – poverty, hunger, gender inequality, terrible climate changes, wars and many more. Nowadays we achieved a lot in addressing these issues, but we also have many unsolved ones. To solve all these problems we must team up and try all our best, no matter to which sector we belong. A successful sustainable development requires partnerships between governments, the private sector and civil society. These opened to everyone partnerships built upon guidelines and values, a common vision and goals are needed at the global, regional, national and local level.

It is obvious that the new generation should be mostly interested in successful development goals, because these goals determine the future youngsters will have. It is extremely important for students to participate in different activities to solve just the little part of these problems, because this experience will help them to be more serious about our planet and people, who live here, to take responsibility for their future. Being the part of multi-stakeholder partnerships will make students understand the importance of mobilization of all human resources we have to address our common challenges.

The 2030 Agenda insure that everyone can take part in solving Sustainable development goals. Each nation, each people of all ages, each society can help world community. The 2030 Agenda approve that students must be received in all Goals and targets. More than that, youth is found as source of the change, because of their big potential.

There is a lot of different organizations that help student to try their best in multi-stakeholder partnerships. Firstly, Voices of Youth. Voices of Youth is online place for students to learn more about issues distressing the world and most essentially discuss their thoughts and opinions, social problems such as Education, Environment or Violence and Conflict with numerous amount of people from all over the world and inform yourself about HIV/AIDS, Health or Human Rights. Secondly, UNESCO Youth Forum, a fundamental part of UNESCO's Youth Programme. It has provided a new, current opportunity for students to work in dialogue with UNESCO, to shape and direct the Organization's approach and to present their concerns and ideas to Member States. Thirdly, Secretary-General's Envoy on Youth. The work of the Secretary-General's Envoy on Youth is guided by the World Programme of Action for Youth which outlines four priority areas; Participation, Advocacy, Partnerships and Harmonisation. The Envoy on Youth advocates for lecturing the development needs and rights of students, as well as to bring the work of the United Nations with and for youth closer to them. There are some organizations,

⁷⁸ E-mail: t.shavyrova@mail.ru

where students can also learn more about problems and take part in solving them: Focal Point on Youth, UN iLibrary.

Students became an important part of the 2030 Agenda, because they have an essential role to play as initiators of actions and policies, companions and contributors in its programme implementation. Certainly, students have been builders in the development of the 2030 Agenda, and stay engaged in the events and processes that support its application, control and analysis.

The adoption of the 2030 Agenda showed the finale of a widespread process including civil society, youth organizations, in the development of Sustainable development goals.

Students' participation and enablement are source of Sustainable development goals. Following the 2030 Agenda needs strong partnerships between students and all stakeholders, so that the development issues facing young people (such as unemployment, political exclusion, marginalization, problematic access to education and health etc.) are spoken and the encouraging role of students as partners in promoting development and supporting peace is known.

Students have been the agents of activities and initiatives intended for spreading the 2030 Agenda and meeting the Goals. Young people are involved in a variety of ways, including raising awareness, collecting and using data, local and national initiatives, monitoring and accountability, and preparing informal reports on progress.

Shatunova Polina⁷⁹

Kazan Federal University, Kazan, Tatarstan, Russian Federation

Steve Jobs said, „We’re here to put a dent in the universe. Otherwise why else even be here?”. This quote brightly reflects the main idea of sustainable development goals. SDG were worked out to promote prosperity the planet. Joining efforts to achieve SDG is a rational way for making future better. So how does Erasmus+ support achieving SDG?

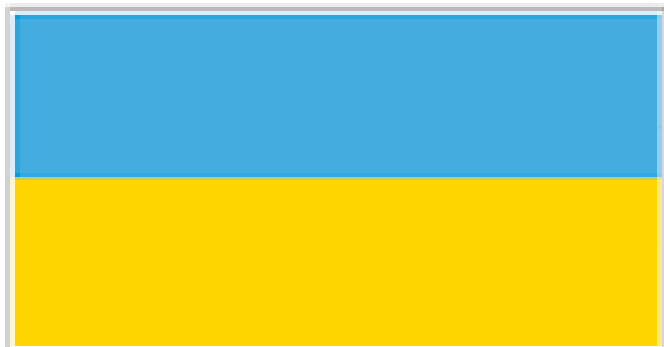
The first thing that needs to be said is that Erasmus+ key actions are strongly connected with the Goal 17 of SDG - Partnerships for the goals. Erasmus+ has such key actions as large scale partnerships between education, training establishments and business, strategic partnerships between education or training or youth organizations and also cooperation with third countries and focus on neighborhood countries. Target 17.16 of Goal 17 supposes enhancing the global partnership complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources to achieve SDG. Therefore Erasmus+ actions and Goal 17 of SDG are interrelated.

Also Erasmus+ promotes capacity-building of developing countries. More than 4 million young people, students and adults will gain experience and skills by studying, training or volunteering abroad through Erasmus+. Attracting the best talents from abroad this programme builds up an advantageous atmosphere for student development. Increasing the skills and employability of student improves the quality of labour market all round the world. Thus there is a contact of Erasmus+ with target 17.9 Enhance international support for implementing effective and targeted capacity-building in developing countries.

From these facts, one may conclude that Erasmus+ promotes achievement of sustainable development goals. Its key actions are connected with Goal 17. Additionally Erasmus+ gives a boost to capacity-building of developing countries by improving the quality of labour market.

⁷⁹ E-mail: polina.shatunova.98@mail.ru

UKRAINE



*Kremenchuk Mykhailo Ostrohradskyi
National University, Kremenchuk*



Ternopil National Economic University, Ternopil



Vasyl' Stus Donetsk National University, Vinnytsia

Student participation in sustainable development strategy

Ksenia Skrebcova⁸⁰

*Kremenchuk Mykhailo Ostrogradskyi National University
Kremenchuk, Ukraine*

In the conditions of today the introduction of sustainable development principles in the world has expanded in the period of becoming Ukraine as an independent European state. Given the global transformations in the world, Ukraine is democratizing a society, accompanied by market transformations, privatization processes and other transformations in society. Sustainable development summarizes the process of survival and reproduction of the nation's gene pool, enhancing the role of each individual in society, securing his rights and freedoms, preserving the environment, creating conditions for restoring the biosphere and its local ecosystems, focusing on reducing the level of anthropogenic impact on the natural environment and harmonization of human development in nature. To date, sustainable development is emerging as a modern concept based on the principles of interaction between society and nature, which implies the harmonization of economic and social development and the preservation of the environment.

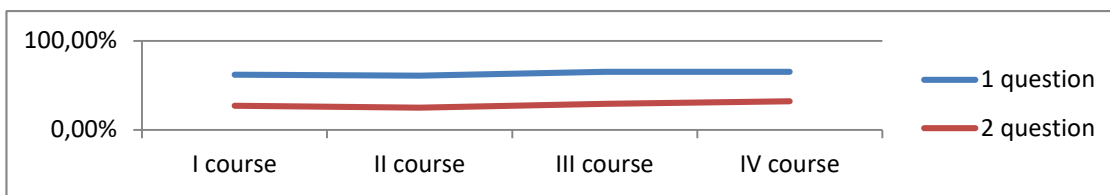


Drawing 1 – The key components of sustainable development.

Therefore, it can be defined that the strategy of sustainable development is the effective management of the total capital of society for the preservation and multiplication of human capabilities. An important element of the implementation of the sustainable development strategy in Ukraine is: ensuring partnerships between state authorities, local authorities, business, science, education and civil society organizations.

⁸⁰ E-mail: kseniaskrebcova140996@gmail.com

To date, youth are a driving force for transformation processes in the process of state-building, and have a significant impact on sustainable development not only in the future, but also today. The key components of the sustainable development strategy outlined above are directly relevant to and dependent on the young person. That is why the task is to analyze youth education on sustainable development. In 2019, students of the Kremenchuk National University named after Mikhail Ostrograd Faculty of Economics and Management of I-IV courses were asked questions about their awareness of sustainable development. Questions: 1) How do you understand the content of the Sustainable Development Strategy?; 2) Does your strategy depend on sustainable development?



Drawing 2 – Statistics of the survey

The results of the survey showed that the majority of respondents 43% answered the first question correctly. On the second question, about 30% were able to confirm that sustainable development depends on them.

Therefore, based on the above survey, most students of the Faculty of Economics and Management of Kremenchug National University are aware of the issue of sustainable development, but do not see their role as a student, young person in the strategy of sustainable development, which is a negative phenomenon for effective sustainable development. That is why it is necessary to conduct trainings at the university to invite representatives of local self-government bodies and to discuss environmental, social and economic issues, to involve student youth in the design of a sustainable city development strategy, by including them in the council of intersectoral partnership.

Sustainable development: decent work and economic growth

VadymLutsiv

Ternopil National Economic University, Ternopil, Ukraine

On the 70th session in New York, UN General Assembly approved new developments targets. Final document includes 169 tasks split between 17 main goals. Among dozens of other nations which joined «Great Goals» was Ukraine. That was one of the tipping point for young and unstable country.

«Leave no one behind» - was the main principal during establishing national development strategy up to 2030. After 4 national and ten regional consultations Ukraine created 17 Working Subgroups consists of diplomats, economists, journalists, scientists, demographers, ecologists, officials and ordinary people who were striving for changes.

One of the Goals was „DECENT WORK AND ECONOMIC GROWTH” which includes next steps:

1. Ensure a steady GDP growth by modernizing production, developing innovation, increasing export potential and exporting products with high value added

2. training

3. Promote a safe and secure working environment for all workers, including through the application of innovative technologies in terms of health and safety

4. Create institutional and financial capacities for the self-realization of the potential of the economically active population and the development of the creative economy

Each of this goals were split to smaller aims, analyzing this aims we can make a summary:

- Ukrainian GDP volume index (2015–2018) increased almost by 13%.
- Ukraine’s position as rated by the Global Innovation Index changed from 64 (2015) to 43 (2018)
- Productivity growth rate, % increased from 99.2% to 103.2%
- Employment rate among those aged 20-64, increased to 65.8%
- Share of youth not in employment, education or professional training in the total number of those aged 15-24, decreases from 17.2% to 14.5%
- Ukraine’s position in the rating of Doing Business changed from 81 (2015) to 71 (2018)

Even in spite of chronic economic crises, long negative process of de-industrialization, the prevalence of low-tech commodity production, the loss of scientific potential and out flow of professionals, against the background of a difficult military situation and unstable political structure Ukraine remains a strong player on the geopolitical map of the world. At the same time showing constant economic growth and positive political tendencies.

One of the biggest advantages of Ukrainian economic development is being fully involved and oriented to the newest progressive methods of internal and international ways of business. Every day we can see the increasing of the efficiency of production based on sustainable development and the development of competitive high-tech industries. Such tendency might bring to Ukraine new intellectual oriented workplaces that are so needed for the young generation. At the same time such changes would positively influence on steady growth of high-tech goods and services production.

Ukraine is open for the world. We are pleased to review the cooperation proposals and modern innovational ideas that will make all progressive nations closer. Collaboration, imitation of experience, mutual assistance – these factors will help to overcome common problems and to achieve common goals.

Sustainable development Goals and Ukraine

Yuliia Parfutko

Ternopil National Economic University, Ternopil, Ukraine

In September 2015 at the 70th session in New York Ukraine joined UN Sustainable Development Summit where 17 main goals were presented.

No Poverty, Zero Hunger, Good Health and Well-being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation, and Infrastructure, Reducing Inequality, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life On Land, Peace, Justice, and Strong Institutions, Partnerships for the Goals – which of these tasks are the most important and priority? Someone can say that half of these aims are too formal, and it's the waste of time and resources trying to influence on climate, for example. Another part might say that Ukraine is not an Africa and they will never have problems with water... Everybody knows that Ukrainian black soils are the most fertile in the world. So, why should they spend money, time and human resources following the advices of scientists from another countries?

17 Sustainable Development Goals, 169 supporting targets, 32 round tables over 800 experts – and only 1 aim. Make life of ordinary human a bit better. Give future generations an opportunity to live fulfilling life... With professional and affordable medicine and education, without hunger, poverty, racial and gender inequality, being in harmony with an environment.

It's really easy to forget about „somebodies” future problems such as global warming, water and land pollution, lack of medication, economic crises and many others and being focused only on strengths that gives a secure and peaceful life right now. But what will happen to all of us tomorrow?

It is much easier to anticipate a problem than to deal with its consequences. It's much better to invest money in education today than to fight crisis caused by a shortage of professionals tomorrow. It's better to spend millions for vaccines and disease prevention now than billions on fighting with epidemics in future. It's better to use an old chair than showing forests to our children only in old films...

One of the world global problems is disinterest. Not everyone understands that we all live on one planet and country borders are absolutely formal. Even in 21st century there are still lots of countries, regions, humans that do not understand that everything in this world is closely interconnected. It's not enough building garbage sorting factories in one country if trash will be left on forests, lakes and lands in another. We won't get the expected result if water, soil, wood and other natural resources will be respected on one continents foolishly wasted on another's.

Only being cooperated, combining our resources and passing on each other's skills and abilities we can secure future generations with sufficient resources, introduce professional medicine and education, reduce the number of wars and political disputes.

I am really proud of being a part of country that understands an importance of this 17 Sustainable development Goals and doesn't spare money and human resources for their achievement. Ukraine started its hard way 4 years ago but thanks to that every Ukrainian can see the positive result today.

Responsible Consumption and Production

Mariia Semak

Ternopil National Economic University, Ternopil, Ukraine

We live in a world of advanced technology where there are vacuum cleaners that start working after one click on your phone, where you can order any thing from around the world and in a few days it will be in your hands. A few decades ago, we could not think of such a rapid development of the world and technology, and now all we can wish is in our hands. However, there is always the other side of the coin, as we have forgotten the main thing about our planet, which gives us life. Businesses manufacture their products with incredible speed, but until recently, none of us thought about the harmful effect these advances have on our planet.

For instance, every year the growth of the fashion industry accelerates, so in 2015, 62 million tons of clothing were purchased. According to the Independent, the dyeing process is the world's second-largest water pollutant. 7 thousand liters of water are used to make one pair of jeans, and for a simple T-shirt that would be 2700 liters.

It is evident that businesses require renewable natural resources, but their natural reproduction does not match the pace at which they are used. Renewable natural resources include fertile soils, vegetation, wildlife and some minerals.

Nowadays, very few people demonstrate active consciousness due to the fact that responsible consumption requires efforts. Most believe that problems such as the reduction of natural resources, pollution of land and reservoirs, the problem of the disposal of toxic waste or even just food waste that we create on a daily basis are not relevant to us. These are all issues that are to be addressed by governments. Nonetheless, things like plastic bags – which we use for everything, even products that already have packaging – manifest our actions, above all, showing our lack of awareness and responsibility. The use of plastic bags might be several hours or even minutes, and the decomposition time is several decades.

We destroy our nature, our land by our actions, and what is even more horrible - by our inaction. Responsible consumption is the first step and, perhaps, the most important step to reduce trash to 0 in our lives. Yes, it is crucial to sort and recycle garbage generated after we consume goods and resources, but it would be best not to allow this garbage to appear in our lives in the first place.

Responsible consumption is the call of mankind not to buy things and goods mindlessly and to be wise while shopping. What will be the next step after we use this thing – it will either go to the landfill right away or benefit us for a long time to come.

Furthermore, responsible production is key as well. The population of our planet increases every year, which means that we need to feed, provide clothes

and other necessary material things to a much larger number of people, while consuming less water and materials and using smaller areas for agricultural crops. Essentially responsible production designates highly efficient production with minimal environmental damage, including waste reduction and proper disposal.

I consider that the best solution to responsible consumption and production is to adopt legislation in states that will restrict the use of plastic for manufacturers and consumers. As of today, plastic processing is a very lucrative industry. To my mind, it is fundamentally important to provide an impetus for entrepreneurs and businessmen to work in this field by granting privileges, eliminating taxation for the first few years of work and by providing additional financing from the state. Responsible production should encourage manufacturers to recycle their products.

Items that were not sold, as well as packaging or used products of domestic production, can be collected at certain sites or even at the same stores where they were sold. Regarding the clothing industry, large companies such as ZARA, H&M and others have long been recycling their products, which consumers return to branded stores.

In my opinion, humanity, through free access to information, is so aware that being responsible consumers and producers is a matter of honor to ourselves.

Карина Горкун⁸¹ (Karuna Gorkun)
*Донецкий национальный университет имени Василя Стуса,
Винница, Украина*

Кто такие студенты? Согласно определению Википедии, студент – это человек, учащийся в высшем учебном заведении. Но это достаточно примитивное определение, подходящее лишь для словаря.

На самом деле, студент – это будущее. Будущее города, страны, материка и даже целого мира. Студент – это энергия, свежие идеи, креативные инициативы и желание перемен.

Почему это важно? Потому что именно такие люди готовы своей настойчивостью, уверенностью и собственными силами менять мир к лучшему. И к нашему счастью, в XXI веке существует множество возможностей и перспектив для этого. Многие международные организации создают программы развития для молодёжи.

ООН даёт возможности для самых активных студентов реализовать себя в разных сферах и получить необходимые знания. К примеру, программа «Модель ООН» позволяет студентам получать знания, которые связаны с правилами процедуры Генеральной Ассамблеи, работы её комитетов, составление резолюций, функции и обязанности сотрудников Секретариата, рассказывают как достигается консенсус, временные правила процедуры Совета Безопасности и многое другое. Это делается с целью научить молодёжь. Но мы берём с этого еще и контакты, эмоции, вдохновение и многое другое.

Каждый из нас растёт в своем мире и у каждого есть болевые точки, которые влияют на наши ключевые ценности. А ценности уже формируют наш жизненный маршрут. Потом, согласно нашим ценностям, мы будем влиять на решение мировых проблем.

К примеру, студент из бедной семьи скорее всего будет беспокоиться из-за проблемы голода или бедности. Он будет вспоминать, как в детстве родители собирали последние деньги, чтобы купить хлеба или отправить его на учёбу. Эта «боль» породит в нём желание сделать так, чтоб дети никогда не голодали и он всей душой и сердцем будет верить в эту идею.

Дальше он поставит цель и будет к ней идти. Он вспомнит о том, как когда-то участвовал в «Модели ООН», найдёт контакты коллег по программе, расскажет идею, вместе они найдут контакты кого-то из ООН. Компания коллег-студентов соберутся вместе, придумают гениальное решение проблемы, хорошо продумают все варианты, как это должно работать, оформят в презентацию, позвонят по номеру и представят свой проект.

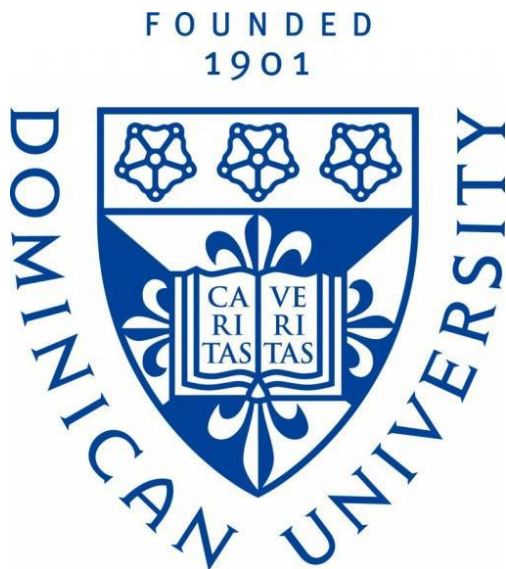
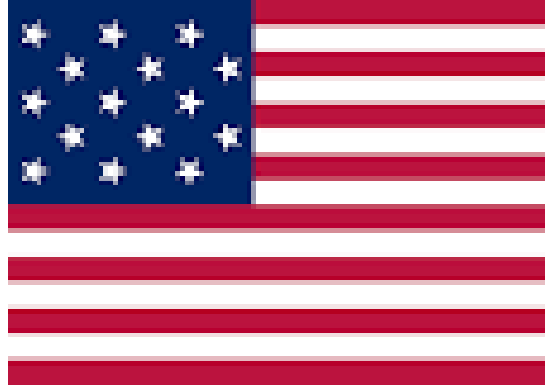
Они будут гореть своей идеей и зажгут сердца других. После нескольких презентаций своего проекта они реализуют его. Сплоченно и

⁸¹ E-mail: karinagorkun1@gmail.com

уверенно. Ведь нет ничего более крепкого в мире, чем идея, подкрепленная сильным желанием и горящими сердцами. Спустя много лет, они сумеют уменьшить проблему голода.

По всему миру учатся миллионы студентов. У каждого из них своя «боль», которую они хотят решить. Поэтому они объединяются в команды и следуют согласно своим ценностям. И такие программы как «Модель ООН» дают им гораздо больше, чем просто информацию. Они дают возможности встречи с единомышленниками и базу контактов. Такие программы формируют нас как личность и помогают в будущем.

THE UNITED STATES OF AMERICA



Dominikan University, Chicago



*Nazareth College of Rochester's Business School,
Rochester*

Achieving the SDGs?

Abdullah Almakrami⁸²

Dominikan University, Chicago, USA

The 2016 Addis Abeba Conference on Financing of Growth was notable in its claim that the Sustainability Goals (SDGs) want the corporate sector—the new batch of sustainable goals (SDGs) can only be accomplished by 2030 through harmful levels of business investment and private-sector business management skills. Better Corporate, Better Environment is the Corporate & Sustainable Development Agency's study, led by (Aksay & Nuran, 2020) as well as consisting of corporate or civic society representatives. This illustrates why companies will gain from taking into account the business models into international objectives. While doing so, also provides a framework for private industry interaction with donor organizations including civic society.

The business world doesn't just think regarding the current SDGs. Before any criterion existed, other companies incorporated features of the SDG information. When Better Company, Better Planet was released and rendered an investigation into several U.S. multinational companies. The findings are that these businesses incorporate relevant social and environmental implications of the activities and goods into the business plans. The SDGs currently offer a good benchmark for these criteria.

Many companies implement unique SDGs throughout business strategies. Some do not use the SDG jargon but integrate the material of particular SDGs into the organization as well as corporate responsibility policies, and document against these publicly. Investors now can bet on the SDGs going one phase forward. The World Ranking on Solactive Sustainability Goals monitors the economic performance of Fifty businesses measured to work following SDGs. The IMF announced recently that it will issue bonds connected to the Solactive Benchmark (Bohunovsky et al, 2020).

A New York Times report (Halisçelik & Mehmet, 2019) significantly illustrates the degree in which the corporate sector inculcates environmental and social effects in policies and business operations, and is often ahead of government policy. Google, Apple as well as other companies oppose Dodd-Frank's government and legislative attempt to reset segment 1502 which enables companies to verify whether the vendors may not buy rare earth metals. They say they will keep checking the deliveries unless the legislation passes.

The Oxfam Increasing the Bar study (Dalampira, & Nastis, 2020) suggests that companies will go beyond strategic plan as at times there will be tension between the commercial interest as well as the sustainability interests. The report says, „Business must base the commitment (with just the SDGs) in their effects

⁸² E-mail: Aalmakrami@my.dom.edu

(on the SDGs), coordinate their key business objectives with the SDGs as well as collaborate towards a structure-level change with each other...” Take the agricultural sector for instance.

The U.S. Regional development Administration provides policy consulting services to enhance laws and regulations; engages in studies to enhance seeds as well as other resources and farming practices; supports smallholder farmers and collectives improves efficiency and adopt modern technology; and partners on specific business ventures with the U.S. and national companies. USAID has committed more than 250 international and national corporations via Feed the Tomorrow as well as the New Partnership for Food Safety and Health and received commitment investments of further than \$15 billion (Dalampira, & Nastis, 2020). Through Coffee Farming Stability Program, the organization partners with private firms to reduce the danger in expanding assistance to Latin American coffee producers. Such partnerships, while strengthening social and economic policies and legislation throughout the beneficiary countries, enable American companies to recognize and manage local markets and contend for incentives, thus adding to the profitability. The SDGs function as corporate frameworks for evaluating and managing social, financial, including ecological danger, whilst leading to enhancing the brand, reputation, & strategic location throughout the world's economies. That is particularly relevant to medium and small-sized businesses (SMEs). The Sustainability Goals involve different forms of social growth, protecting the environment as well as economic expansion, which are the major ones: Eradicating deprivation and poverty to maintain a healthy existence. Sustainable development for a business implementing business models including practices that fulfill the business needs. Currently, the company and its shareholders preserve, preserve and develop the natural and human assets necessary in the future. Companies should predict more opportunities and preventative measures from laws on growth-critical issues say (Dalampira, & Nastis, 2020), PwC's world leader throughout sustainability. Catalyzing additional success on the targets would involve a far more pragmatic approach to investment policies, especially investment in renewable energy sources vs energy subsidies, says (Halişçelik & Mehmet, 2019). For instance, India has pressured major companies to contribute at least 2.1 percent of the annual gross wealth to charity. Legislators can also try making corporate donations obligatory to environmental sustainability, says (Aksay & Nuran, 2020).

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Alan Garcia Baez
Dominican University, Chicago, USA

Ambitious as they may be, the United Nations SDG initiative goals are broad to foster real action on the issues. Initiatives cannot point towards a large issue without addressing the complexities that face individual communities and encourage specific organizations to comply. Goals #3, 10, and 16 all touch upon issues close to social justice and equality. The issue - as with most SDG's - is that they fail to name critical issues that disproportionately affect the most marginalized communities. A particularly important issue that these three goals should encourage action be taken in part of local authorities, private entities and communities is human trafficking.

A popular figure used when speaking of human trafficking is that it is a \$32 billion industry; while that is important, it often takes attention away from the 25 million people who are trafficked across the world. Nowhere in the SDG's is it mentioned that the equivalent of the entire population of Shanghai has been robbed of their freedom. It is imperative that this injustice be a top goal and that a shared responsibility be bestowed upon the public, as well as a sense of direction on how to do it.

The seemingly obvious first step is for citizens to elect officials who make human trafficking a priority of their political agenda. While this is partly true, the prerequisite exists to make human trafficking a topic of greater gravitas to the voters themselves. So while the fight against human trafficking is heavily influenced by government policy, the public must play a larger role in pressuring policymakers to act and in disseminating information as to how to locally combat the issue.

The most appropriate institutions to educate the public on any issue of importance are institutions of education. Although human trafficking is a heavy topic not suited for the youngest among us, it is a discussion that must be had as they grow into decision-making adults. This information must also come from a figure of authority to give it the importance that it deserves. For this, it would be ideal for local authorities to partner with schools to have officers informed on the matter present the information and importance of the issue to students. Furthermore, those authorities should provide students, faculty, and their communities as a whole with the tools to report activity they believe might be related to human trafficking. With more informed citizens steering public discourse, politicians will both more naturally adopt policies designed to target systems of human trafficking or will be forced to support these in order to be elected into office.

Non-profit organizations will also naturally arise from these efforts because of the importance of taking on human trafficking in a more informed society. These organizations will act as additional pressure on government officials to take more drastic action and divert more funds into fighting human

trafficking. Grassroots movements that win over public backing are the most successful in fighting injustice.

While the SDG initiative is an important step to recognizing injustice, it needs to go further in specifying what to fight and how to fight it. Furthermore, the SDG's must encourage action from everyday people and aid on knowing the first steps. Initiatives don't create change, people do.

Partnerships Makes Achieving the SDGs Possible

Angelica Socha

Dominican University, Chicago, USA

In a world that is more connected than ever before, it seems that we are aware of problems that not only affect us, but individuals across the globe. Technology has allowed individuals and countries to connect easily and exchange knowledge much more efficiently. As a result, we rely on each other a lot more than in decades past.

The technological advances that occurred in the past decades have changed the world that we know. With new technology, scientists have been able to extend the average life expectancy and find cures to diseases that were responsible for thousands of deaths just a few years before. In construction, the innovation that created power tools allows individuals to construct safer structures that defy gravity with their impressive height. No matter the industry, technology has played a part in improving and elevating it to a level that hasn't been seen before. Technology is even responsible for creating new industries. Cybersecurity is an important part of modern society. Businesses often spend millions of dollars to protect their information from getting into the wrong hand and individuals are also becoming more aware of the threats that lie in their smart devices. It is hard to believe that a few decades ago this industry didn't exist. The technological advancements had led to not only the creation of a new industry, but the creation of job. Jobs that can help individuals support themselves and their families. The government should be focused on making policies that help encourage innovation. A government that prioritizes innovation is looking to the future. Looking to grow opportunities so that people can live a comfortable life. Whether that be curing the next disease or creating a new job, it is all helping improve the economy and the society.

With this increase in technology we have also seen a growth in knowledge. People often overlook that amount of power that they have. We have access to all the knowledge possible at our fingertips. Whether it is on our phone or a different artificial intelligence device, we can have all our questions answered within a few seconds. With this access to knowledge, everyone is more aware of the events going on around us and thousands of miles away on the other side of the world. It is with this technology that we have discovered the poor conditions that many individuals work in so that they can put food on the table. The unsafe work environment that are created by companies since many prioritize a profit over their employee's safety. Companies that have no problem crossing ethical boundaries in order to make a few extra pennies. The government should create laws and policies that don't favor the corporation, but the people. So that individuals don't have to worry about putting their life in danger so that they can provide for their families or having to work more than one minimum wage job

so that their families have the bare necessities. The government in more developed nations should be leading this change. They have the influence to make these changes that would benefit the people.

With all of these changes that have occurred, it is hard to imagine that it might be just the beginning. Technology has brought the world to a place that no one could have ever imagined. As a result of individuals and countries being so connected with each other, there has to be a shift in the way that we think. There are no problems that belong to one entity, they affect us all.

Bandar Almutairi⁸³
Dominican University, Chicago, USA

Sustainable development calls for meaningful involvement and the active participation of the main group. Under Agenda 21 of the 2030 Agenda, it is clearly stated that there are specific social groups that should be included in the sustainable development efforts. The social groups being referenced in this section and referred as major groups comprise of businesses, individuals that are women, children, and youth, communities, local authorities, non-governmental entities, industry, trade unions, and volunteer groups among others, should be involved in the achievement of SDGs (UN, n.d). The overriding objective, when it comes to sustainable development, is for there to be a concerted effort.

Achievement of sustainable development is only possible when the public is involved in decision making. One of the SDGs is goal 13, which on Climate Action, which involves taking urgent action in dealing with climate changes and related impacts (UN, n.d). For example, when it comes to environmental matters, the public is engaged through their participation in the environmental impact assessment process. It entails the public being informed of the procedures being taken on a given project that affects them, they are engaged in decision making, and they provide their input, especially when there is the potential impact on the communities where they live and work (UN, n.d).

Students are an important stakeholder group when it comes to the achievement of the SDGs. Considering that higher education institutions are leaders in education, research, and innovation, they have an important role in the advancement of sustainable development through student voices as an impetus for social as well as economic change. Globally, student activism has been used to effect changes within society. Students all across the globe have been involved in various courses; in Africa, for example, they were an important voice to the struggle for independence and second liberation (UN, n.d). They took part in the struggle for social justice, fight for democracy, inequalities like in the case of apartheid in South Africa. In Asia, they have also been at the forefront in fighting against suppression, even leading to the ouster of authoritarian regimes in different countries. Their voices have been heard in various forums where they have demanded more actions by their countries in the fight against climate change. They have criticized their government for failing to take important steps in the fight against global warming and other environmental changes.

Under the SDG goal of Climate Action, the target involves strengthening resilience and development of capacity in climate-linked impacts and disasters in every country. Secondly, is the integration of climate change strategies into national policies, planning, and approaches being implemented (UN, n.d). Also, empowering the community and building awareness on climate change and

⁸³ E-mail: Balmutairi@my.dom.edu

mitigations steps. Fourth, is the implementation of the commitments that are undertaken by leading economies in mobilizing funds that would help solve the needs of the developing countries and operationalize a Green Climate Fund through capitalization (UN, n.d). Lastly, it revolved around building capacity for an effective process of fighting climate change through different approaches, which include focusing on various individuals and marginalized groups.

All those targets can only be achieved by involving various stakeholders in taking action and fighting environmental protection. It, therefore, boils down to a whole societal approach and the involvement of other stakeholders going beyond businesses as has been traditionally thought. To ensure stakeholder and community involvement, government and related institutions need to work together in coordinating and integrating the work. Stakeholders of different backgrounds have to be brought together and be fully engaged. Their support and involvement are needed in the countrywide efforts. They are also engaged in the establishment of a review process which is to be established. It, therefore, calls for clear outlines and modalities for participation and the ability to impact the policies.

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SDG Goal: Hunger

Bridgid Mulvany

Dominican University, Chicago, USA

SDG goal number 3 states, „end hunger, achieve food security and improved nutrition and promote sustainable agriculture” (Envision). Hunger is a pain that touches individuals globally. Although my main experiences stem from hunger in the United States, I think the following will apply internationally. Businesses are the key platform to end hunger, but there are other institutions and beings that may be of help. To bring us united as one, there needs to be a community in place. Stated best by the „Effective Stakeholder Engagement for the 2020 Agenda”, community is „is a group of people, wherever and whoever they are, who might have some role to play with the specific project. Typically, that are bound by a shared perspective, impact or interest which can include those from inside an organization (internal stakeholders) and those from outside (external stakeholders” (Effective). To sum this up, a community can be formed anywhere, by anyone—everyone can make a difference if they work together.

As people grow up, they learn right from wrong, natural instincts, and natural needs that are required for one to flourish. If someone cannot access a meal(s), that already sets them back from flourishing. Some may claim that a school is a business, but it can be so much more. There are many institutions that offer meals on campus, and plenty of that food goes to waste. The concern with these universities is that they cannot give free food to everyone but with financial systems in place, that can be adjusted for the better. These institutions charge excessive amounts to achieve higher education, in turn this means college students spend less on meals, and nutrients is not a main concern. This can be changed. With access to these records, meal plans can be discounted for those that have a low income. Many individuals are expected to have the same platforms. This is very problematic. While one individual may come from a home with \$200,000 in salaries a year, another student may come from one with \$20,000 a year. This major difference in socio-economic welfare puts one student's concerns above another. When one student is focused on classes, the other is distracted from hunger pains. Personalized meal plans should be integrated into campus financial plans.

Another platform that could be utilized is homeless and low-income family food drives and pantries. Many people want to contribute and help but do not know how. Again, a campus can be a great way to get a message across. With thousands of students and faculty, they all have their own networks. Creating a campaign to spread this word on campuses could be very effective. Finding passionate people to spread the word and get people involved could spread like a wildfire. I think an effective way to get this done is through personal stories, real people with real life struggles. When someone starts thinking about a cause

and relating it to their own life's, families, friends and those they care about, it has a major impact. I personally could not sit-back and do nothing if I knew someone close to me was not getting the necessities needed to flourish, and I think many people are the same.

Overall, I think an important thing to realize is that these projects are often looked at as too big of a picture. There are people you pass every day with struggles of their own. Relating to the SDG goals, this could be hunger, poverty, good health and wellbeing (both mentally and physically). If you start by taking care of those around you that you see every day, those people can give back and grow this united community. Bringing in Maslow's Hierarchy of Needs, it confirms that many cannot live a loving, happy life until they fulfill their physiological needs (air, water, food, shelter, sleep, clothing, etc.) and safety (personal security, employment, health, etc.). If everyone that is able to contribute, gives a little of their time to those in need, it can make the world of differences, and this world could keep growing. In turn, making the SDG goal „by 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round”, more realistic.

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Sustainable Development Goals

Danny Defino

Dominican University, Chicago, USA

There are 17 sustainable development goals and every single one plays at least one role in how businesses are run or started. All of these goals have a benefit towards society, life on land, and life in water, but each and every one of them are unique in different ways. One can argue that some are more important than the other, but certain companies value some goals more than they value the rest. One of the most important things about a business is that society is involved. There are certain SDG's such as, no poverty that society holds a major part of.

One company that keeps this SDG strong is a company called, Feed My Starving Children. FMSC was started in 1987 with the main goal to provide food to individuals in less developed countries. Since the start, FMSC has reached 70 different countries and packed about 333 million meals in 2017 alone. What is very unique about FMSC is that it is all volunteer work. There are about 4-6 people at each station and 6 total stations. At the end of the day, FMSC announces how many meals were packed and how many people that can feed for the year. At least one sustainable development goal is present in a company and the biggest thing is for individuals to follow them to the largest extent. Student experience and opportunities for engagement need to improve and Feed My Starving Children is a great start for an amazing opportunity. For example, the middle school I attended had grades 5-8 visit Feed My Starving Children at least twice a year to volunteer and provide meals for those who need it.

Along with Feed My Starving Children, there are companies such as Panera and Cisco. Panera donates all food that wasn't used that day to local shelters and food banks and Cisco strives to raise money and provide meals as a mission to solve global hunger. But, it can start with the government. The only really big thing that the government does to solve hunger issues is food stamps and when people think of food stamps, they don't think as people being hungry, but whether or not they can afford the food. The government needs to take a giant leap to help end global hunger. It can go both ways whether it is local government or on a national level. The best thing for them to do is to have the government run food pantries. At local food pantries, there are certain items that people want, but aren't at the pantry. Having a government owned pantry would allow a larger product line and many more opportunities for people who need it. Another large industry that can take part of this, and something that has been on my mind for a long time, is the cooking industry. I think if Food Network and major chefs came together to create a mission to solve global hunger, a lot of people would be on board. Whether they promoted it during their shows or a special announcement during a commercial, anything can help to hear when it is coming from someone who is so involved in the food industry. People would be

encouraged and influenced to help with this situation. Some amazing corporations have also teamed up with organizations that fight to end global hunger. For example, Mastercard teamed up with the World Food Programme and created a mission to end world hunger by 2030. They started by giving 100 million free meals to African students over the next year.

Clearly, there needs to be change in the world. We know that it can take anyone to create change, whether it starts with one individual or a large corporation. World hunger is not a joke and it is on society to help fix the ongoing problem of world hunger.

Darek Szara
Dominican University, Chicago, USA

Throughout my time at Dominican University I have had the opportunity and privilege to work with and expand my knowledge on the topic of the Sustainable Development Goals. Being an international business student, I have spent time working with examples of global supply chains and the effort that it takes from all stakeholders to create a sustainable business model that supports the long-term ecological balance of the environment. The key take away from that statement are the words long-term. Resource constraints and short-termism are two factors that make spreading the SDG's difficult. For large multinational enterprises to be sustainable, they have to get their board of directors to create a business plan that is administered for the long-term. This is a challenge because of the pressure of the financial department to produce profits quarterly. However, these enterprises have an obligation to be socially responsible.

My university's business school takes pride in teaching its students the importance of the triple bottom line. Companies need to be profitable, consider planetary boundaries, and understand the consequences of their actions on people. This ideology has been honed through multiple projects that I have done in the last three semesters that are based around the SDGs. In my business gateway practicum class, the overall semester long project was creating a sustainable business idea and presenting it to students at the end of the semester. My partner and I focused on the SDGs of climate action, life below water, and life on land. Even though we ended up creating the winning product for the competition, the more important take away that we attained from that project was how difficult it is to create and innovate a product that is good for profits, the planet, and people. Even though it is difficult, it is not impossible, and the best companies should be able to find a way to make money through sustainable innovation. It was with that project that I had learned about the UN Global Compact, and the great opportunity that companies have to learn how to be better for everyone.

For the Sustainable Development Goals to be met for the 2030 agenda, the current students at universities around the country have to be educated and prepared to come into leadership positions after they graduate and apply the SDGs to everything that they do. If schools around the country provide students with the opportunities to learn and apply these concepts, it is critical for us to be open minded and willing to develop global mindsets to see opportunities all over the world. The future is in our hands, and we have to have the courage to go against the grain and be innovative, adaptable, and involved.

Similar to students, I believe that the stakeholders that partner with large multinational, and small to medium sized enterprises are just as crucial to the achievement of our sustainable goals. As a society, we have to work together to educate one another on the importance of our future. The future of not only our

profits, but for the planet and people. Educating suppliers, employees, shareholders, government leaders, and our personal communities can shift the tide in the battle for sustainability. I believe that there are opportunities for these stakeholders to take advantage of the knowledge of students and partner with them to create new and improved ways of performing their operations. Instead of students doing projects about companies that are already doing well in terms of sustainability, universities should work with companies that need guidance and have students do real-world applied projects that make a difference. Creating partnerships between students and companies can fill two needs with one deed. Students enhance their knowledge of the SDGs, and companies refine their obligations to being socially responsible.

Dolores Hernandez
Dominican University, Chicago, USA

Multi-Stakeholder Partnerships to Achieve Sustainable Development Goals Sustainable Development Goal number 10 focuses on reducing inequality within and among countries. While this is a very broad topic, the 2019 report indicated that its focus is on narrowing disparities of opportunity in income and power. Although the 2019 report indicates that the bottom 40% of populations in many countries experienced increasing rates and lower inequalities in income, leveraging the interconnectedness of stakeholder relationships can help us reach this goal.

Each country faces its own set of inequalities with certain demographics. Some of the major groups making up a larger percentage of those facing inequality of income and power opportunity than others depending on the country. This can be thought of, in a sense with a similar structure as niche markets in the way that there are certain, specific concentrations of specific groups being underprivileged, and their circumstances being caused by unique factors.

What these major groups have in common, is that there are typically a wide variety of non-profit organizations, projects, and philanthropic efforts supporting very niche-like specific demographics. Similar to awareness organizations for rare diseases, major groups typically have organizations that leverage their efforts to help these demographics in several parts of the world.

What these organizations lack, in terms of accomplishing Sustainable Development Goals, is that they typically operate independently. Whether they fundraise independently, and manage their efforts on their own or they partner with corporations for funding through tax incentives, these organizations are on their own in the world.

However, the impact that they could make by having an overarching entity to respond to, through incentives would encourage them to be all the more productive and give them the means to expand in terms of efforts, quality of work, and opportunities, therefore bringing the world one step closer to accomplishing SDG 10 or any of the goals in general. The idea would be to create a non-partisan organization dedicated to each or a couple of the Sustainable Development Goals.

This organization, like its stakeholders, would be a non-profit. The resources to solve these issues exist, it is only a matter of creating a network that will streamline them and be dedicated to using them fully and effectively.

For example, if there were a world-organization dedicated to Sustainable Development

Goal 10, this organization would work with non-profits and philanthropic organizations to pool resources monetary and others including services, materials, etc. This SDG 10 organization would, through funding from several

governing entities or fundraising, be dedicated to connecting non-profits benefitting this SDG and help create partnerships.

With funding, the organization can also write grants to non-profits dedicated to the advancement of this SDG. Such advancement is broad, therefore a good example can be diminishing disparities in power and income through education and writing a grant to Room To Read or Child Empowerment International to help them advance their mission, directly helping major groups, providing employment to those who work at these non-profits, and creating opportunities for such demographics to grow, educate, and eventually come back and potentially work for the same non-profit that benefitted them. SDG 10 can be accomplished through a variety of efforts (depending on the grassroots cause of power and income disparities per country) such grants could also go to organizations like Shared Interest which are dedicated to providing loans for farmers and artisans in the developing parts of the world.

Overall, an SDG-focused organization would mirror the concept of a chamber of commerce in a city, whose focus is to leverage local business connections for economic development. This organization can dedicate itself to oversee systems linkages between shareholders, bring them together, and leverage collective efforts and partnerships to advance the world in accomplishing this goal. Having a Third party who is dedicated to outreach saves resources within each non-profit to be focused on their goals and efforts, and it generates opportunity for employment within the SDG-focused organization. People-power can come in the form of paid employees, college credited positions, and even volunteers.

Fahad Alajami
Dominican University, Chicago, USA

Every year there are hundreds fresh graduate students pass out from different universities and colleges, they have no experience and almost every well-known organization demands experienced and trained employees. The construction of multi-stakeholder partnerships is no easy task. But much can be achieved by working on the obstacles and difficulties: sharing knowledge and culture, innovative ways of working and collaborating, attracting more resources, uniting efforts and mobilising expertise. „Multi-stakeholder partnerships pursue a shared vision, maintain a belief in favour of joint problem-solving, promote a work ethos that exploits mutual self-interest, and adds value beyond that achievable by the principal alternatives”

Multi-stakeholder relationship management is one of the most important areas of the business which can enhance the whole working environment. It is a basic duty of Student to develop an application for the Multi-stakeholder facility. In this way, we can facilitate our Multi-stakeholder by launching an online business application. It gives a whole new room for our Multi-stakeholders to watch and select our services towards them. With the freshest programming and equipment, alongside computerized age the executives rehearse, portable administrators can accomplish leap forward cost reserve funds and capital power while keeping up or notwithstanding expanding their scale. These are only a couple of manners in which advertisers can expand their clients' encounters. As I've composed previously, it's critical to treat one's clients comprehensively. This implies mapping out their whole voyage and utilizing each channel to its fullest. Portable will probably assume a job in numerous parts of the Multi-stakeholder's adventure investigate, cost examination audits right through to buy so seeing how it best fits in with various client sections is vital. A future confirmation site structure begins with portable first reasoning and is intended to enable you to catch more deals on all channels. It ought to enable the substance of your webpage to adjust and fit any screen estimate, empowering clients to effectively explore through your site from any gadget, in this way expanding transformation rates. Additionally, portable explicit email advertising increments in significance as it officially turned out to be the best messaging strategy. Thus, portable applications will, in general, become progressively refined, retailers having different business targets while creating them, including client commitment, in-application buy, in-store deals or brand mindfulness.

Multi-stakeholder relationship management is one of the key factors behind the success of any company. So that we will implement this same strategy to improve our business by the adaptation of internet technology. Multi-stakeholder relationship management is the most vital part of the business which keeps the client in touch with the company directly. In this way, any client can easily contact us and tell us his or her feedback by clicking the feedback section.

Multi-stakeholder relationship management is a wide department which stores the all track record of the Multi-stakeholder which helps out to facilitate the Multi-stakeholders in a mutual way. It works on the database management structure which stores and secure the individual data.

The business world, the significance of holding existing clients and growing a business is fundamental. The expenses related to finding new clients imply that each current client could be vital. There are several opportunities comes such as

- It will increase your product demand.
- It shows our loyalty to our Multi-stakeholders.
- It will provide confidence to the Multi-stakeholder.

It is a basic rule that if we invest in our Students/Multi-stakeholders and take care their wants then obviously it gives us huge return in the shape of loyal Multi-stakeholders and when our Multi-stakeholders have confidence on us then definably they recommend us in a very gentle manner.

Sustainable Development Goals: Quality Education

Gabriela Sanchez

Dominican University, Chicago, USA

Sustainable Development Goals (SDG's) are a collection of seventeen global goals that are designed to be a guide in working towards a more sustainable future for everyone. Corporations are becoming more commonly known to support the global goals in hopes to achieve a more prosperous, inclusive and sustainable society. They often choose goals that align with their business' vision. Although corporations make up a large portion of our society, they should not be the only ones involved in working towards a better future for all.

Education Equality is Sustainable Development Goal number four. This goal strives to make an education attainable for all and an equal right for all of those partaking in it. The issue of inequality in education can easily be overlooked by many because it is not something that everyone has struggled with firsthand. Contrary to what many of us may believe, there are still many children in the world who do not have access to an education because of high poverty levels. There are also many students who are not given the additional assistance that they need in order to obtain educational success. Additional programs and resources are not offered to many students who need them due to the lack of funding and awareness.

When it comes to Education Equality, government officials hold a large responsibility in ensuring that all children needs are represented equally. Government officials hold the final decision when it comes to funding school programs that can be of additional assistance for students with learning disabilities. They are elected to represent the members of the community and in so accept the responsibility to ensure that all of their needs are met.

Sustainable Development Goals should involve help from every member of society. We all should collectively strive to live in a world that helps build a sustainable future not only for ourselves, but also for future generations. Just as social responsibilities are seen by citizens as obligations to the community, Sustainable Development Goals should be viewed just as important. Lack of funding for additional programs is a common issue in the lack of inequality in our education system. Fundraisers, donations and spreading awareness are only a few things that every member of society can do to help.

Gillian Jones
Dominican University, Chicago, USA

The focus of this essay relies on how to gain involvement from other communities outside of businesses to help achieve the 12th Sustainable Development Goal of Responsible Consumption and Production. This SDG relates heavily with having the ability to achieve more with less. This has become a common theme as the threat of climate change has entered the minds of many people across the globe. Specifically, this SDG can be achieved from the producer to the final consumer and everyone in between. Businesses have many different laws and regulations that help achieve this goal, but this is different compared to the consumption side in which the customers take part in.

There are many different groups that take part in consumption, but this essay will focus on Women and Volunteer Groups. These communities of interest can play a very important role in the promotion of the 12th SDG as each of these groups have a large stake in consumption of products in some way. When associating these communities of interest with the 12th SDG, there are many consumption habits, energy, food, and clothing purchases, which directly impact the effectiveness of this goal.

First off, energy consumption plays a significant role in the 12th SDG. One simple example for Women and Volunteer groups to help promote and achieve this goal is by switching to energy efficient light bulbs. Both in their own homes and providing these bulbs to those in need can make a huge impact on the energy consumption levels in the world. Additionally, personal car ownership being switched to electric can also positively impact the attainment of this goal. As this specific technology continues to evolve, more and more people will be able to make this switch and support responsible consumption.

Secondly, the consumption of food products is one of the few aspects that the consumer has large power over. Specifically within these communities of interest, they are more often than not making the food choices for the home or other communities. Food-related energy consumption impacts the world at an extensive level, so the choices made when purchasing food products are important for every individual. Whether it be choosing to purchase more ethically and socially responsible products, or cutting meat from the diet (completely or sparingly), this can make a huge impact in just a single household. Food choices impact the progression of climate change and the level of environmental stability, so by taking power over these decisions, these communities of interest can aid in the success of this goal.

Finally, the consumption of clothing, more-so fast fashion, plays an integral role in the success of responsible consumption. There are many roles the production process has in making clothing more sustainable, but this area can also be greatly influenced by consumer buying power. Women and volunteer organizations can lessen their impact by purchasing from brands that clearly state

their sustainable initiatives, buying second-hand, and even redesigning „out-of-style” pieces. Donation of clothing is not always the best option; however, if it is known that the articles of clothing are going to be used and not thrown out, this is also a positive aspect to include.

Overall, each initiative mentioned is a small, easy change that can be made within the communities of interest. These changes add up to create a large impact for the betterment of the environment and the support of the 12th Sustainable Development Goal of Responsible Consumption and Production. Despite businesses typically taking the heat behind unsustainable production, consumers can also make a difference with their consumption habits. Making small adjustments within their everyday lives can cause a positive chain reaction within communities and eventually the world. These changes made by consumers combined with the sustainable actions of businesses can bring a lasting positive impact not only for themselves, but the world.

Grace Krusinski
Dominican University, Chicago, USA

The SDGs are a group of 17 different goals a company is encouraged to focus on achieving. Three of the goals I would like to focus on are Zero Hunger, Quality Education, and Gender Equality. The SDGs are mainly for businesses. The goals written should not only be a business's focus. Kids from the ages of three to 22 are in a school setting almost every day. Schools should make it a priority to focus on SDGs.

The first goal I would like to zone in on is the Zero Hunger Goal. This is number two on the list of 17. Schools could go beyond teaching common core curriculum if they focused on this goal. There are kids that go to school who do not have money to buy lunch or even have food at home to make a lunch. There are systems in schools that take care of kids like this but unfortunately, there are schools that do not. Simply making sure a child is not hungry at school could help them so much. Not letting a kid go hungry during the eight plus hours a day at school should be one of the most important things, along with quality education, that a school focuses on. Schools, on top of businesses, can make an impact on the zero-hunger epidemic.

Quality Education is number four on the list of SDGs. The definition is, „Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”. This should be an overall goal for all schools. A school is made for educating students and hopefully educating with quality. For businesses, this can be achieved by teaching new employees and making sure there is a functioning educational system within the business. They can also provide help for their employees who may not have a degree. Schools can apply this goal in an everyday setting. Schools can also help others who do not have access to quality education. The Quality Education goal can be achieved in schools by practicing it and working to make other schools better.

Gender Equality is number five on the list of SDGs. Women are treated lesser than men in most situations. In the current world, this is most prominent in the workplace. Women are paid less than men and are not given the credit that men are given. Unfortunately, this happens in schools in addition to many other places. There are a lot of stereotypes that take place in schools. Gym teachers are seen as men, librarians are women, and so on. Men and women should be equal in schools. It should also be taught to kids in schools that men and women are equal. Gender Equality can get political but slipping the concept in and teaching kids from a young age about this, would be a step towards achieving the goal. Gender Equality is an important goal that should be presented in schools.

Businesses are not the only group that can be involved in the SDGs. Schools have a large impact on people, as they are part of what shapes kids from a young age. SDGs focus on issues that are happening in our world. Large companies do not have to be the only ones who are looked at to do something about it. Teaching kids they can be a part of changing the world for the better is special. Schools should do more to follow the SDGs.

Partnerships Make Achieving the SDGs Possible

Greta Rupeika

Dominican University, Chicago, USA

When it comes to sustainable development, we cannot expect the government and a few organizations to do it alone. Sustainability should be a prioritized goal worldwide, that every individual should strive to achieve. The fifteenth goal of the SDGs focuses on life on land, highlighting the importance of both animals and humans. Every individual on this planet has the power of influence to aid in the protection of the environment.

Sustainable Development Goal fifteen focuses on improving life on land for animals and humans alike. Animals are an important part of the ecosystem, and they also play an importance in human wellbeing in terms of economics, health, and food. Animals pollinate crops and protect us against disease, which is why it is important to keep the environment healthy so they can continue to do so. The natural habitat of the world supports our global sources of food and water.

Although the environment provides so much for us, humanity has continuously failed to protect it. Pollution, deforestation and climate change are all harmful effects that humanity has had on the environment. While some aspects can be fixed, such as replanting trees, there are some that are irreversible and there is no going back. This is why it is important for humanity to work together to start making changes to create a more sustainable future.

I believe that in order to achieve better life on land it is every person's duty to contribute. The government and a few organizations can only do so much. Every man, woman, and child has a duty to give back to the environment and work on bettering it for future generations. I believe that good sustainable habits can be taught from a young age, which is why I believe it would be important to introduce the basic concept of the SDG's to young children in schools. The school systems would be responsible in adding the topic into the current curriculum. As the children grow up, the SDG's could be taught more in depth that way they are consistently exposed to the importance of sustainability. The earlier the topic is introduced, the more likely the SDG's will become a part of individuals' lives, making sustainability a priority.

People could also choose to volunteer their time to clean up heavily littered areas, such as those near highways, or volunteer with their local park rangers at national or recreational parks. Aside from physically volunteering, individuals can also vote in their local governments to demand change in regulations and laws; the governments should be held just as responsible for the environment. The government has the power to create and enforce laws that could make a significant difference.

To conclude, everyone should be involved in achieving the SDGs. People need to take initiative and start pushing their local governments to take action, and to talk their local schools about implementing the SDGs into curriculums. Participation is needed by all people in order to make a difference because it is hard to achieve a goal meant for everyone if only a handful participate. Governments and other higher authority organizations have the power to start the movement, because their regulations and rules will be followed by the general public. But first, there must be a demand for change. All humans have a duty to protect the environment and create a sustainable future.

Isabelle Grubbs
Dominican University, Chicago, USA

As an apparel merchandising student, I have seen the destruction and pollution the fashion industry creates first hand. It wasn't until I saw a video of a company using air to dye denim (instead of the gallons of water it usually takes) that I was inspired to learn more. Since then, I've become more aware of the waste I create on a day to day basis. I believe we, as consumers, hold more power than we think when it comes to SDGs.

I try to live a low-waste life as best I can, using reusables and fixing things instead of single-use items. I also save up my money to purchase slow-fashion or higher quality garments that have been made ethically and sustainably. Saving the people making our clothes is just as important as saving the planet, and I think that's where this new wave of sustainability is lacking.

For example, a while back, after a video of a sea turtle with a straw stuck in its nose went viral, tons of people started buying metal straws. In theory, this seems great because plastic straws create a ton of litter and plastic pollution on land and in oceans. But once the metal straws really gained in popularity, more and more companies started producing them in larger and larger quantities. They were being manufactured at a crazy rate and there was a huge lack of transparency in the process. Consumers had no idea where they were coming from or who was making them, and eventually, the trend will plateau and then we'll be stuck with cheaply made straws. This is a great example of greenwashing, or when a company used false or deceiving claims to make customers believe their products are more sustainable than they really are.

As we become more educated, we demand more transparency in companies. We can force them to change and adapt to the new market we create. We can choose to boycott unethical companies until they change their ways, or in other words, we can put our money where our mouth is.

People can be off-put by how costly ethically made products are, but when you think about the fact that their price reflects their worker's wages, it's easier to understand.

Additionally, just like any high priced item, the more people buy it, the more accessible it becomes, the less expensive it becomes. As consumers, we need to think long term when purchasing items and clothing. Would you rather buy a \$10 t-shirt you have to replace every few months or spend \$100 on a higher quality one that will last you a lifetime? The key is education!

The moment I learned of the injustice people face, just to make our clothes, I knew I had to do something about it. Even if just ¼ of the world had that same mentality, that's 1,750,000,000 people! If more and more people understand the true cost of our cheap clothing and that's what they might think twice about buying them. Our society has become so dependent on immediate gratification that we've forgotten what truly matters. There was a time

where people made their own clothing and cherished all the items they had. Nowadays, we have more stuff than we know what to do with and the thrift stores are overflowing with our unwanted junk. I'm not naive, I know we can never go back to what it was like before, but I believe if we practiced the same values as we did back then, we might be in a better situation now.

To sum it up, we as consumers need to use our buying power to convince large global companies to change their manufacturing habits for the better. One person doesn't make that big of a difference unless that person uses their voice to collect more support for their movement.

There is still time to fight for our earth!

Izabela Golabek
Dominican University, Chicago, USA

There are many ways, especially in college, where students can experience opportunities for engagement in multi-stakeholder partnerships to achieve sustainable development goals. As a student at Dominican University, I have found many different ways to educate myself and become more involved in SDG and their goals.

I was introduced to the sustainable development goals much later than my peers, for I am a transfer student from a community college that was not involved with SDG. My first and best experience with SDG was in my business ethics class. My business ethics professor always made it a point to connect SDG to her lessons and our readings. My favorite experience was our final, which involved research on company and business partners of SDG. This was a great experience because it gave the class a tremendous amount of insight on what it is like for a big company to partner with SDG and take on some of their goals, which really allowed us to connect and apply what we learned in class with the real world. I chose to research Tiffany & Co. and looked at the many ways they have committed to improve gender equality, responsible consumption and production, climate action, life below water, and life on land.

Although this project was a great opportunity to learn about SDG, I think it would have been even more educational to have spokespeople of such companies talk at our University. This would be a great way for students to experience opportunities for engagement in multi-stakeholder partnerships to achieve sustainable development goals. This would be a particularly great opportunity for students because they can learn about different companies and businesses who are dedicated to achieving sustainable development goals. This would also be a very educational opportunity because Dominican University has a separate school for business, meaning that many students will go on to working at big companies that may be partnered with SDG. Some students find it very important to work for a company who finds it important to involve themselves in SDG, so this opportunity could also help students identify what kind of companies out there meet this want.

Another great way that students can become more involved in order to achieve sustainable development goals is creating a school club or organization based on a specific SDG they are passionate about. For example, Dominican University has a club by the name of Sustain DU. This club is dedicated to organizing activities in order to raise awareness and mobilize the campus culture around sustainability. They participate in many amazing activities around campus, such as organizing low to zero waste events and hosting a „Lettuce Bee Sustainable " event that are both meant to educate students of Dominican University. They even work with local community partners with the same sustainable goals, such as the Green Community Connections and Seven

Generations Ahead. There are many sustainable development goals this organization tries to achieve, such as goal 12 that focuses on responsible consumption and production.

This club is only the start, for there are many ways students can become more involved and expand their engagement in multi-stakeholder partnerships to achieve sustainable development goals. At the end of the day, it starts with us and realizing what we want to achieve, and turning that individual want into a community goal.

Good Health and Well-Being in Community

Jack McGuire

Dominican University, Chicago, USA

Sustainable development goals should be something that everyone in the world are knowledgeable of, but sadly that isn't the case. Besides larger companies that are trying to implement these SDGs in their company to create a strong company image, I believe the youth should be people who are trying to achieve sustainable development goals. More in particular I think us as college students should be striving to attain these goals in order to make our world a better place. The world is attempting to achieve a target of less than 3 percent of the world to be living in poverty, but this goal is on track to not be achieved until 2030. This seems to be a problem that can be solved with determination, hope, and hard work.

The social problem of homelessness catches my attention on a regular basis. Living around the Chicago land area it is not uncommon to see homeless people almost every day of your life. I witness homeless people firsthand anytime I commute back to Dominican University from my house. When I get off 290 onto 1st avenue, and stop at the red light, I see the same man sitting at the corner nine times out of ten. I attempt to help him out every time I see him. Sometimes I give him spare change sitting that is in my car, an extra water bottle I have, or a snack that I grabbed before leaving the house. There has never been a time where I leave my house and purposely grab something for the man, but I don't know why I couldn't start bringing him something. Similar to other people who have to deal with poverty, the man is always thankful for anything I have given him. As big as I would love to dream, and make a statement like, „I want to end homelessness”, I think it may always be prevalent in the US. Something that is a little more in reach, is giving these homeless people the necessities to live. By acting on this world issue I think with help I could make steps in the right direction to end poverty.

My thought is to make care packages or little drawstring bags filled with things such as food, water, underwear, socks, and some toiletries. Of course, I wouldn't be able to fill the needs of every homeless person in the Chicago land area, but I could at least help the few I tend to see on a regular basis. I could drive a car around an area filled with x amount of care packages once a week to help the homeless people live a little better. I could see this idea growing by adding more helpful things to the care packages, going around to deliver care packages more frequently, or expanding the area I would cover by adding more people to my team. Smaller actions like this can help people living in poverty start taking a step in the right direction and help them get back on their feet.

I was first going to focus on no poverty or no hunger, but I think that good health and well-being incorporates both of these SDGs. Health and well-being

can be caused by plenty of things, but I believe that people who are homeless struggle with health and well-being both mentally and physically. By putting my plan in action, I will have attempted to make others aware of what others are dealing with, by also making a big difference in homeless individuals lives. Putting a smile on peoples' faces and giving them a sense of hope can increase their health and well-being. I have a motto in life of „Life is Good”. Not only does this motto remind me to be thankful for my life, but it also reminds me to help others realize that their life is also good. SDGs are a tough thing to accomplish, but by making others aware and making our world better each and every other day will make our world a cleaner, happier, safer place to live.

Partnerships Make Achieving the SDGs Possible

Janely Rodriguez

Dominican University, Chicago, USA

Education is a fundamental right and is a leading factor to creating an inclusive world. Bettering the quality of education helps achieve other sustainable development goals such as no poverty, zero hunger, good health and well-being, gender equality, decent work and economic growth, industry innovation and infrastructure, reduced inequalities, sustainable cities and communities, and peace, justice and strong institutions. In order to grant quality education around the world awareness must be brought to the issue. Today many issues go unresolved because people are unaware of crises occurring outside of their home country. Targeting collective groups of individuals would lead to the success of achieving many if not all sustainable development goals because collective groups identify as „we” and believe in relational harmony and teamwork.

Park district members are a collective group with great influence over the community. Community park districts should be involved in achieving sustainable development goals. Park districts are extremely prevalent in the United States and should expand the recreational programs they currently offer to domestic and international students. According to the United Nations, the United States has a literacy rate of 85% meaning at least 85% of the population can read and write at a 6th grade level. Other world countries are ranked much lower than the United States and are in desperate need to better the current educational services offered to individuals. Community park districts can help shape the quality of education offered to current and future students. Community park districts have the power to bring individuals together to acknowledge the ongoing issues surrounding the world's current education programs.

Another way to raise public knowledge for the need of better quality education is by working alongside influential celebrities that have contributed to today's culture. In many places sports have become a large part of a country's culture. For example, the United States is heavily influenced by football and LatinX countries are heavily influenced by soccer. Throughout history sports have brought people closer by celebrating historical moments in the NBA, NFL, MLB, etc. Therefore, athletes should be involved in achieving sustainable development goals because they are not only influential but they do not lack the financial resources to create an ever lasting difference to the lives of individuals in foreign countries.

Other individuals who should participate in achieving sustainable development goals are social media influencers. Social media has a wide range of influencers that belong to collective groups. For example, influencers who are beauty gurus have a following that is made up of individuals

who share a passion for makeup. Social media is the best way to garner attention to existing issues and a way to boost community engagement towards said issues. In the past, social media has brought awareness to diseases such as ALS, amyotrophic lateral sclerosis disease, through an ice water bucket challenge where individuals would dump a bucket of ice water over their head to promote awareness of ALS and encourage donations for research purposes.

The quality of life is heavily influenced by bettering the quality of education.

In order to achieve quality education the issue must be acknowledged by individuals worldwide and then acted on. Today individuals and communities hold a greater power than businesses. Influential culture icons like athletes and social media influencers have the power to boost community engagement and create a more sustainable life for outside individuals.

Clean and Affordable Energy: A Responsibility for all

Jeanny M Cifuentes

Dominican University, Chicago, USA

„The greatest threat to our planet is the belief that someone else will save it,” said Robert Swan OBE, who is known for his work as a polar explorer and as an environmentalist. It is not just the job of companies or organizations to solely look into clean and affordable energy. We have to look into it as a State in the US, communities within our state, and local citizens. When people want to help the environment, you may ask: Where do we start? In the following paragraphs, we will explore how to start with Illinois and how the government there can help. We will look to see individual communities, and follow up with individual citizens as well and how they too can help with ensuring cleaner and affordable energy is in fact being created, the jobs in the industry and by activism.

Illinois currently is looking to pave the way into 100% renewable energy by the year 2050. The Illinois government is hoping to pass an act called CEJA: Clean Energy Jobs Act. The bill hopes to reach 100% renewable energy by 2050. „The bill mandates targets more ambitious than the current renewable portfolio standard that demands 25 percent renewables by 2025. The new bill calls for 45 percent renewables by 2030 and 100 percent by 2050, a target that new Gov. JB Pritzker has previously endorsed,” (Lydersen, 2019).

Communities can help assist with this transition into renewable energy. Organization and ensuring that no injustices are taking place. Previously, it is stated that low income communities have not profited from programs with renewable sources. For example, low income communities were not getting assistance „because incentives for community solar are being directed to large-scale projects,” (Lydersen, 2019). Also, the bill includes a just transition clause for people working in these communities. People who work at coal plants, for example, need a just-transition period to adjust. There can be economical consequences as most people in these communities have been working in these industries for years. Kylie Lydersen writes (2019), „No community should be left behind as Illinois builds its clean energy economy... But we realize there are people, our neighbors, who have worked for years in the fossil fuel industry.”

As an individual citizen, you can help by looking into the jobs that CEJA bill will introduce. All organizations can work together to create a clean job workforce. According to Lydersen (2019), The bill calls for the creation of a \$25 million clean jobs workforce hub, wherein labor unions, employers, frontline organizations and other stakeholders would work together to train and provide direct assistance to communities of color and underserved communities in accessing renewable energy-related jobs.

As a private citizen, if interested in working in the renewable source arena, you might want to inquire about unions to organize these new jobs, as most of the new job creations will not be union jobs. If you are an activist, interested in the environment, seeking out answers to ensure this project is feasible and attainable is how you can help as well. „Activists and others at the press conference announcing the bill said they are hopeful about its success, even given the ambitious targets and myriad question marks,” (Lydersen, 2019).

In conclusion, this is a stepping stone into the right direction. Illinois is making progress, and we know it takes time, but with the help of communities and individuals, we can ALL help ensure that Illinois becomes a state using 100% renewable energy. All 50 states will follow.

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Partnerships Make Achieving SDGs Possible

Jennifer Carinato

Dominican University, Chicago, USA

Many company's use sustainable development goals (SDGs) as a platform for how they operate their company. Although every company that operates is considered a business, not all businesses use SDGs in their daily operation. But, why? Why don't all companies use SDGs to help the world around them? The question may seem easy to answer. The businesses feel like it is not needed, or it will take too much effort and money. With generations growing and developing every day, a business(es) that should incorporate SDGs are schools.

Schools can first expose SDGs to children as young as 5 or 6 years old. This can set the foundation for some of the youngest children and why it's important. Education can never start too early for children on how to develop their planet. SDGs can easily be put into the curriculum and can be implemented into projects, as some of mine have. There are 17 goals total, so teachers can give the student an option of choosing one or two of the goals and how it relates to the project. And as each year they progress in school, progress their knowledge of what each goal means.

Why should school implement SDGs? It is important for students to realize how to benefit the whole world instead of learning about math and science all day. While those are important, so is how businesses operate around these goals. Each year, K-12, teachers can set aside a week to teach students why it's important to look at the aspects of poverty, food, water, etc. in the environment and how it affects businesses. Teaching SDGs yearly in schools gets the kids thinking how they can benefit businesses when they graduate and move on to careers later in life.

What are the benefits of having SDGs in school? There are a ton of benefits to teaching SDGs in schools at an early age. The main benefit is having the continuous of generational learning of how to implement SDGs even after school ends for the students. And as time goes on eventually all businesses could potentially resemble SDGs. If we think about it logically; all students are exposed at a young age, they graduate college, and as the older generation retires younger generations bring in SDGs from what they learned in school. Some of the older generations don't understand why SDGs are important, that is why bringing it to schools is important. Young employees will already see the importance. And as they move up in a company, can bring in their ideas. While this might be hard to get implemented in schools, it will be easy to teach lessons. Training can be provided by professionals on institute days. This can ensure the global engagement around the world within businesses.

SDG: Sustainable Cities and Communities

Jennifer Lopez

Dominican University, Chicago, USA

Sustainability is an aspect that is important to the world because it is affected environmentally, economically, and socially. To be sustainable is to maintain one of those factors to a degree or standard. To achieve this, seventeen sustainable development goals exist to guide people, societies, businesses, or communities to complete this. One of the goals to focus on is having cities and communities be sustainable by having influencers such as government officials participate in being more sustainable in their cities because they are the foundation to how a society in those communities function when it's members go to schools or their jobs and showcase their economic, environmental, and social habits. They have a great amount of responsibility just as businesses do.

Those that have grown up in a city for the majority of their lives are used to living a certain way in their community. For example, in terms of the environment, some people may have never had to recycle their plastic bags, bottles, cardboard boxes because it was never required. This is a result of a lack of enforcement from local municipal laws to aim for a more environmentally friendly town. Therefore, it is not only up to businesses or corporations to be sustainable, but rather the people in local governments because they have power and influence to impose better practices that can help the world be environmentally conscious. With that said, the local government can give green trash cans, in addition to the regular waste dumpsters, to all residents and state that those are for recyclable items that will be collected at the end of the week. To get people motivated to actually recycle, the town can offer a discount on a maintenance service such as landscaping whenever the resident needs one or even make it free landscaping the first time they use it. Offering an incentive that comes from authoritative officials for the betterment of the city is useful to get residents acting in a way that is going to create good habits for them by recycling every time they sort their trash out and become second nature. Another idea is that towns should place as many recyclable trash cans for pedestrians walking on the street because if people do not see a bin nearby, they are more likely to throw their garbage on the floor. If people are seen loitering they can also be fined and convey the idea that disposing waste on the street that is harmful is a serious issue to the town.

To be economically sustainable in cities and communities, government officials can implement jobs that involve being environmentally conscious. For example, for the people that are homeless, they can be paid to clean up sidewalks or pick up trash from the streets as a way to benefit the city and that person who needs income. This is something that not many businesses do in order to accomplish this SDG, thus the local government in a town can help homeless

people stabilize themselves economically. In addition, towns can advocate for the use of solar panels in government facilities and eventually distribute them to newly built homes and offer them to residents as a way to cut costs on electricity because it is a source that is used daily and goes to waste. If residents want to install solar panels, the local government can offer a discount on their utility bill to entice people to do the same or create a referral program to gather more users. Doing this will help reduce costs for residents and be more economically progressive.

Besides businesses, governmental officials and schools can be socially sustainable in their cities and communities by establishing opportunities that can help people of that community get into a business or organization that will help them contribute to society by offering education programs on economics and finance. As well, addressing human rights in the local government is imperative because if those rights are not given then people cannot be expected to exercise their full ability in the world. Thus, it is crucial to place local laws that allow all rights for all residents regardless of race, nationality, or language.

To conclude, businesses should have the responsibility to be sustainable in a way that addresses one of the sustainable development goals because their product or service affects the community by having customers purchase from them. When they get customers, businesses build a customer base and they develop influence over them. However, local government officials have just as much influence and should be part of the solution too because one group cannot be sustainable alone. Starting small local changes is the first step to make a big change.

Sustainable Developmental Goals: Quality Education

Jenny Chitlango

Dominican University, Chicago, USA

„Education is the mother and father of tomorrow.” A phrase that I have heard many times over the years from my father, who was taught by his father, who is 106 and was born in a poor village in the south of Mozambique. The concept behind this phrase is that one day your parents will not be around anymore but one who invests in a good education has the resources and means to be successful in life even after they pass. From a young age my grandfather had a hunger for knowledge which led him to learn English while working in the mines of South Africa and then attend night school where he completed the second grade.

When he moved back to Mozambique, he took what he had learned and started a school for the children in the village. My father was four at the time not allowed to participate in the classes because he was „too” young. Being quiet by nature he sat pretending that he was playing - meanwhile he was absorbing all the information that was being taught. When examination time came around very few of the students were able to pass the test. My grandfather was dejected because he had very high hopes for the children in his village. My father stood up and confidently announced that he could successfully complete the test. My grandfather warned my father that if he was wasting his time there would be consequences. My father then proceeded to stun everyone by not only passing the exam but excelling at it.

My dad’s path was not a straight one as he was drafted into the army in 1983 at the age of 18 during the Mozambican civil war where he served for 9 years. He then married and went to seminary to be a pastor. After completing seminary, he moved our family to South Africa to further his education. Both he and my mother learned English as adults. My mother went on to get her Bachelors and Masters and my father completed a PhD. Now my parents are making positive changes in the small villages where they came from. They have paid out of pocket for multiple children to go to school and plan to start an educational foundation - that is how highly they value education.

I tell this story to show how the grit and vision of one man transformed the lives of not only his children and community but also those of the future generations. If not for my grandfather and my parents after him, I would not be where I am today. My parents were the first people from their whole region to complete a college degree. Today my sister and I are the first in the family to come to the United States for schooling.

I chose education because I believe it is the door to most if not all the other SDGs, such as ending poverty and hunger, gender equality, decent work and economic growth, etc. In any society if one wants to get control of the people,

they need to get control of the mind because the mind is a great tool to incite change. This is why the victims of colonialism and slavery were not allowed to go to school and learn to read because once they could read they could think for themselves, once they could think they would start a revolution, and once a revolution was started the colonies would be overthrown.

Of course, when I say education I do not merely mean academia as people have different gifts and passions. Society needs service as well as manufacturing workers. There is a need for quality places of training for such manufacturing jobs. In the African context a skill that many people have is farming, all they need is training from agricultural schools which teach students entrepreneurial skills as well as efficient ways to farm and produce a greater yield. That is one of many possible examples. One of the issues that faces humanitarian organizations or NGO's who mean well is that they often bend towards self-reference criterion in trying to find solutions for poverty in third-world countries. That is, they try to solve issues in a Western way which does not work if you are not in a Western country or culture.

The best way to approach the Sustainable Developmental Goals is through partnerships with locals who have the same vision for their communities and who understand the obstacles that will need to be overcome to see those goals come to fruition. The one size fits all model is not effective whether in a first world or a third world country. People have different gifts and instead of trying to make everyone learn the same way there needs to be a platform for people to express their creativity and think outside the box. Some of the best inventions came about by chance and if we limit people's minds we miss out on opportunities.

For any sustainable developmental goals to be achieved there needs to be a partnership between both parties, there needs to be a setting aside of pride and willingness to learn, and there also has to be an interest in learning. Everyone wants to learn but we do not want to learn the same things. People want to learn things that will bring value to their lives and ultimately that will better their financial conditions. The story I told about my grandfather and parents is a demonstration of how reaching the adults in a community is equally as if not more important as reaching the children. Many assume that older generations have passed their prime and that focus needs to be given to those who are still young and impressionable. While this is true, things work differently in collectivist cultures. Elders are respected and if they value something highly then the younger generations are more likely to show interest. My grandfather realized the importance of education and then transmitted that interest and excitement for knowledge to the children in the village and many of them pursued education. Now there is a school in that very village all thanks to my grandfather and his desire for bettering his community.

Sustainable Development Goals

Josue Campoverde

Dominican University, Chicago, USA

There are 17 SDG's that need to be resolved and accomplished, however, there is one in particular that has the potential to resolve the sixteen others. The SDG that I find the most important and powerful is Quality Education. Many people in the world don't reach their full potential due to the lack of education they received. Having a good education enables all of us to have a better understanding of the world and find ways to make this world a better place. In one way or another, quality education is involved in every single one of the sixteen other Sustainable Development Goals.

In the case of poverty and world hunger, by enabling low income kids to have basic education, it enables over 171 million people to get out of poverty. The reason for this is because by having basic reading and math skills, these kids will be able to obtain jobs that get them out of these situations and maximize their potential. Good health would also improve by offering quality education as every single one of us would be able to see what is good and what is bad for us. Obesity is the second biggest cause of deaths in this country, however, by providing quality education to everyone, these numbers would most likely go down because of the awareness. Quality education will also lead to the planet being in better conditions. By focusing on education, it helps all of us become more aware and educated of what goes on around the world, and why animals become extinct. This can also help prevent or slow down global warming, which affects every single one of us. All 17 sustainable goals are important, but if one sums up all of them in a nutshell or is key to fix the rest, it is providing quality education for everyone.

Now that the key to everything has been figured out, we need to find out who has to help implement and work on getting this accomplished. The government and us the community are equally as responsible for the progress to this goal as businesses. The government has the most power out of the three, as they are the ones who give the money to schools, as well as declare what goes on what. By the government finding ways to ensure and maximize the amount of people that receive an education, more than one of the sustainable goals is being accomplished. The government has a tough task as they have to find a way to distribute the money to schools, while making sure the country's economy is healthy. However, they have to put it in their minds that by doing this, the amount of people who can contribute to the economy are being maximized. Us the community are also responsible for our contributions to achieve these sustainable goals. By us knowing that one goal can lead to the rest being fixed like a domino effect, it gives us the power to really make that happen. We the community can make small contributions, which in the end leads to a lot. A good way to

accomplish this is by donating money for better education, as one of those low income kids has the potential to make a difference that can help every single one of us. That is why making this possible falls on all of our shoulders, as we can all do something to make this happen. Education leads to greater knowledge, greater knowledge leads to a better understanding, and better understanding leads to greater results.

Juan Gallegos
Dominican University, Chicago, USA

In 2030, countries are pursuing to „leave no one behind but also to reach the furthest behind first.” To fulfill their pledge, there are 17 Sustainable Development Goals (SDG) implemented that sustain 169 targets and 231 indicators for monitoring the implementation of the 2030 Agenda. For example, some of the goals are no poverty, zero hunger, good health and well-being, quality education, Gender Equality, clean water, and sanitation. These goals are important because they are a powerful advocacy platform to support the implementation and monitoring of the UN Convention on the Rights of people. To begin the journey of a better world, there has to a significant amount of focus on SDG4 (quality education). That goal will light a spark into the achievement of the remaining 16 SDGs.

Sustainable development begins with education. According to the Sustainable Development Goals Help Desk, „Education is a fundamental right, and it is also the most powerful tool we have for sustainable development. Investing in quality education for every child, youth and adult is essential - not only had to achieve the education-related goals and targets, but to realize the other sustainable development goals and targets.” Education is essential for completing other SDGs, for it provides knowledge of basic skills to survive. For example, if all students in low-income countries left school with basic reading skills, 171 million people could be lifted out of poverty. Education is the gateway towards success, for it opens opportunities to prosper. Not only does education reduce poverty, but it fights hunger and improvement in nutrition. If all mothers in low-income countries had secondary education, 12 million children can be saved from stunting. Also, recognition of illnesses, childbirth, human rights, and sustainable economic growth will be impacted positively due to education. The solution for SDG 4 (quality education) does not always fall on companies. For there to be an improvement to happen, governments, and communities should be involved in accomplishing the SDGs. The government should focus on recruiting, training and supporting teachers because there is a high percentage that High-quality teachers help students succeed. Also, governments should expand access to high-quality early childhood education programs. Getting a head start in education will have a great impact on kids, but especially for students born into lower socio-economic conditions. Many low-income families lack the resources to save for the future if governments encourage college-savings plans then more low-income students would attend college or even graduate. The ones who know what is missing in student’s education are community leaders. For there to be a significant impact on education, classroom-running and curriculum-building decisions should be in the hands of the community. The leaders in the community are the ones who know what students’ situations are in terms of education. The decisions they make would be in benefit

for students. The journey towards a better world all starts with education, for education promotes innovation.

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Sustainable Development Goals

Khalid Sakhari

Dominican University, Chicago, USA

Stakeholder partnerships are often based on common interest with the controlling stakeholder having more sway on the region and the approach that is going to be undertaken in deal with the sustainable development goals. Sustainable development goals are however classified into 17 sections and each part has its strategies that have been used in the past and new strategies are being developed to deal with the sustainable development goals. The partnership between students and other stakeholders is in most cases based on the labor services that students can provide and the alternative forms of help and ways of dealing with different issues. The paper deals with sustainable development goal of education and how it can be utilized to eliminate poverty in the society.

The elimination of poverty through education is one of the most critical avenues of ensuring that people are more aware of their environment and how their environment can be utilized to cater for the needs of society. Education brings together people from different backgrounds and cultures and through the exchange of cultural backgrounds and practices. Through this exchange of practices, people are able to understand the different avenues that people can use not only to enrich themselves but also to come up with new ways of creating an income and money in the process.

Education has been utilized as a tool which is meant to promote integration and make people aware of a variety of issues. The basic education that the sustainable development goals is going to concentrate on will be based on the local population and further the resources of the people that are being targeted. Through customizing the education practices to the local people it becomes easier to relate with the population and also is coming up with education goals that will definitely impact the people directly.

Through education it becomes easier to ensure that people are taking different issues seriously and they are taking up policies at dealing with the main issues. While most traditional cultures are built on efficiency and thus they hardly have any wastages occurring, it is possible that they are overlooking something that can be noticed through education. A teacher exchange program will have teachers from a different culture being placed in the local culture and thus the society gets to obtain different avenues of doing different things. The aspect of cultural exchange is important as it leads to the people yearning for cultural integration which is achieved through education.

The partners that will be involved in the SDGs will include government agency and corporations that have invested in the local economy. By getting the firms interested it provides an avenue for the firms to source labor locally in future for more technical job positions and it will increase revenue streams of people in the society. Education is an important part of society in eliminating poverty and empowering the society to do more.

The Future of Living on Land

Luis A. Diaz

Dominican University, Chicago, USA

When it comes to understanding the importance of the huge problems the world is facing sometimes it is very easy to look away and blame other people and in many cases companies instead of ourselves. We might think that living by using a reusable cup at for your coffee at Starbucks is enough or maybe you may even think that because you recycle you are done doing your best to try and save the planet. Those small thing do help and make a difference but it's not enough. As human being we should look at a way to actually make something more than a small gesture to try and change our planet. It is not possible to cover a bullet hole with a band aid so bigger action is needed to make a difference.

In our current time with social media at our disposal it is extremely easy to involve into anything. Just with a touch of a button a whole movement can begin. I totally believe that equal pay is important, healthcare for all is important, battling hunger is extremely important but none of those things are going to matter if by the end of 2050 our north and south poles are destroy. None of those things matter if wildfires keep destroying the amazons. None of those things matter if hurricanes continue to destroy small islands in the Caribbean. None of it matters if in a couple of decades half of the world's animal population will be extinct. Nothing matters if we can't all come together and not only ask for a change but demand it.

It is completely tiring to see how countries spend billions of dollars a year in military equipment that only brings terror and danger to this world. Why not instead of investing in a new unnecessary military aircraft, we focus in putting those billions of dollars in fighting global warming? Why not spend those billions of dollars we waste on separating families in our borders, we dedicate them to education and bringing knowledge to our youth on the importance of taking care of the planet we live in? Why don't we instead of renouncing that our planet is dying we do something to actually change it?

As a first world country and leaders in democracy, we are one of the most powerful countries in the world should be leading by example on how to change our old practices and help protect or environment for future generations to come. We should be making a difference instead of cancelling treaties that are actually making a difference. Why don't we demand from our lawmakers to instead of thinking of their own political gain and serving themselves to think for just one second on the effects that their decision having on all future younger generations? Why don't companies instead of seeking cheap or free labor focus on providing cheap meals, free water and education.

The sustainable development goal 15 focuses on living on land and with that we should focus on what is being done to maintain and preserve this land

we live in. As part of tackling the problems that exists around the world it is completely impossible to do something by yourself as a single person. It is impossible for us as individuals to expect that companies are going to do everything by themselves. As global citizens it is our responsibility to take action and make changes happen. From advocating for harder legislation that protects our environment to advocating for tougher legislation that helps reduce global warming. It is in each citizen's hand the possibility of making an actual difference.

As global citizens we have to be leaders in fighting battles that will benefit us all and not some. We have to try every possibility to make a difference no matter what it is. If we all at the end come together and unite as a front, saving our planet is possible, making a difference is possible, protecting our future is possible, guaranteeing clean air for all is possible. Anything is possible as long as we all come out from our shadows, stop being selfish and for just one simple second think of everyone's future and not only your own.

Martha Diaz Sanchez⁸⁴
Dominican University, Chicago, USA

Sustainable Development Goals (SDGs) create a road map of seventeen objectives to achieve a more sustainable environment for all people. These seventeen objectives are integrated to provide a holistic plan that benefits everyone including our planet. For this reason, businesses, citizens of the world and government entities must congregate to implement, engage and monitor the achievements of the SDGs.

This integration is fundamental in reaching the SDGs objectives. Businesses need to implement communication strategies in which diversity of voices are implemented and lead to decision-making processes. Integration and diversity of voices allows a business to better craft initiatives to reach the SDGs without leaving anyone behind. The UN members stated that „private philanthropic organizations/foundations, educational and academic entities, persons with disabilities, volunteer groups, older persons, local communities, and migrants” (Effective Stakeholder Engagement 10) along with nine other major groups help distribute the oath of the SDGs.

Although it is difficult to increase the engagement of these citizen groups, businesses need to actively search for innovative ways to increase involvement. By building trust and innovative solutions, the stakeholders and business management take ownership of the problems and solutions resulting in cohesive agreement. Businesses can implement communication strategies that focus on storytelling. Storytelling can be used as a marketing tool to increase meaningful involvement and active participants. Businesses need a strong call to action to empower stakeholders to share their ideas and solutions. To create a strong partnership, citizens must feel like they have an impact on decision making and outcomes.

Another group that must work in line with businesses and citizens to achieve the SDGs are government entities. For example, Thailand’s government has established a ban on single-use plastic bags. This campaign was launched by government and major retailers in Thailand in hopes to reduce plastic waste from the ocean.

This campaign will directly contribute to SDG goal fourteen of life below water which warrants the reduction of plastic bags to keep the oceans clean. Furthermore, this campaign also supports goal twelve for responsible consumption and goal thirteen for climate action. According to Minister of Natural Resources and Environment, Varawut Silpa-Archa, „Thailand was ranked sixth among the world's top countries that dump waste into the sea“ (Channelnewsasia.com). The impact of Thailand’s plastic waste affects a massive number of people all around the world. The plastic waste problem is not

⁸⁴ E-mail: mdiazsanchez@my.dom.edu

simply a problem that can be solved by Thailand's single-use plastic bag ban. Citizen, businesses and governments from all around the world must engage in these efforts to reduce plastic waste. These efforts will benefit citizens, business and the marine life. Thailand's campaign for the single-use plastic bag ban began by encouraging consumers to voluntarily refuse plastic bags from stores. However, this was difficult due to the attitudes and behaviors consumer were used too. This is where Marketing professional can implement storytelling and persuasive messages that change the way consumer view the SDGs goals.

In conclusion, business, citizens and government entities are a key factor to help ensure that SDGs are achieved. Business must create strategies incorporating internal and external stakeholders to create viable and transformational outcomes.

The Sustainable Development Goals can be achieved through unification.

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Partnerships Make Achieving the SDGs Possible

Matthew Graziano

Dominican University, Chicago, USA

As a student, I believe schools have a significant opportunity to advance the goals of the 2030 Agenda for Sustainable development. Primary, secondary, and post-secondary education institutions have access to a large group of people who generally care about sustainable development. Such institutions can take advantage of this by teaching students about the sustainable development goals in relevant courses and partnering with stakeholders who can help them achieve those goals. If these measures are successful, students will leave schools with the knowledge, networks, and ability to influence other individuals to accomplish the sustainable development goals. In this way, encouraging students' involvement in sustainable development can lead to the engagement of their families, communities, and associates.

One of the sustainable development goals I believe is essential for all people to contemplate is Climate Action. Science has acknowledged that climate change poses a serious threat to the planet and the wellbeing of all its inhabitants. Therefore, it is imperative that all people engage in Climate Action to lessen the consequences of climate change. Some stakeholders that schools could partner with to take part in Climate Action include policymakers that support sustainable initiatives, recycling companies, local organic grocers and producers, community conservation organizations, environmental sustainability consulting firms, and green suppliers. My school, for instance, has partnered with many of the aforementioned stakeholders in an effort to reduce its carbon footprint. Some of the green initiatives my school offers to students, faculty, and staff include a bicycle-share program, water conservation system, energy-efficient campus infrastructure, community garden, donation program, and recycling and composting system. The school also involves the community with many of these initiatives to promote sustainability and develop more ideas.

In summation, the partnerships schools have with stakeholders can support the achievement of the 2030 Agenda for Sustainable development goals. Schools have a large influence on their students who, in turn, have the power to influence all the people in their lives. If schools can partner with stakeholders who engage in the sustainable development goals like my school does, they will have the opportunity to make a difference and achieve them.

Melanie Monge-Navarro
Dominican University, Chicago, USA

I believe the end of poverty is one of the most vital sustainable development goals. The reason being that poverty is the source of many of our worldwide problems. Poverty will lead to little or no education, which affects the ability to find jobs, and creates a vicious cycle that will keep families through generations of poverty. The end of poverty will only come when society as a whole comes together to fight it. It would be impossible to improve or eradicate poverty from the world without the right involvement.

It is important for different types of stakeholders to be involved in eliminating poverty through various methods. Tackling the problem from all ends.

Starting with education. The partnership between schools and programs or businesses that can educate students on poverty is of great importance. Also, having schools partner with businesses that can offer a healthy diet to students is important. Children will not get a proper education if they are missing nutrients.

School is a great place to provide them with the benefits of a healthy diet. Also, a great place to educate both the students and the parents on the importance of a healthy diet for the whole family. Schools can also be a gateway to introduce parents to organizations that can help them through poverty. Such as, places that offer food pantry and other free services that will help improve their living. It is difficult for a person to make it out of poverty without the proper tools.

Partnerships between schools and organizations can start trying to end poverty at the source.

Another partnership that can be of great value to this cause is sustainable companies partnering with the government to provide communities with supplies.

The reason using a sustainable company is important is because we do not want to try to end poverty while at the same time negatively affecting the environment.

Companies and organizations that create reusable and sustainable tools are important for communities in need to thrive. People living through poverty will buy the cheapest products, which tend to be the ones with the most negative effects. These products could possibly involve an increase in the use of plastic and also unhealthy foods. If the government could provide people living in poverty with free or inexpensive sustainable products with the help of other organizations, then these people will be given the tools to survive. Providing people with reusable products can cut down on their costs and help them save money. For example, providing food in glass jars, instead of plastic. These glass jars can be used as cups, or containers for other uses.

Finally, poverty can increase health issues among people living in poverty.

Not being able to afford healthy food and healthy habits increase health problems. As well as living an anxious and stressful life brought on by poverty. A great way to improve this is by creating free healthcare services. Clinics, government, and health officials partnering with organizations that can provide the money and space to offer free health checks or free therapy can be a great way to help people recover from health issues brought on by poverty. From personal experience, I am aware that many people will put up with pain and other health problems simply because they cannot afford health care. This can prevent them from working and providing for their families. For these reasons, some important partnerships include the education system, government, and healthcare with other organizations that will help provide them with money and other tools to achieve the goal of ending poverty.

No Poverty

Natalia Kocol

Dominican University, Chicago, USA

Besides business's, normal people living their lives should be involved in achieving the SDG'S. One of the SDG's is no poverty, and who else to achieve this than the people themselves. The number one step in achieving no poverty is education. It is a very powerful tool in sustainable development. Even basic skills that are learned in school can even help with ending poverty. Education leads to knowledge, which would lead to more people getting jobs and ending poverty. Even with basic skills, such as reading and writing, mothers and all, could get jobs to help them with needs for their families. Without education, it's hard to recognize signs of trouble, such as sicknesses. If women in low poverty neighborhoods completed primary education, maternal mortality would decrease by 66% and one year of schooling for women is associated with a 10% increase in wage earnings at least (Global Education). Education is the beginning of this process, and there needs to be a step in the direction, by these women themselves.

Schools themselves, could come up with programs for low income families, to get an education themselves. Since school is very expensive, having a support system could increase the likelihood of these women and families actually going to school and achieving an education. People could contribute to making these programs happen for low income families. They could work with the schedules of these moms, who most likely have kids to care for. They could make night classes, or online classes while providing computers to take home. They could also have daycares at the school so women can bring their children if needed. I believe a program like this could increase the rate of women in school and achieve at the no poverty goal. It all depends on how much others will put into it as well.

Of course, other than business's, celebrities could help achieve in achieving the SDG'S. Celebrities make donations to charities of their choices, and creating a charity of choice to end poverty, as well as being a spokesperson, could help achieve this. Celebrities nowadays have a lot of say, and a lot of people follow them and listen to what they have to say. If they tell people to do something, people will listen and go and do it because they think so high of them. Celebrities advocating for no poverty could really make a change in the world.

Quintin Eisner
Dominican University, Chicago, USA

Education is a key component to every human's life. They start when they are young and finish about fifteen years later. Though that isn't always the case – many people are either unable to afford education, or the quality of education isn't up to the standards we should expect. According to Sustainable Development Goals over 200 million children and youth between the ages of six to seventeen were out of school in 2017 and more than half of that age group are not meeting minimum proficiency standards for reading and mathematics (SustainableDevelopmentGoals, 2020).

To tackle the concept of quality education is a task that only one person or even business can fix. This is why it is crucial that there is a group of people, groups, or business that can help. There is a large community of interest regarding this topic considering education is the key to future successes. All members have a role to play to solve this issue, and they have a different set of talents or connections that could contribute to the elimination of this issue. Finding and connecting these members of the community is a problem in itself though. There is many groups and people we can search through to find them though: Women, Children and Youth, Indigenous Peoples, NGOs, Local Authorities, Workers and Trade Unions, Business and Industry, the Scientific and Technological Community, and Farmers. UN states even further to add even more groups: private philanthropic organizations/foundations, educational and academic entities, persons with disabilities, volunteer groups, older persons, local communities, and migrants (SustainableDevelopmentGoals, 2020). With these groups combined there should be an extremely large effort to eliminate this problem. It is debatable that it doesn't stop there though. Current students should demand the lowering of prices for education. Being able to read and write should be a right as human beings. Without offering that, it is unfair to expect our world to group and develop, and overall continue to be sustainable.

Those groups require partnerships and collective work that focuses on co-creation rather than individual work. All people share responsibility in making the world a better place. One partnership that would help this cause is charities and schools. Charities are known for their assistance with the less fortunate. A concept they could begin to involve if schools agree to partner is that while charities hand out the physical necessities, they can also hand out educational pamphlets that can be consistently used. On the pamphlets they could include math problems and readings. Then the next time a charity makes a stop to the area of need, they can drop off pamphlets with harder math problems and more difficult readings. This may not solve the education crisis completely, but it will gradually increase the level of math skills and reading among the people in that region. This idea can continue with people who are more fortunate, can donate books that they no longer use. This concept can apply for colleges as well.

Colleges and Universities can offer a textbook drop-off so that if a student purchases a book they don't use, they can then donate it to be used in areas of less fortune. This gets all stakeholders involved.

Education is a key component to the world's future success. Without education, people will be only utilizing a small portion of their brain's knowledge and will leave much to be discovered. On the bright side, the world is full of extremely well-educated people, strong resources, and people wanting to help. The people of the world have to partner together to find a solution of the lack of education globally. With schools partnering with charities, the right steps would be being taken to solving that issue. This is a problem not only schools can help, this is an issue every single person can contribute to by donating their resources and talents. What are you waiting for?

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Partnerships Make Achieving the SDGs Possible Zero Hunger & the Internet

Rosalia Trupiano
Domenican University, Chicago, USA

Looking at the world as one, every country and community has challenges to address and all individuals share the responsibility to confront the issues collectively. The 2030 Agenda of Sustainable Development tackles this idea. It is very challenging for an organization to achieve a sustainable development goal alone. The involvement of stakeholders has traditionally helped to tackle these large problems. In today's world, we are all connected via the internet. This essay will address an online entity that can be involved to help achieve sustainable development goals, specifically Zero Hunger.

The purpose of the Zero Hunger campaign is to connect all stakeholders to express the significance of food security. This includes resilient agriculture to deliver and create food systems that deliver for all people. According to the *Effective Stakeholder Engagement for the 2030 Agenda*, "... there is a need for innovation to deepen the levels of engagement, going beyond consultations to build trust, create a sense of ownership of the Agenda and develop coherent policies, integrating the perspectives of different stakeholders" (2018, *Effective Stakeholder Engagement for the 2030 Agenda*).

This innovation for quality engagement in food delivery can be found in student research. An online simulation can be created to connect students around the world to bring together ideas to achieve the sustainable development goal he/she is most passionate about. This project will include a business plan with a desired mission, description of the business, insights on marketing and product development, and operating procedures. This online simulation will work to include everyone around the globe to work cooperatively to assist in working towards a common goal.

One example of a business to obtain Zero Hunger is a genetic diversity seed manufacturer. The mission is to contribute to the genetic diversity of seeds in order to obtain zero hunger. Giving poor areas seeds to grow their own food will ensure access for people in vulnerable situations, including infants, to safe, nutritious and sustainable food all year round.

The business model will also provide sustainable farming methods that will help people grow these crops. It could also allow people to sell their food to others which will not only provide food for the community but a source of income for those who sell it.

This online simulation with a global attendance can allow students to formulate business plans such as the one mentioned above in accordance with their desired sustainable development goal. The final project can be entered into

a contest and reviewed by scholarly individuals to determine which plan can be made a reality.

With such a need for innovation, a global experience with students around the world to achieve challenging issues such as sustainable development goals can deepen levels of engagement. The online simulation will act to communicate the importance of the goals and reinforce the world's involvement and responsibility of all peoples to act in meaningful ways.

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Salvador Ruiz
Dominican University, Chicago, USA

Trying to improve the world is a memorable thing. Everyone wants to live in a better world. One of the Sustainable development goals that I think can help lead to a better world is decent work and economic growth. Economic growth improves people's standard of living. That's why I think the government has a responsibility for economic growth. However, their focus should be on staying out and letting the market propel itself forward.

To begin with, it's important that taxes are low and that there is not much regulation. There should be some regulation, of course, to insure companies don't break the law. However, there should not be regulation to the point that makes it difficult for companies to grow. Economic growth occurs when people are allowed to keep more of their money. It makes it easier for people to start their own businesses when they have money. High taxes and lots of regulation make it difficult for new businesses to enter the marketplace. Only established businesses with lots of money are able to handle these conditions. Also, some of these businesses end up having no choice but to lobby the government due to higher taxes and regulation. This is known as crony capitalism. Businesses do this to remain ahead while it makes it harder for competition to develop. It's important for government to step back in order to lead to increased economic growth.

Secondarily, the government staying out leads to more innovation. People have more freedom to create new things that people thought they never needed. The world's greatest inventions were not created due to centralized government planning but due to individuals with a creative spark. Inventions such as the airplane, the internet, the car have all helped humanity. People must be allowed to create inventions that are problem solving tools. These kinds of inventions lead to an increased standard of living for everyone, especially once they become common. Without people having the freedom to create, it makes it more difficult to achieve economic growth. When freedom is limited, creativity is stifled. That is not a winning solution to economic growth.

Thirdly, the government allowing privatization is another way to lead to economic growth. When many people hear privatization, they automatically assume greed and making a profit. There's nothing wrong with making a profit. No one starts a business to lose money. That would make no sense. Also, if a private company does a terrible job they can be fired. If the government does a bad job, the government will not fire itself. For example I live close to Chicago. The spring and summer over here is known as construction season. This is the time when the government repairs many roads and other things. However, the process is very slow and the results don't last. Year after year more repairs are made. If a private company did a job like this, it would have been let go. The

beauty of privatization is companies can compete to do a job faster, better, and cheaper. If they don't, nobody will hire them.

In conclusion, the issue of economic growth is very important to me. I want to see people get richer and do better. I think the best way to do that is to stop the government from handicapping people and businesses and let them have the freedom to innovate and create. When people aren't free to create, there's little incentive to innovate. The government must step back and let the ones who create economic growth, the people, to create economic growth.

Yaslin Lopez
Dominican University, Chicago, USA

The world is full of many issues that can be difficult to solve. As inhabitants of this planet, we are responsible for solving the problems in the world, no matter how big or small, and no matter how the problems started. The United Nations Sustainable Development Goals are a set of guidelines on how businesses should function in order to encourage economic growth, social inclusion, and environmental protection, but the responsibility shouldn't stop at just businesses. It is important for people to be aware of the Sustainable Development Goals, because it is everyone's responsibility to make the world a better place. Everyone should be involved in achieving the Sustainable Development Goals, but more specifically, the governments and educational systems of every country should be involved in achieving these goals by partnering with businesses because they have the power to regulate and educate the world on sustainability.

The government or government agencies should partner with businesses to make the SDGs possible because the government has the power to provide money for some companies or even enforce laws or regulations for businesses to function properly so that the SDGs can be more achievable. The government of many countries also control their educational systems. By using this outlet, people can be educated on living a sustainable lifestyle as well as being encouraged to support businesses that are working to achieve the Sustainable Development Goals. This type of education should be taught not only on the college level, but also in public high schools and elementary schools. If people are taught these guidelines at a younger age, they will most likely be encouraged to live a more sustainable lifestyle and try to support more businesses that closely follow the SDGs. One of the SDGs that I find very important is number 12, which is to ensure sustainable production and consumption patterns. This means that we should be aware and cautious of the usage of our resources, as well as how we are producing our goods. Our resources are limited, so we should try to preserve them as much as possible. Responsible consumption is also an issue in today's world because many people are not aware of how much waste we generate through the goods we buy. This goal goes hand in hand with most of the other SDGs, and with the right ways of education and regulation within our societies, these goals can be achievable.

Partnerships can be made to share knowledge and expertise from one trade to another. Businesses, school systems, and governments share the responsibility of handling challenges that go on in the world. Since the Sustainable Development Goals are an agenda orchestrated by the United Nations, it should also be their responsibility for these goals to be implemented in the way that businesses function. They can also implement these goals by having the governments of each country regulate how businesses should be run, and by

promoting or largely supporting businesses that closely follow the SDGs. It is also important to include the SDGs in the educational systems for students of all ages. If all of these partners work together, both producers, businesses, and consumers will work together to better the planet and life as a whole.

Quality education for the future

Kasandra Curtis⁸⁵

Nazareth College of Rochester's Business School, Rochester, USA

The sustainable development goals (SDGs) require different sectors of the economy to work together in a manner by bringing together financial resources, knowledge and experience to achieve the development of their specific SDG. The sustainable development goal that has been chosen to focus on in this student experience and opportunities for engagement research and development competition is Goal 4: Quality Education. This SDG focuses on the inclusion and equitable quality education and to promote lifelong learning. The one quintessential target that needs to be completed according to the SDG knowledge platform by the year 2030 is to make it a high priority for children all around the world to receive an education. In order to complete this target, the researcher will be channeling some key UNICEF ideologies and expanding upon those to reach the end goal of all children having the right and access to free primary education and why it is so important for children to have that education.

A child's early education is very important to their development and is an important time in their lives because it is a time for them to develop their social skills when they are forced to interact with people, they will now be calling their peers. For many of the children this will be the first time that they are having these experiences with other people outside of their families. In the United States it is a common practice to send children to Pre-Kindergarten or half day schools in an effort to acclimate the children to being around a lot of children around their ages and to get accustomed to having to listen to an authority figure that isn't their parents. This however, is not a normalcy in other nations; especially third world and developing nations. According to Dr. Jessica Alvarado the program director for the BA in Early Childhood at National University early education is a time „to develop interests that will stay with them throughout their lives” (National University, 2019). There is now a common understanding for nations around the world to work with UNESCO, which is the United Nations Educational, scientific and cultural organization. Whose goals align with the SDG's and UNICEFS education efforts? Their mission statement is to „Contribute to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue through education” (National University, 2019).

So far in 2019 the progress of goal 4 has been focused around technological changes and opportunities that are presented with this new type of learning platform that comes around in this day and age. This has also brought around the capacities of teachers and the quality of educations have not kept pace

⁸⁵ E-mail: kcurtis4@mail.naz.edu

with the rapid technological shifts within the education of children across the globe.

According to the SDG knowledge platform currently in „72 countries there are 7 in 10 children between the ages of 3 and 4 were developmentally on track in at least three of the following domains: literacy-numeracy, physical development, socialemotional development and learning” (Nations, 2017). Most school age children enter kindergarten around the ages of five to six years of age; with that being said this statistic provided from the SDG knowledge platform just solidifies that primary school or elementary school is very important to developing minds and a children growing up knowing how to react within society and being so susceptible in learning to read and write at such a young age. It has been researched and determined that most children learn to read and write at the ages of six or seven.

However, some children learn as early as four or five years old. This essay is meant to be centered on a student’s personal experience with the sustainable goal that they have chosen to focus upon and relate those experiences to the stakeholder partnerships which are leading towards achieving that development goals. My personal experiences with this specific SDG is centered around my volunteerism with the youth of Rochester. I volunteered my time in high school after the school day was done to go into the inner city to a place called „Mary’s Place”. When I went to volunteer there were children who were either recent immigrants to the country or came from backgrounds where their parents did not take on a large role in their childhoods and are more focused upon their own well-being compared to helping their children after school with their homework and questions for the day. Most of my time was spent with helping the kids doing their homework and answering any questions that they may have had. I believe that my time spent with those children greatly impacted them, they were able to see in real life what it was like to be in school and had active help from all of the volunteers and workers at the facility to help them understand why it is so important to be in school and where you can go after high school. This program had boys and girls along the ages of first grade through seventh grade; the facility gave the children a place to escape to after school without being forced to go directly home. The children were able to interact with others that came from a similar background that they did and it made them feel more at ease.

„Ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes” (Nations, 2017). This quote comes directly from the SDG knowledge platform for their 2030 target indicators, it is one of their top most priorities when it comes to quality education. That is the end goal for the SDG knowledge platform when it comes to their 2030 agenda in regards to quality education for children all around the world. Since there has been so much progress in achieving this goal since the early 2000’s the worlds totally enrollment in developing

countries has reached a whopping 91% in the year 2015 (Nations, 2017). All of the research that has been explored through this research and development proves that this sustainable development goal is of high importance within the community and the world to date. We as nations around the world need to make sure that when we think of things that need to be addressed as issues; we need to think about our education systems. My student experience was just a slight interaction with a vital sustainable development goal and there is a kind of happiness in the fact that myself as a young student had such an impact on these children's lives.

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THE FEDERATIVE REPUBLIC OF BRAZIL



*Faculdade de Economia, Administração e
Contabilidade da Universidade de São Paulo*

Sustainable stakeholder management and green business model

Emerson Aparecido Mouco Junior⁸⁶

*Faculdade de Economia, Administração e Contabilidade da Universidade de São Paulo,
Sao Paulo, Brazil*

In the digital era green business models have the potential to deliver a much better performance compared to the conventional business models in this age of sustainability. Stakeholder engagement is considered one of the key elements to help facilitate an increased uptake of green business models (Abuzeinab & Arif, 2014). Thus, having the help of stakeholders in the adoption of these types of projects, makes the company can be even more successful in the development of these projects and consequently further achieve the proposed objectives.

The Stakeholder Theory was conceptualized by Freeman in 1984 in his book *Strategic Management: A Stakeholder Approach* and seeks to demonstrate that the company is much more than just the people who compose it, there are many other factors involved such as: government, customers, and shareholders, among others. The best definition is portrayed by the author himself „any group or individual that may affect or be affected by the achievement of the company's objectives (Freeman, 1984).“ Therefore, the theory emerged as a way to better explain the meaning of the word „stockholder” in addition to working the company's strategic management in an unstable environment. (Freeman *et al.*, 2010)

According Abuzeinab & Arif (2014) the Green Business Model consists of five major elements: Green value proposition, Target groups, Key activities, Key resources and Financial logic. Aligning these key elements with innovations in the company can result in new projects that stakeholders can engage even more with activities. Therefore, sustainable innovations in the areas of shared economy, renewable energy sources, fighting hunger and poverty, etc., are some examples for improving engagement and improving people's lives.

A large number of researches are being carried out in the area of shared economy (Scavarda, Daú, Scavarda, Azevedo, & Korzenowski, 2019; Sutherland & Jarrahi, 2018; Ulas, 2019) and most social issues are treated as major themes. This gives better focus to these problems for both researchers and companies. Therefore, according to Barakat (2018) companies can develop capabilities that favor value creation by seeking common ground and interconnecting their interests, for create synergy for the company's stakeholders, knowledge, engagement, integrity and adaptation skills must be developed.

Companies should start as soon as possible to worry about the sustainable problems. Innovating your business models for these purposes can be a way of adapting to reality, thereby gaining new consumers customers and creating value

⁸⁶ E-mail: mouco@usp.br

for everyone. Thus, thus, creating value for stakeholders goes beyond mere financial gain, does the best for the company and especially for society.

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THE REPUBLIC OF COLOMBIA



Universidad Pontificia Bolivariana, Medellín



Universidad
Externado
de Colombia

Universidad Externado de Colombia, Bogota

Andrés Hincapié Rúa⁸⁷
Universidad Pontificia Bolivariana, Medellín, Colombia

„Jamás se descubriría nada si nos considerásemos satisfechos con las cosas descubiertas.“ Séneca, Lucius Annaeus (c. 4 a. C. - 65 d. C.), esta consideración es un excelente principio básico para polemizar la forma en la que se ha venido concibiendo las modalidades de la investigación actualmente, pues esta es muy importante para adquirir nuevos conocimientos o resolver las diferentes disyuntivas en las que recae la sociedad y se cuestiona con el pasar del tiempo.

La investigación por lo tanto nos ayuda a mejorar el aprendizaje en los diferentes campos que se estudie porque nos permite decretar contacto con la realidad a fin de que la conozcamos mucho mejor, esta nos ayuda a desarrollar una inclinación creciente acerca de la solución de problemas cotidianos, en este caso de investigación con aquellas estrategias que utiliza la Universidad Pontificia Bolivariana para facilitar el aprendizaje a los estudiantes con necesidades educativas especiales, lo cual es un tema muy amplio y de interés para muchos grupos, pues es una forma de incluir a todas estas personas en el mundo laboral luego de haber culminado sus estudios profesionales.

El principal problema radica en que la educación siempre ha tenido vacíos y choques a nivel de gestión y diversidad de pensamientos tanto de autores como de instituciones, por su parte la ONU manifiesta que la educación proporciona: „las capacidades y conocimientos críticos necesarios para convertirnos en ciudadanos empoderados, capaces de adaptarse al cambio y contribuir a la sociedad” (Palicio, 2016). Por lo tanto, involucrar los diferentes grupos de interés es de gran importancia porque se toma conciencia de la significación del cumplimiento de los objetivos de desarrollo sostenible, en este apartado, el número 4: Educación de calidad, sin dejar atrás los demás objetivos ya que todos van unidos de forma horizontal a la hora de mejorar un país por medio de las diferentes estrategias que en estos se emplean, esta investigación crea nuevas oportunidades porque todas estas personas con necesidades educativas especiales pueden aportar nuevas ideas en los campos que se desempeñen y crear una diferencia significativa en la consecución de los logros, siempre y cuando desde las primeras etapas escolares, la secundaria y la universidad se incluyan estrategias que generen un valor agregado a todos los estudiantes sin tener una educación tan horizontal y lineal, para de esta manera favorecer la permanencia de los estudiantes en el sistema educativo. Todo esto crea oportunidades de inclusividad en las aulas escolares y oportunidades de capacitación de los docentes para enfrentar con las mejores capacidades los diferentes grupos a los que se les garantizarán mayor aprendizaje.

⁸⁷ E-mail: andreshincapie25@gmail.com

Esta solo es una de tantas problemáticas que se presentan en nuestro país (Colombia) para la consecución de los objetivos de desarrollo sostenible, cada día y en las diferentes regiones que conforman a Colombia se evidencian nuevas oportunidades de investigación y es por esto que hay que prestarle atención a todos aquellos problemas que se investigan porque traen consigo las soluciones, que de una u otra forma ayudarán a alcanzar un cambio significativo y gratitud en la mejora de las principales cuestiones que se nos presentan actualmente.

Para terminar, es necesario incursionar en distintas modalidades de investigación, no solo para adquirir nuevos conocimientos prácticos y aplicables, sino que se hace urgente para lograr que el proceso de aprendizaje sea permanente para que este, al mismo tiempo, responda y valore de manera apropiada la diversidad de conflictos, problemáticas, intereses, oportunidades y expectativas de los estudiantes con necesidades educativas especiales para contribuir a su participación activa como parte de la sociedad. El mayor reto que nos trae todo este proceso investigativo es garantizar una educación de calidad para todos los estudiantes, que a su vez se ve reflejada en un mejoramiento del país y de la sociedad, con una educación flexible e inclusiva desde sus inicios.

¿Debería ser gratuito el transporte público del futuro?

Franziska Laqua⁸⁸

Universidad Pontificia Bolivariana, Medellín, Colombia;

El uso masivo del coche contribuye fuertemente al cambio climático y causaproblemas de viaje (Auxenfants, 2019); en consecuencia, con el objetivo dedisminuir el tráfico se pone en consideración el concepto de transporte públicogratis (Goodwin, 1973).

Según este concepto, los viajeros no tienen que pagar por sus viajes, gracias aque son pagados por el gobierno o por donantes (De Witte et al., 2006). Estotiene el objetivo de transferir el transporte privado al público con el fin dedisminuir el uso del automóvil, aportando al desarrollo sostenible ydisminuyendo el gasto de tiempo (Cools, Fabbro & Bellemann, 2016). Como dato ilustrativo, Luxemburgo será el primer país del mundo con transporte público gratis a partir del 1 de marzo de 2020. La razón principal de esto esel interés por resolver los problemas causados por los atascos. Gracias alincentivo monetario se espera que los viajeros dejen sus coches y se cambien altransporte público (Auxenfants, 2019). Aparece entonces la cuestión sobre siel transporte público del futuro debería ser gratis; de esto es necesaria unaevaluación detallada:

El transporte público gratis tiene dos efectos sobre la demanda de viajes: elefecto de sustitución y el efecto de generación (De Witte et al., 2006). En primerlugar, el efecto de sustitución incluye todos los viajes en transporte público queson reemplazados por viajes en otros medios de transporte. Por ejemplo, en unproyecto de transporte público gratis para un cierto grupo de estudiantes deBruselas este efecto se relaciona con una caída de 82,4 km por semana porpersona en el 66% de los usuarios (De Witte et al., 2006). Este hallazgo essubrayado por Baum (1973), quien pronostica una disminución del tráfico comoconsecuencia. El volumen de tráfico reducido disminuye a su vez el gasto detiempo (Cools, Fabbro & Bellemann, 2016) y la polución, ya que el transporte público causa menos polución por persona que el coche (MacKay, 2009).

Además de esto, el transporte público gratis hace que la movilidad sea másaccesible a los sectores sociales menos favorecidas, con el fin de que nuevasposibilidades les sean abiertas. Esto soporta su integración social (Baum, 1973).

Por otro lado, el transporte público gratis no solo trae ventajas. Existe elefecto de generación: debido a la gratuidad del transporte público, ahora losusuarios hacen viajes adicionales. De Witte et al. (2006) encuentran que en elmencionado proyecto de Bruselas el 26% de los usuarios tienen un promedio de

⁸⁸E-mail: franziska.laqua@uni-konstanz.de

1,7 viajes adicionales. Estos viajes adicionales son contraproducentes frente a la meta de disminuir el tráfico.

Adicionalmente, hay dudas sobre la eficacia, en cuanto a que no siempre se cumplen los efectos deseados. Por ejemplo, en dos ciudades alemanas - Hannover y Dortmund - se ofrecieron viajes gratuitos desde los suburbios hacia el centro, pero la demanda resultó ser pequeña (Baum, 1973).

A esto hay que añadir que existen otras opciones para llegar a la meta de contribuir al desarrollo sostenible en el área del tráfico. Para esto, Cools, Fabbroy Bellemann (2016) mencionan el desarrollo de nuevas tecnologías más ecológicas, nueva infraestructura, además de la necesidad de animar a los viajeros a cambiar el coche por el transporte público y a manejar a menor velocidad.

Diferentes grupos de interés se ven afectados por el establecimiento de un sistema de transporte público gratuito; en principio, se les puede dividir en ganadores y perdedores. A los primeros pertenecen los viajeros, tanto los que ya han viajado en el transporte público - con o sin costo- como los automovilistas-que viajaron en coche- que ahora viajan en el transporte público gratuito, y los activistas medioambientales. Del otro lado, los que pagan por la medida, la industria de automóviles y aquellos empleados como controladores o vendedores de tickets, cuyos trabajos no serían necesarios bajo el concepto de transporte público gratuito, son los perdedores de esta intervención.

Finalmente, el efecto de sustitución supera al efecto de generación (De Witte et al., 2006), lo que significa que el tráfico disminuiría si se implementara un transporte público gratuito. La medida de un proyecto de transporte público gratuito ayuda sobre todo al medio ambiente y al bienestar de la sociedad, si bien es cierto que trae inconvenientes y no beneficia a todos los grupos de interés.

Sin embargo, aunque haya ganadores y perdedores, se contribuye al desarrollo sostenible por medio de este proyecto. Por esos motivos, desde una visión integral de la sociedad el transporte público gratuito es un importante paso al futuro.

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Educación de calidad, las ciudades y comunidades sostenibles

Tayhana Caicedo Morales⁸⁹

Universidad Pontificia Bolivariana, Medellín, Colombia;

Las ciudades inteligentes y sostenibles son una realidad, una necesidad no solo de un grupo específico de mercado, si no más bien una obligación planetaria. Por eso se incluye en el puesto número 11 de los objetivos de desarrollo sostenible „Mejorar la seguridad y la sostenibilidad de las ciudades implica garantizar el acceso a viviendas seguras y asequibles y el mejoramiento de los asentamientos marginales. También incluye realizar inversiones en transporte público, crear áreas públicas verdes y mejorar la planificación y gestión urbana de manera que sea participativa e inclusiva”. (PNUD 2012)

Ya conociendo el contexto de las ciudades sostenibles, pasemos a la educación universitaria colombiana, donde se enfocan esfuerzos para que los futuros profesionales contribuyan a la implementación de estas iniciativas ambientales, sociales y económicas, sin embargo, hay una población con condiciones educativas especiales, que saldrá al mundo laborar a aportar de forma diferente. Lo que nos hace pensar en que herramientas se les está dando la universidad a estas personas discapacitadas, para impactar los ODS, específicamente la construcción de ciudades inteligentes y autosostenibles.

Extrayendo algunas conclusiones del problema de investigación desarrollado durante el semestre sobre „la necesidad de adaptar las metodologías para ser inclusivos con todo tipo de personas“, vemos que nuestra universidad que es pionera en educación del país está bastante atrasada en el tema. No se le da la importancia que necesita, con problemas como la falta de aviso a los docentes sobre la llegada de un alumno en condición de discapacidad, no se los capacita para este tipo de situaciones y los dejan a la deriva con las herramientas metodológicas a utilizar. Este coctel de desaciertos por parte de la educación afecta indudablemente al aporte que hará el profesional discapacitado en el mundo laboral.

En este punto dos ODS se unen, educación de calidad y ciudades sostenibles, estas últimas necesitan estar adaptadas para estas personas con todo tipo de discapacidad y quienes mejor para ayudar a dicha adaptación que profesionales especializados que, aunque posean diferencias, saben por primera persona las necesidades y dificultades que enfrentan a la hora de por ejemplo movilizarse, „Mejorar la movilidad urbana en la región y garantizar servicios de transporte accesibles y seguros, es una tarea fundamental para reducir las desigualdades y mejorar el uso del tiempo y la calidad de vida de todos los ciudadanos” (Mario Cimoli 2018). El aporte vivencial para desarrollar estas iniciativas lo mas incluyentes posibles, se puede obtener de esta población.

⁸⁹ E-mail: tayhana.caicedo@upb.edu.co

La reflexión es necesaria, las universidades deben hacer una introspección sobre como están capacitando a esos profesionales que generaran aportes de una manera diferente en las empresas y por ende en la sociedad.

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¿Cómo la empresa etigraf perteneciente al sector de las artes gráficas en Colombia, y sus grupos de interés aportan al cumplimiento de los objetivos de desarrollo sostenible (ODS)?

Sara Agudelo Zuluaga⁹⁰

Universidad Pontificia Bolivariana, Medellín, Colombia

En la actualidad, los temas ambientales juegan un papel importante dentro de las sociedades debido a que se han evidenciado fuertes cambios climáticos, en la naturaleza y demás ecosistemas, a su vez, hay más conciencia por parte de los seres humanos sobre la importancia de preservar y cuidar el medio ambiente. Debido a esto, se han propuesto e implementado diversas leyes ambientales por parte de los gobiernos y comunidades especializadas hacia las personas y empresas de la sociedad.

Los Objetivos de Desarrollo Sostenible (ODS), son un llamado universal que han sido diseñados para traer al mundo varios „ceros” que cambien la vida (Naciones Unidas, s.f.) y el desarrollo mismo de esta en diferentes ámbitos. Estos objetivos buscan sin lugar a duda un equilibrio entre la sostenibilidad ambiental, económica y social generando así grandes impactos positivos en todos los seres vivos y su entorno. Por lo anterior, se realizó una investigación orientada a responder la siguiente pregunta: ¿Cómo la empresa ETIGRAF perteneciente al sector de las artes gráficas en Colombia, y sus grupos de interés aportan al cumplimiento de los objetivos de desarrollo sostenible (ODS)?

Como contextualización, ETIGRAF es una empresa colombiana del sector gráfico encargada de diseñar, producir y comercializar etiquetas autoadhesivas y bandas termoencogibles para distintos sectores de la economía preocupada por el medio ambiente y por cumplir diariamente con los más altos estándares de calidad para obtener así la satisfacción de sus distintos stakeholders o grupos de interés.

El sector gráfico, se caracteriza en gran medida por ser uno de los mayores contaminantes del medio ambiente y por generar en muchos casos problemas de salud, debido a que se necesitan elementos químicos, maquinaria ruidosa, adhesivos, solventes y demás elementos nocivos para poder realizar sus procesos operacionales, es por esto que el gerente y junta de socios de dicha compañía han propuesto e implementado dentro de la organización distintas actividades y/o procesos que vayan encaminados a contrarrestar los daños y males causados al medio ambiente, ya que todos los actos por más mínimos que parezcan ayudan en gran cuantía a la solución y evolución de los problemas existentes.

Uno de los procesos que ha generado mayor impacto y avance por parte de la empresa ETIGRAF al cumplimiento de los Objetivos de Desarrollo Sostenible, es el de implementar y usar un tanque de aguas residuales, el cual se

⁹⁰E-mail: sara.agudeloz@upb.edu.co

encarga de limpiar en un alto porcentaje el agua que se ha contaminado por las tintas usadas en los procesos operacionales. Esta agua no queda 100% potable, pero si queda lista para ser reutilizada en procesos tales como lavados de placas, de planchas, de utensilios, o para realizarse simplemente el aseo de pisos de la planta de producción y vaciar los baños. Este proceso, aporta a los objetivos 6 y 9 llamados: Agua limpia y saneamiento, Producción y consumo responsables (Naciones Unidas, s.f.) sucesivamente, ya que la empresa se preocupa por implementar y crear una cultura interna sobre la conciencia productiva y gestión sostenible de los recursos y procesos.

El objetivo número 3 llamado: Salud y bienestar es uno de los otros objetivos al cual la empresa apunta debido a que esta, está constantemente pensando en comparar y adquirir materia prima de calidad que no afecte la salud de sus trabajadores. Para esto, se adquiere tintas a base agua (la tinta más usada por este tipo de industrias gráficas es la tinta a base de solventes, siendo altamente perjudicial para la salud de las personas, causando a largo plazo enfermedades crónicas y respiratorias), también dotan a su personal de uniformes, herramientas para aislar el ruido generado por la maquinaria (tapones), a su vez, se crean espacios donde se desarrollan habilidades personales, capacitaciones, clases lúdicas, entre otros. Todo lo anteriormente mencionado, muestra lo importante que es para la empresa el luchar y trabajar constantemente por el bienestar general y la salud de sus colaboradores. El saber que existen empresas socialmente responsables, conscientes de sus acciones industriales, genera cierto grado de „satisfacción” y alivio en todos los individuos, ya que con esto se evidencia claramente la conciencia y deseo por los intereses generales antes de los particulares pues si todo se encuentra en equilibrio, será mucho más fácil la obtención del progreso y bienestar social como personal.

Los distintos grupos de interés aportan en gran medida al cumplimiento de los objetivos de desarrollo sostenible ya que estos son los que proponen, crean y establecen en muchos casos los parámetros para la compra, la producción, el consumo, y desarrollo sostenible y consiente. Un ejemplo claro de esto, es que la mayoría de los clientes en la actualidad, valoran el hecho de comprar y adquirir productos o servicios de una empresa socialmente responsable, que esté comprometida cada vez más con el medio ambiente y sociedad en general ya que esto simboliza conciencia industrial, progreso y evolución. El compromiso que se debe de tener es cada vez mayor.

Finalmente, gracias a la creación e implementación de iniciativas tales como los ODS, reglamentaciones y certificaciones ambientales, se puede evidenciar en la sociedad e industria cambios, mejoras y/o progresos hacia temas que realmente son de interés y preocupación colectiva.

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Juan Camilo Díaz Jaramillo⁹¹
Universidad Pontificia Bolivariana, Medellín, Colombia

La investigación realizada por mi grupo de trabajo gira en torno principalmente a la educación y como algunos grupos de interés como las empresas y el gobierno colombiano pueden contribuir para que se disminuya la desigualdad y se acrecenté la oferta de oportunidades tanto académicas como laborales para personas de niveles socioeconómicos más bajos. Esto contribuiría de una manera muy significativa para lograr alcanzar en un futuro cercano los objetivos de desarrollo sostenible.

En un país como Colombia es notorio que existen grandes problemas en cuanto a la gestión y administración de los recursos por parte del gobierno, esto claramente ha sido un gran obstáculo que ha impedido alcanzar el desarrollo del país. La educación es uno de los pilares fundamentales en los que el gobierno debe hacer mayor énfasis si se quiere seguir progresando en este proceso de desarrollo. Actualmente la educación en el país presenta unos buenos estándares y niveles de calidad, sin embargo se evidencia un grave problema y es su difícil acceso y las pocas ofertas de becas estudiantiles. Por ello muchas personas de niveles socioeconómicos más bajos se han visto desmotivadas a seguir en un proceso formativo y por el contrario han preferido laborar informalmente desde muy temprana edad, teniendo en sus cabezas una idea errónea y además conformista, donde se cree que con el poco dinero que pueden ganar de esa manera van a sobrevivir el resto de sus vidas. Por ende el gobierno debe primar con mayor fuerza en que se cumpla uno de los principales objetivos de desarrollo sostenible que es brindar un acompañamiento formativo de calidad y que a su vez sea inclusivo, es decir, que logre cubrir todas las clases sociales, mayormente a las más vulnerables, dándoles a entender que la educación es una herramienta que les ayudará a desarrollarse, crecer como personas, y muy importante cumplir sus sueños.

Por otro lado, algunas empresas colombianas han intentado poner su grano de arena para tratar de disminuir esta problemática, y al mismo tiempo contribuir al cumplimiento de los objetivos de desarrollo sostenible. Esto lo han hecho mediante la implementación de planes para el bienestar y crecimiento formativo de sus empleados que ayudan a que dichas personas y sus hijos puedan acceder a programas educativos, todo esto financiado con una parte del presupuesto de la empresa que va dirigido únicamente a este tipo de causas. Aquí cabe mencionar que en Colombia las microempresas y las pymes conforman alrededor del 80% del total de empresas en el país. Por ende son empresas con bajos niveles de ingresos y poco presupuesto, además, tienen como obligación pagar un porcentaje de impuestos que actualmente es bastante alto en relación con los ingresos que generan este tipo de empresas. A pesar de poseer tan pocos recursos,

⁹¹ E-mail: Juan.diazj@upb.edu.co

y no contar con un respaldo del gobierno, han hecho un gran esfuerzo y han logrado de esta manera contribuir a que más personas tengan la facilidad de acceder a programas educativos de calidad que los ayuden a formarse adecuadamente para que tengan asegurada una oportunidad laboral en sus empresas, reduciendo así el nivel de desigualdad que se presenta en el país.

Después de los dos planteamientos mencionados se puede concluir que tanto las empresas como el gobierno dependen directamente uno del otro. Para lograr acabar con la problemática y a su vez contribuir al cumplimiento de los objetivos de desarrollo sostenible, se necesita de un apoyo incondicional por parte del gobierno hacia las empresas colombianas, esto mediante la financiación de dichos programas de bienestar para los empleados que le asegure un nivel educativo de calidad y oportunidades laborales a futuro. Como también una reducción de las cargas impositivas para que así dichas empresas puedan destinar un mayor porcentaje para este tipo de causas, que como se dijo anteriormente con el cumplimiento de este objetivo educativo se está ayudando al mismo tiempo a disminuir la desigualdad y la pobreza, como también aumentar el bienestar de las personas, las oportunidades laborales dignas y el crecimiento económico, siendo todos estos factores claves y determinantes para alcanzar el desarrollo sostenible de la humanidad.

„La educación es el arma más poderosa que puedes usar para cambiar el mundo.” Nelson Mandela

¿Están las Mipyme colombianas en preparación para alinearse con los ODS?

David Díaz Cardona⁹²

Universidad Pontificia Bolivariana, Medellín, Colombia

Las Mipyme siendo las empresas comprendidas como micro, pequeñas y medianas empresas, logran ser más del 95% del del factor productivo y servicios en Colombia; éstas aportan más del 28% del Producto Interno Bruto (PIB) que sostiene pilares fundamentales como el empleo dentro de la actividad económica que el país desempeña de manera interna.

Estas Mipyme enmarcadas en el contexto de la economía colombiana, donde las posibilidades pueden ser no muy amplias y con cargas tributarias y factores prestacionales muy altos, les es difícil pensar y aún más difícil desarrollar temas externos de la operación fundamental a la que se dedican con gran esfuerzo, para la obtener una rentabilidad. Temas tales como los ODS, los cuales se plantean en términos objetivos para una agenda de desarrollo sostenible con metas específicas que se esperan alcanzar dentro de 15 años, desde el 25 septiembre 2015.

Además, la cultura del desarrollo sostenible cada año ha venido logrando adentrarse más a las empresas de Colombia, desde la más grande a la más pequeña; contando con unas proporciones diferentes y profundidades diferentes, aunque existe un programa que integra y permite trabajar por el Desarrollo Sostenible, no de forma individual, sino colaborativa para empresas de todos los tamaños. Por tanto cabría preguntar ¿están preparadas las Mipyme en Colombia para responder a los ODS?

Dos ópticas serían clave para determinar qué tan preparadas están las Mipyme: la primera sería evaluar la capacidad técnica de implementar ODS, y la segunda haría referencia a la disposición que las Mipyme tienen al cambio, en cuanto a la capacidad. Programas como „Negocios Competitivos enfocado en las Mipyme”, liderado por Global Reporting Initiative GRI y financiado por la Secretaria de Estado para Asuntos Económicos (Seco) de la Embajada Suiza (Martínez, 2018); este programa ayuda orientar las pymes a trabajar por el desarrollo sostenible proporcionando las herramientas necesarias para afrontar temas neurálgicos que las empresa no comprenden como abordar para ser sostenibles; temas como el dinero, apalancamiento financieros, manejo de pocos recursos materiales, talento humano, entre otros.

Por otra parte, la aversión al cambio es inevitable para este tipo de empresas, debido a que la estabilidad y músculo financiero es pequeño y cualquier paso en falso o mala decisión puede comprometer a una empresa, en términos de seguir su operación o no. Si bien esta aversión es un tema delicado; las empresas

⁹²E-mail: david.diazc@upb.edu.co

han tenido una apertura contundente de forma positiva a ser sostenibles, puesto que el medio al que pertenecen y su entorno en general ha cambiado en pro de ser más sostenible, lo que conlleva a las empresas Mipyme a comenzar a alinearse con los ODS. Alinearse con los ODS es un proceso paulatino y flexible para las Mipyme, tal cual se ha implementado desde gobierno, universidades y sociedad para colaborar a la transformación de trabajar por los ODS.

Las Mipyme a pesar de tener dificultades y retos para responder a los ODS, evidencian en este momento una fase de cambio cultural, el cual adapta su entorno tanto interno como externo para propiciar el cambio hacia un trabajo por los ODS, de forma que el trabajar alineados en termino de los ODS brinde una operación mejorada, satisfactoria y cumplidora de objetivos para las Mipyme colombianas.

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María Isabel Ramírez Valencia⁹³
Universidad Pontificia Bolivariana, Medellín, Colombia

Al hablar de desarrollo sostenible es necesario comprender que este hace referencia a la viabilidad de la especie humana y los sistemas políticos para asegurar justicia y equidad en la satisfacción de las necesidades humanas; de modo que este se ocupa de explicar la relación entre los propios hombres, sus estructuras sociales, sus sistemas de control y los recursos que dispone (Lezama & Domínguez, 2006). Con el fin de llevar a cabo la transformación y prosperidad tanto en las dimensión política, económica y ambiental, involucrando la acción consciente y consecuente de las personas con su entorno y sus pares.

Como apoyo al desarrollo sostenible se tienen los 17 ODS propuestos por las Naciones Unidas, que buscan que todos los países sin importar su condición o progreso estén orientados al logro de estos por y para todas las personas. Haciendo que haya participación no sólo de los gobiernos sino de las empresas o individuos en cualquiera de las tres dimensiones, promoviendo o generando un efecto masa que resulte motivante para la acción de todos los grupos en conjunto. Respecto al efecto masa que posiblemente se genera con relación al desarrollo sostenible, se hace necesario valorar diversos emprendimientos a lo largo del mundo que aunque sus acciones parezcan mínimas, dan la esperanza de visualizar o proyectar más negocios que se ocupan y preocupan por el alcance de los ODS ya que son estas ideas materializadas las que logran un cambio de *chip*, como lo fue la empresa investigada; una empresa que trabaja bajo la producción responsable, con una apuesta sostenible reflejada en la devolución de 300 pesos colombianos por botella retornada por el cliente después del consumo. El objetivo de esta práctica es ahorrar 5 toneladas de basura de vidrio (El tiempo, 2019). Y generar un compromiso ambiental en doble vía.

Es por esto por lo que la responsabilidad de alcanzar los ODS debería concernirle a todos los individuos, lograr que este se normalice en las sociedades a través de los gobiernos y la educación significaría un cambio drástico, comprender el capital natural y el capital manufacturero como complementarios, comprender que es necesario el paso de una economía lineal a una economía circular que optimice las utilización de los recursos y disminuya los residuos, verla como la intersección de los aspectos ambientales y económicos.

Como lo expresa Belda (2018):

Un sistema económico que se base en la confrontación entre los intereses económicos, sociales y ecológicos, no puede prosperar y si lo hace, lo hará en detrimento de los otros. Es por esto por lo que la economía circular es un mecanismo muy útil con el cual se puede lograr una sociedad más justa, preservadora de la naturaleza y respetuosa con los derechos de

⁹³ E-mail: maria.i.ramirezv@upb.edu.co

los trabajadores y ciudadanos, sin quitarle a las empresas su posicionamiento o ventajas comerciales.

Basándome en la posición del autor anterior se refuerza que un cambio en el sistema económico permitiría que el alcance de los ODS se diera más fácilmente, las oportunidades para involucrar los diferentes grupos de intereses se presentan desde los salones de clase, desde los nuevos emprendimientos y desde asignaturas como metodología de la investigación que promueven a los estudiantes a indagar sobre el presente tanto como del efecto de sus acciones en el futuro. Hay focos en el mundo, pequeños grupos, universidades y empresas que se involucran porque creen realmente en el logro de los ODS. Se necesitan recursos, convicción y voluntad.

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Oportunidades de negocio basados en los objetivos de desarrollo sostenible en la era de la cuarta revolución

Deisy Carolina Pareja Cardona⁹⁴
Universidad Pontificia Bolivariana, Medellín, Colombia

La cuarta revolución está cambiando la forma de hacer negocios, cada vez se tiene más conectividad y acceso a la información, la interacción y la gestión de cadenas de valor hacen parte de las operaciones del día a día de las organizaciones, estas actividades generan un impacto directo en la sociedad, el mundo actual de los negocios debe desarrollar su actividad y generar valor no solo en el ámbito económico, las empresas deben también generar valor en temas ambientales y sociales, quienes no trabajen estas tres capas tienen un alto riesgo de salir del mercado. La ONU al aprobar en el año 2015 los 17 objetivos de desarrollo sostenible ODS no solo definió la agenda y el rumbo que las diferentes instituciones deberían seguir para que al llegar el año 2030 se ponga fin a la pobreza, además de proteger el planeta y generar bienestar (Organización de las Naciones Unidas, 2015) sino que abrió una ventana muy grande para que las empresas desarrollen sus unidades de negocio y generen valor de una manera sostenible donde se comprometan todos los *stakeholders*.

Cada uno de los 17 ODS definen diferentes oportunidades de generar negocios, las tendencias de consumo de las nuevas generaciones cada vez benefician más a las organizaciones que trabajen en el desarrollo de los ODS. Temas como la huella de carbono que deja un producto, el bienestar que genera, el impacto que social y ambiental son determinantes a la hora de elegir en un mercado cada vez más competitivo.

El reto de las empresas tradicionales está en entender los cambios que está trayendo consigo la cuarta revolución, que más allá de la inteligencia artificial, el uso de nuevas tecnologías, el internet de las cosas entre otros, implica una revolución de la humanidad (Wladawsky-Berger, 2019). Es ahí donde están las nuevas oportunidades de negocio, entidades como IMPACT HUB con presencia en 101 países es un ejemplo de la explotación que se le puede dar a los ODS, solo en la ciudad de Medellín tienen implementado un programa de trabajo para emprendimientos con impacto en los ODS que otorgan tanta importancia a la sostenibilidad como a las ganancias (IMPACT HUB, 2019).

Gran variedad de organizaciones a nivel internacional tiene capacidad de asignar recursos económicos a las soluciones empresariales de problemas sociales y ambientales como indica (Mataix, Carrasco, López Pablos, & Moreno Serna, 2019) estas prácticas facilitan el desarrollo de las empresas en todas sus etapas e impactan directamente en la ejecución de los ODS.

⁹⁴ E-mail: deisy.pareja@upb.edu.co

Se dice que el mundo cambiará más en los próximos 20 años que lo que ha cambiado en los últimos 200, las empresas líderes en transformación a nivel mundial prácticamente no existían antes de la década de los 2000, esta es la oportunidad de aprovechar los recursos que se tienen disponibles, el conocimiento y la capacidad de ejecución, generar valor en empresas enfocadas en los ODS es hoy una gran oportunidad.

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Have we advanced in gender equality matter?

Rocio Esperanza Lindarte⁹⁵

Universidad Externado de Colombia, Bogotá, Colombia

Discrimination is perhaps one of the factors that can delay the progress of sustainable development in any country or region. There are different ways of discrimination; however, we will focus on analyzing the problem, progress and challenges facing gender discrimination. But, do we have clarity what gender equality is? Gender equality does not only represent the rights of women and their inclusion in all the frameworks. It is clear that this population has been one of the most discriminated according to the data that we will see later. For now, let's understand gender equality as „the existence of equal opportunities and rights between women and men in the private and public spheres that provide them and guarantee the possibility of living the life they want” (UNESCO, 2014). On the other hand, the UNDP (United Nations Development Program) defines that human beings, men and women, are free to develop their personal abilities and make decisions (Development, 2019). If we see, both definitions leave clarity of the search for balance between men and women to develop their life under the same opportunities and rights. According to the World Bank, in 2018, 49.5% of the world population was women, representing 3,764 million people (World Bank Group, 2019). This refers to almost half of the world population. Now, I will present some data and information that will allow us to interpret and conclude if in recent years the participation, opportunities and treatment given to women has allowed us to make progress on gender equality.

Firstly, the WHO (World Health Organization) defines gender violence as any act that results in physical, sexual or psychological harm to women⁹⁶. Violence acts made by couples or spouses for harm and/or sexual harassment are the biggest contributors to this type of discrimination. According to (WHO, 2017), low levels of education, child abuse, excessive alcohol use, personality disorders, infidelity and cultural and social events that privilege men are the main causes. Collecting some data, violence against women is reflected in homicides (where femicides represent 38% of cases⁹⁷), injuries (42% of women victims of partner violence affected any injury⁹⁸), Unwanted pregnancies, sexually transmitted diseases (women victims of violence are 1.5 times more likely to get a disease) and depression (2.6 times more likely to suffer from depression or

⁹⁵ E-mail: rociolindarte26@hotmail.com

⁹⁶ World Health Organization (2019), recovered of https://www.who.int/topics/gender_based_violence/es/ (Spanish)

⁹⁷ World Health Organization (2019), recovered of <https://www.who.int/es/news-room/factsheets/detail/violence-against-women> (Spanish)

⁹⁸ Ibid

anxiety⁹⁹). In Colombia, the numbers are not encouraging; women suicides from 2018 to 2019 have increased by 25%, while homicides and violence by the women's partners has decreased slightly to 7% and 10% respectively¹⁰⁰. Despite the efforts, campaigns and strong movements, there is still a long way to go. Latin American culture has a high tendency of 'dominance' over women; this fact possibly could be the cause of these situations. The big challenge is focused on generating much more rigid and strict laws, which severely punish these cases. In addition, generating awareness and recovery programs for victims of physical and psychological abuse that work in not only women but also children and the family as a whole.

Secondly, lack of education, opportunities to vote, and poverty can limit equal participation in decisive positions by creating discrimination stereotypes (UN WOMEN, nd). For example, women represent only 15% of the positions in councils of administration worldwide and only 4% of the positions of CEO and council presidents (WORLD PACT, 2019). Colombia does not go very far, according to the DANE¹⁰¹, 23312832 of the population in 2019 are women and only 24% of them occupy a parliamentary position. This number is quite low and invites to redesign and rethink the model, perspective, opportunities and easiness that the country offers for training, skills development and women's preparation. Public and private companies can play a very important role, being more incisive and clear in the policies that guarantee the inclusion of women, equal treatment, equivalent salary levels regardless of gender and zero tolerance for abuse and discrimination in any condition or state of the woman.

Finally, for almost 50 years, different regulations, laws and treaties have been developed in order to generate culture, standards and women care guidelines. All of those seek that countries promote national laws that ensure women participation and equitable treatment. The most representative are: a) The Sustainable Development Goals established by the UN (SDG 5), b) The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) that imposes states to guarantee equality between men and women and the elimination of discrimination against women. c) American Convention on Human and Inter-American Rights to Prevent, Punish and Eradicate Violence Against Women (Convention of Belém do Pará) which seeks to force states to act diligently to prevent, investigate and punish acts of violence against women, and provide effective, adequate, and impartial judicial mechanisms for victims of violence against women (Romero Acevedo & Forero Sanabria, 2009). In our country, the political constitution has nine articles, which talk about equality,

⁹⁹ El prural.com, digital progress newspaper, 70% who suffer depression are women, <https://tribunafeminista.elplural.com/2017/04/el-70-de-quienes-sufren-depresion-son-mujeres/>

¹⁰⁰ Legal Medicine and Forensic sciences, woman violence, http://www.medicinalegal.gov.co/documents/20143/355927/ViolenciaMujer_EneFeb.pdf/f32dc467-e05b-0a5f-c54f-fe9448073151

¹⁰¹ DANE, <https://www.dane.gov.co/index.php/139-espanol/noticias/ultimas-noticias/1116-en-colombia-actualmente-hay-23312832-mujeres>

non-discrimination, protection of people and equal rights and opportunities for men and women. There are also two laws: a) Law 1434 of 2011 that encourages the participation of women in the exercise of legislative work through the Legal Commission for Women's Equity of the Congress of the Republic. In addition, Law 1482 of 2011 that sanctions criminal acts of discrimination based on race, ethnicity and gender, among others. At the same time, Colombia has generated several internal statements related to discrimination against women. As you see, there is a worldwide and national visible effort to stop this type of discrimination. According to (UN WOMEN, ANNUAL REPORT, 2017-2018), 17 laws were reformed in 27 countries in these two years. The challenge is to not have and develop guidelines and laws that regulate these behaviors; the real focus is to have exemplary convictions, measures and punishments that validate them. It is necessary give a direct and forceful message to the world of the consequences to practise any kind of discrimination against Women. In addition, national government, private companies, public, schools, universities and other organizations must include in their strategy, philosophy and culture these policies.

With the information shown above and having identified the opportunities that exist against the rates of violence against women, participation and opportunities in decisive positions and the existing legislation that regulates this type of discrimination, it is concluded that progress has not been representative in recent years. The most surprising thing is that we live in a 'modern and open-minded' society (Some people would define it in this way). Despite the great efforts that have been developed in the last 50 years to create and consolidate a culture of respect, equal treatment, opportunities and women participation, the results are not so encouraging. These problems require much more attention (Resources, investment, huge work on sexist culture and the scope). A culture of equality must be genuinely created, where the differences between men and women are known. It is accepted that we are different, but if we know how to manage them, we can make women a key and important element that contributes to development and growth in any scenario.

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Poverty, war and waste and its relationship to hunger

Yesica Fernanda Contreras Mejía¹⁰²

Universidad Externado de Colombia, Bogotá, Colombia

For many of us it is impossible to imagine what it is like to go to bed without having eaten anything all day because thanks to life, God or Supreme Being in which everyone believes, has always provided us with what we call the 'bread of everyday'. However, today in the world, 1 in 9 people do not have enough food to lead a healthy and active life; the vast majority of these hungry people live in developing countries, with Asia being the continent where most suffer from this social problem. These statistics lead to important forces in the world to seek sustainable solutions to achieve the 'zero hunger' but what I have read has been focused on materials and processes.

First, poverty is the main cause of famine and there is famine not only in developing countries but also in rich countries. According to studies, people with extreme poverty must survive on \$1.25 or less a day, an insignificant amount to feed a family. Therefore, to eradicate hunger, we must eliminate poverty. One way is to ensure quality education for all human beings to have the opportunity to train, get a decent job and earn more a day. As this occurs, governments should develop strategies to: provide loans and services to the poor, increase productivity of small farms and improve rural infrastructure.

Second, the war famine caused in countries suffering from conflicts and confrontations, generates migration of its inhabitants, destroys food infrastructure, blocks access to food elsewhere, destroys water systems and sanitation and hampers humanitarian aid delivery, among other consequences. While there are wars generating this domino effect, governments must join forces to achieve peace agreements (sounds trite).

Third, waste, rather than a cause of hunger is an unacceptable reality, while people are starving in one region, other residents enjoy plenty of food. In this regard, studies have shown that most food loss occurs in the first stage of the supply chain because of financial constraints, infrastructure, collection and storage; what evidence is where we must work to ensure that all regions have access to diverse food equitably.

Given the above, efforts should be aimed to eradicate poverty and wars to make anyone suffer from hunger; waste, as I said earlier, is not a cause of famine, it is rather a problem that has been generated by the bad conditions and inequalities within countries, but we could improve and ensure a better use of resources that this planet gives us. Finally, I appreciate the research and development on sustainable agricultural production; it is just that I consider a priority to work hard at the root causes of famine in the world.

¹⁰² E-mail: Yesica041990@hotmail.com

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The role of the consumer against sustainable consumption and production

Monica Lorena Alvarez Franco¹⁰³
Universidad Externado de Colombia, Bogotá, Colombia

More than one of us has felt an irrepressible urge of shopping after seeing an appealing commercial, and let's be honest, more than once we feel cheated because the item purchased was not as 'special' as promised, and we keep becoming accumulators of useless things. Marketing has us trapped in a 'blitz' of big promises, to a point of feeling unsatisfied if we can't give gifts, and keep shopping.

All of this is well known by the publicists, controlling our minds, shaping our culture, these marketers invest millions to stay in the game, WARC (Warc Global Advertising Trends) analysis on investment projection for the year 2019 on advertising exceeds the 616,000 million dollars, 4.3% more than last year and by 2020 will exceed the 656,000 million, with more than half invested in digital advertising¹⁰⁴.

I argue in this essay that consumers can regain power and control over what they decide to buy and what makes them really happy, pointing to achieve sustainable consumption and production¹⁰⁵.

There are several proposals in order to become responsible consumers, however, it is fundamental that we manage to go to the essence of happiness and enjoyment of life, appreciating what we already have and surround us with, before turning to what advertising sells as the paradise and full happiness¹⁰⁶. Although it sounds a bit romantic, we can take concrete action; start a simple exercise of personal and family reflection that helps us to rediscover the enjoyment of life, at the same time pushes us out of that irrational consumption at the expense of the degradation of our habitat.

It is possible to complement the questioning and thoughts with rational consumption practices as here recommended:

1. Project 333: this challenge seeks to debunk the 'Fast Fashion' phenomenon imposing weekly fashions, and ignoring consequences such as sweatshops and the ecological cost. The project encourages the consumer to use only 33 items from accessories, shoes and clothing for three months, achieving creative outfits¹⁰⁷. Hundreds have already joined the challenge.

¹⁰³ E-mail: mokina_lorena@hotmail.com

¹⁰⁴ Advertising investment 29.10.2019. Retrieved from www.puromarketing.com/66/32791/inversion-publicidad-crecera-nivel-mundial-para.html.

¹⁰⁵ Sustainable Development Goals, UN 2019, taken from www.un.org/sustainabledevelopment

¹⁰⁶ Animal gods, Brief history of mankind. Yuval Noah Harari, p. 381-384

¹⁰⁷ Minimalism: A Documentary About the Important Things, 2015 documentary, taken from <https://www.theminimalists.com/>

2. Minimalism: This initiative encourages us for our life to be surrounded by the things that really add value, and enjoy without excess. Its mantra is: „Love people and use things because the opposite never works”¹⁰⁸.

3. LifeEdited. This proposal encourages us to buy more comfortable homes but less extensive, dedicating less effort and resources to them¹⁰⁹.

In conclusion, there are more advantages for the consumers into ignoring advertising or acting critically about it. We can choose what we really need, and the initiatives shown previously teach us and invite us to feel happy, comfortable and with less worry. If we start right now, it is possible to change the culture at the same time we protect and enjoy our habitat, our relationships, in general being able to see true happiness and quality of life. With all this being said I think consumers can reverse trends and encourage responsible consumption not letting being manipulated. Consumers have the power and can use it intelligently.

¹⁰⁸ Project 333, taken from <https://bemorewithless.com/project-333/>

¹⁰⁹ Life edited, taken from <https://lifeedited.com/category/architecture/tiny-homes/>

Colombia, pioneering in inclusion of agenda 2030, but raw in the implementation of SDG

Lucia Salazar Sosa¹¹⁰

Universidad Externado de Colombia, Bogotá, Colombia

Colombia has a greater commitment to ensure compliance with the Sustainable Development Goals, having been one of the pioneer countries in the design of the implementation of the SDG since the Rio+20 Conference in 2012 and being a pioneer in the inclusion of the agenda in its national legal instruments such as the National Development Plan 2018-2022: Pact for Colombia and the CONPES 3918 of 2018 „*Strategy for the Implementation of the Sustainable Development Goals in Colombia*”.

Although the National Government has defined concrete actions to advance in the implementation of the proposed strategic pillars, according to the evaluation published in February 2019 by the Comptroller General of the Republic (CGR), the country is raw in the implementation of the SDG, specifically, with regard to the areas of immediate application proposed by the United Nations, so efforts must be combined in order to fulfill the agenda in the next 11 years, although it was clear that normative regulation is not enough to fulfill the objectives, but that political will is required for their true materialization.

Since 2015, Colombia has been working on the implementation of the first actions required for the fulfillment of Agenda 2030, such as public awareness, multi-stakeholder approach and adaptation of the SDG to the national context. However, the monitoring and evaluation of the results with a cut-off date of December 2018 was not encouraging, as it became evident that, in some cases, not even the preparation phase has been completed, given that the strategies of the referenced areas are still in an incipient state or, in the best of cases, in the process of development.

Note how the National Planning Department, the entity that leads the Technical Committee of the Communications Group Commission, stated with respect to public awareness¹¹¹, that by June 2018 there were still no work plans, minutes or administrative acts of the creation and operation of the entities that are part of that Committee, which limits the possibility of verifying the performance and identification of opportunities for improvement in the actions to be carried out, which, the NPD warned¹¹², are not being carried out in a coordinated or sustained manner because they do not have a defined

¹¹⁰ E-mail: luciasalazar@allabogados.com

¹¹¹National Planning Department. 20186000366841 office of 8 June 2018 in response to the request for information filed CGR with DNP 20186630279712.

¹¹²National Planning Department. Office 20186000311441 of 16 May 2018 in response to the request for information filed CGR with DNP 20186630242522.

communication strategy. Therefore, on this point, it can be said that only partial progress has been made.

With regard to the strategy of effective and inclusive participation with multiple stakeholders, Decree 280 of February 2015 formally assigned the Technical Committee the responsibility of designing, implementing and promoting coordination to generate the strategies with this approach. However, by December 2018, no working group had been created for this purpose and since no entity assumed leadership of the dialogue with other actors in society, they were not involved in the Committee's sessions either.

It should be noted that entities such as the Attorney General's Office, the Comptroller General's Office and the Ministry of the Interior, although they had expressed their interest in becoming involved in the process of socialization and follow-up on the SDG, their inclusion in the awareness-raising activities carried out is conspicuous by its absence.

Finally, in order to adapt the SDG to the national, sub-national and local contexts, the Inter-institutional Commission in the year 2015 had the function of „establishing a national policy for the implementation of the SDG with a prospective planning method, through action plans, programs and activities at the national, regional and sectoral levels, guaranteeing an integrated and participatory vision of integration of the social, environmental and economic dimensions of sustainable development”. This was the only action that had actually taken place by December 2018. With the issuance of CONPES 3918 in March 2018, not only did the policy for the implementation of the SDG materialize, but the responsible parties and accompanying entities were defined to ensure compliance.

Thus, and as it was stated at the beginning of the essay, although it was expected that Colombia, being a pioneer in the inclusion of Agenda 2030, would have a greater commitment in the implementation of the SDG, this goal has been tried to be fulfilled, but only formally, since five (5) years have passed since the first time the country discussed Sustainable Development, and even though it has been included in the National Development Plan 2018-2022, the progress evaluated by the Colombian Fiscal Control entity on its compliance showed what has historically happened to our country, it has exemplary normative instruments, but there is no will to make what is written a reality.

The 17 goals of sustainable development should have no difficulty in being realized, since they correspond to the minimum rights that a social state should guarantee its citizens. The eradication of poverty and hunger, access to health, education, clean water or decent work, are rights that are already enshrined in the Political Constitution, so in principle it does not sound logical that instruments other than those already in existence would be required for their fulfilment. All of this suggests that the SDG do not need to be included in National Development Plans, CONPES, laws or decrees, but rather what is

required is that there be political will that wants to take us out of the raw implementation of sustainable development objectives, being 11 years from 2030.

Colombia must move forward to clean energy in order to face climate change effects

Karem Tatiana Leal Rangel¹¹³
Universidad Externado de Colombia, Bogotá, Colombia

Global warming is the biggest environmental challenge that our planet is facing today according to the Global Humanitarian Foundation report, a think tank led by Kofi Annan, former General Secretary of the United Nations Organization¹¹⁴. Therefore we must take preventive measures to slow down the negative effects and prevent human and nature extinction.

Nowadays in Colombia not all the policies and measures regarding climate change have been established compared to other parts of the world, however the Ministry of Environment and Sustainable development in 2017 created the National Policy on Climate Change with the aim of incorporating the climate change management in every public and private decision in order to move forward to sustainable and resilient development, reducing the carbon foot print and the hazards related to climate change, considering also the opportunities¹¹⁵ to generate economic and technological progress in this area.

One sustainable project that could positively impact our environment is the use of renewable energies which are clean and efficient. They do not generate greenhouse gases or polluting emissions and their costs are decreasing in order to be affordable for consumers following the seventh sustainable development goal: „Affordable and clean energy”. To move forward to clean energy implementation a better use of the Colombian climatological and meteorological conditions must be considered, below will be presented some ideas to implement wind energy and solar energy.

1. The best winds in South America are in La Guajira. According to a study from the Colombian Association of Renewable Energies these winds can double the energy supply of the national electricity system, becoming a high potential energy source where kinetic energy from air currents can generate Eolic energy.

2. Colombia has significant solar energy resources due to its location in the equatorial zone, according to UPME, the national agency responsible for the integral planning of the energy sector. These solar resources could be exploited in a better way to generate solar energy and reduce electricity consumption.

Clean energy is essential to decrease impacts on climate change helping to reduce pollution as well as being sustainable and efficient anywhere on the

¹¹³ E-mail: Karem.leal25@gmail.com

¹¹⁴Global Humanitarian Foundation report.

¹¹⁵ NCCP, National Policy on Climate Change - Ministry of Environment / National Government of the Colombia.

planet. The main advantage of using clean energy is the use of natural systems and Nature Base Solutions, improving water and air quality compared to energies based on fossil combustion. Besides by decreasing global warming, regions will reduce drought and flooding favouring water resources management. These are the main reasons why renewable energies have received significant support from the International Community by the Paris Agreement held on December 2015 in France. Such clean energy influences climate change helping to reduce the effects generated by pollution, as well as being fully competitive, and can be tapped anywhere on the planet. The main advantage of using clean energy is the use of natural systems that impact positively, avoiding devastating effects, and the earth has suffered a significant global warming by increasing the gases emitted by fossil combustion. These energies have received significant support from the international community with the Paris Agreement held in December 2015 in France¹¹⁶.

In conclusion, Colombia has many opportunities to face climate change, as the country can use these inexhaustible energies that do not require fossil combustion, reduce polluting waste and can be easily installed in unoccupied areas such as deserts and the sea, improving the national economy and providing sustainable energy for all.

¹¹⁶http://www1.upme.gov.co/DemandaEnergetica/INTEGRACION_ENERGIAS_RENOVANLES_WEB.pdf

Equitable and fair participation of Women in the Colombian Labor Market

Angelica Falla Pachón
Universidad Externado de Colombia, Bogotá, Colombia

„Equality towards women is progress for all“
(Ban Ki-moon)

Throughout history, gender inequality has been a problem faced by women in different countries of the world, within the framework of the ODS, The United Nations Development Program (UNDP) refers to ending all forms of discrimination against women and girls. It is not only a basic human right, but it is also crucial for sustainable development ... empowering women and girls has a multiplier effect and helps promote economic growth and development at the world level. For example, two thirds of the countries of the developing world have achieved gender parity in primary education, and only 24% of all national parliamentarians were women as of November 2018, a slow increase from 11.3% in 1995.

In Colombia, today there are more women than ever in the labor sector, however, the difference is still noticeable and the challenge is to close it more and more for equality. Then I will share the reasons why we should feel optimistic without this implying to stop working demandingly for this purpose. For this, I will raise three arguments fundamentally focused on labor rights, focused on the participation of women in key positions of national government, in the labor sector in general and wage differences associated with the positions and roles performed.

First, we could mention that historically women have been denied the same labor rights as men. However, in Colombia we have seen significant progress in meeting this objective of Sustainable Development; Given this, the National Planning Department indicates that the percentage of women in management positions in the Colombian State has been rising, in 2015 the participation was 43.5%, in 2018 it went to 44.5% and by 2030 it is estimated that the percentage of participation reaches 50%. In fact, for the first time in the history of Colombia, the ministerial cabinet is jointly formed, in addition to the appointment of the first vice president of the Republic, Marta Lucia Ramirez. Another exemplary event that marked the history of the country was what happened on October 27, 2019, where Claudia López won the local elections in Bogotá, becoming the first woman to arrive at the Mayor's Office by the polls.

Second, the participation of women in the labor market in general and according to the latest study by the National Administrative Department of Statistics (Dane), on economy, gender and indicators, the global participation rate of men was in every year superior to that of women; however, this gap has

decreased in the last seven years, from 24.7 percentage points to 20.3, an indicator that evidences the increase and contribution of the feminine role in our country.

And third, in the face of the existing wage gaps with men, UN Women Colombia refers that although in education great progress has been achieved, since Colombian women have a higher education rate than men, even they face significant difficulties in accessing employment, and when they enter the labor market, they face significant salary differences and work at high levels of informality, in 2013 for example, the labor participation gap was 20.94% (compared to 26.63% in 2001); the unemployment gap was 5.30% (compared to 7.38% in 2001); and in 2012 the gender pay gap was 23.28% (compared to 17.61% in 2002).

With the above, the problem is then focused on labor rights, against which, the government has direct responsibility since it must promote equal participation in the Colombian labor sector, through the standardization of standards and laws that require the public and private entities grant women equal conditions as men and legalize access to formality.

Although, the three reasons stated above, related to the participation of women in decision-making roles of the national government, in the labor market that includes the existing wage gaps, they indicate that we are on the right track, the challenge is to meet the established goals and that every day the role of women in society and especially in the labor market is respected, equitably and fairly.

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Education and its contribution to the elimination of poverty in Colombia

Iván Leonardo Zerda García¹¹⁷

Universidad Externado de Colombia, Bogotá, Colombia

In Colombia one of the major objectives for achieving sustainable development is focused on ensuring the elimination of monetary poverty, making as many people have access to basic needs through improved income and thus achieve better living conditions. This objective can be achieved by working on different fronts from employment opportunities, increased agricultural productivity, to institutions. However one of the key elements that can drive other factors is education of the population. Below are 3 arguments that can demonstrate that education plays the crucial role in achieving the elimination of poverty.

First, access to education in the country, from basic or primary levels to intermediate and higher levels, generating greater development of knowledge and skills to individuals, which can have better access to work opportunities and/or undertakings; and thus better economic conditions reflected in a greater number of people with income to meet their basic needs. This is evidenced by indicators DANE showing populations where there is no educational level reached poverty rates around 37% and conversely populations with higher levels (above or postgraduate) show results of poverty of a digit (5,9%). From the above, the government should create policies that can extend your coverage for free or at low cost.

Second, the quality of education is also essential in this regard, understanding that quality and level of cognitive and technical tools that are given to people to develop jobs and have higher levels of competition; which should be equitable for the entire population, especially in areas of lower economic conditions, thus a greater chance of equity could get jobs, better income and employment conditions, and be out of that state of vulnerability.

Finally the institutional strengthening of education through work sharing between government, educational institutions and private sector also generates impact as integration between public policies of inclusion and coverage (eg Generation E Program) as well as improving educational entities (pensums, teacher training, technology infrastructure), and the participation of the private sector, through credit facility, social investment or employability strategies; allows education to be strengthened in all areas, especially those most vulnerable, thus generating better social and economic conditions, which ultimately generate poverty reduction.

In conclusion the best way to achieve that education positively impacts poverty levels in Colombia, is ensuring the integration of the 3 elements defined

¹¹⁷ E-mail: ivanchothsco@hotmail.com

as follows: Increasing coverage ensures that more people have access to educational processes, but must necessarily be accompanied by quality educational programs for the development of knowledge and skills that allow generating better conditions for access to jobs, generating business and/or production projects; and all this provided by an institution (government, educational institutions, companies) to employ trade policies, infrastructure, technology.

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THE REPUBLIC OF PERÚ



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Universidad Autónoma del Perú, Lima, Perú

Las universidades llevan a cabo verdadera responsabilidad social universitaria

Iván Javier Rivarola Ganoza
Universidad Autónoma del Perú, Lima, Perú

Resumen

Se han logrado avances conceptuales significativos en torno a la Responsabilidad Social Universitaria (RSU). Su contexto e importancia no es entendido plenamente cuando se optan por declaraciones, prácticas no integradas a la propia gestión estratégica y supeditada a restricciones presupuestarias. La RSU es la capacidad que tiene la universidad de difundir y poner en práctica un conjunto de principios y valores generales y específicos, por medio de cuatro procesos centrales: gestión, docencia, investigación y extensión. La universidad asume su responsabilidad social ante la propia comunidad universitaria y ante el país y parte de la iniciativa voluntaria para su desarrollo. De lo anterior surge la controversia con la Ley Universitaria en el Perú, al plantear su obligatoriedad para las universidades, públicas y privadas. El artículo 124 establece que la RSU, es el fundamento de la vida universitaria, contribuye con el desarrollo sostenible, el bienestar de la sociedad y compromete a la comunidad universitaria en su práctica y en su relación con sus grupos de interés. El objetivo es identificar la brecha entre la Responsabilidad Social Universitaria, como fundamento de la vida universitaria, y lo que desarrollan las universidades en la práctica.

Palabras clave

Responsabilidad social universitaria, responsabilidad social empresarial, ética en la gestión, desarrollo sostenible, comportamiento socialmente responsable, externalidad.

1. Introducción

Las organizaciones están inmersas en un entorno social que exige el esfuerzo por mejorar la calidad de su relación con la comunidad. En distintos ámbitos observamos el rol que compete a éstas, la importancia de los valores y la voluntad de involucrarse, a través de sus iniciativas, con la sociedad civil.

Lo primero que tendríamos que entender, es el término „responsabilidad”, que lo podemos entender, como el hecho de rendir cuentas de nuestras propias actuaciones y asumir sus consecuencias (Hamburguer, 2008).

„La responsabilidad social en sus inicios fue vista como una novedad o modismo, motivado por la necesidad de dar cumplimiento a exigencias de políticas gubernamentales en las relaciones del estado, empresa y sociedad” (Aristimuño, Rodríguez y Guaita. 2011).

Por otro lado, la responsabilidad social empresarial, requiere que las empresas acepten los efectos que su accionar cotidiano, ocasiona en su entorno social, en sus tres dimensiones: lo humano, lo ecológico y lo comunitario

(Hamburguer, 2008). Al respecto, Aristimuño, plantea que la Responsabilidad Social, es más que la prestación de un servicio comunitario y que su esencia está en la conducta y valores de todos los miembros de la organización, indistintamente del nivel o cargo que desempeñen.

Las universidades deben revisar las nuevas realidades y adecuarse a los cambios sociales, políticos y económicos que enfrenta la sociedad, a fin de dar respuestas oportunas en la solución de los problemas que enfrentan las comunidades.

La responsabilidad social universitaria – RSU, constituye una propuesta importante de criterios, opiniones, estrategias y prácticas, que se desarrolla desde los inicios del presente siglo y que constituye una corriente importante de orientación de la educación superior en América Latina.

En el Perú, la ley 30220, llamada ley universitaria, en el capítulo XIII, plantea que, ésta se constituye en el fundamento de la vida universitaria, pues, compromete a toda la comunidad universitaria, que contribuye al desarrollo sostenible y al bienestar de la sociedad (Ley No. 30220, 2014).

La RSU, es una política de gestión de la calidad ética de la universidad que busca alinear sus cuatro procesos (gestión, docencia, investigación y extensión) con la misión universitaria, sus valores y compromiso social, mediante la participación de toda la comunidad universitaria (autoridades, estudiantes, docentes, administrativos) con los múltiples actores sociales interesados en el buen desempeño universitario y necesitados de él (Vallaey, 2018).

Por otro lado, a la RSU, se le debe entender como el compromiso que tiene la institución de difundir y poner en práctica un conjunto de conocimientos y valores en la formación profesional, en los procesos de investigación, innovación y proyección social, funciones que deben estar enfocados a la solución de problemas sociales (Arana, 2008).

Sin embargo, si bien la RSU está cada vez más admitida y difundida, en los hechos, todavía no logra replicarse en acciones, ni mucho menos transformar a las organizaciones universitarias; ésta, la RSU, se ha convertido en un objeto de estudio y referente para el diseño de políticas sobre el presente y futuro de la educación superior.

El objetivo del artículo es presentar los diversos eventos, programas y políticas, que las universidades desarrollan en torno a la RSU, compararla con su definición y alcances, de acuerdo a lo que la ley universitaria del Perú establece.

2. La responsabilidad social que desarrollan las universidades

La responsabilidad social universitaria, exigida por ley

Ninguna ley pudiese obligar a una organización a cumplir con su responsabilidad social, ni nadie podría moralmente denunciarla de no comprometerse con la sociedad (Vallaey, 2018). Sin embargo, la ley universitaria en el Perú, obliga a las organizaciones a desarrollar responsabilidad social, lo que conduce a cambios de paradigmas, frente al habitual compromiso filantrópico que desarrollan las universidades, en términos de buenas acciones voluntarias y de hacer lo que estrictamente exige la ley. Más allá de lo anterior, la RSU representa un compromiso ético de la universidad.

La responsabilidad social universitaria, la formación y la investigación en la universidad

Las universidades peruanas, conforme perciben la necesidad de enfocarse hacia su entorno, han ido creando órganos como jefaturas, direcciones o vicerrectorías, de RSU, encargadas de organizar y sistematizar su relación con sus grupos de interés, como función específica de éstas, además de la formación y la investigación.

Vallaey establece que existe confusión, al considerar a la RSU como una función específica y no una función transversal. Lo anterior conlleva a enfatizar las iniciativas de voluntariado y solidaridad con sus poblaciones vulnerables, supeditada a los objetivos, a la gestión, al presupuesto y a las prioridades, de las mismas universidades.

La propia Ley universitaria del Perú, en el artículo 124, establece que la RSU, es la gestión ética y eficaz de todas las dimensiones del quehacer universitario, comprometiendo así, a toda la comunidad universitaria. Por lo tanto, el rol de los órganos de RSU, deben estar orientados al cumplimiento de políticas en la gestión de la universidad, como lo que corresponde a la gestión de la calidad, permitiendo que cada acción desarrollada esté enfocada a la acción social.

La responsabilidad social universitaria entendida simplemente como buenos actos y proyectos bien intencionados

Se debe entender que, realizar buenas acciones, o reducirlas a diversas acciones de filantropía, con fines de marketing, no necesariamente conlleva a ser socialmente responsables. Por lo anterior es importante no empobrecer el concepto de la RSU. Sin embargo, ésta puede verse afectada, de manera positiva o negativa, por el grado de responsabilidad individual de quienes la practican o hacen parte de ellas, de tal forma que si un profesional es responsable, es más probable que asuma y practique los postulados y principios de sus mismas organizaciones.

En los reportes anuales de las oficinas de RSU, se enumeran las actividades y proyectos desarrollados, alumnos involucrados, personas beneficiadas, entre otras; sin medir el impacto de las propias universidades ante su entorno; el uso de la energía, del agua, y del papel; de sus compras; de los

desechos; de los eventos académicos, entre otros, que evidencien manejos adecuados de sus externalidades.

La norma ISO 26000 (International Organization for Standardization [ISO] 26000, 2010), define a la responsabilidad social en términos de la responsabilidad que tienen las organizaciones por sus impactos negativos, alejándose sistemáticamente de la filantropía, por lo tanto, las universidades no están exceptuadas de cumplirlas.

Son notorias las incongruencias entre lo que se declara en los modelos educativos y las prácticas pedagógicas, administrativas y sus impactos, que no contribuyen a reforzar la dimensión social de las universidades.

El paso de una visión de actos solidarios hacia una visión de impactos responsables podría transformar a las universidades en una verdadera palanca de desarrollo. Los más pobres, al final, se beneficiarán mucho más de una universidad lúcida ante sus impactos, que de una universidad filantrópica que los ignora (Vallaey, 2018).

Reducir la responsabilidad social universitaria a un curso

El enfoque reduccionista considera a la responsabilidad social como un curso aislado en el currículo educativo. Cada vez se observan más estos cursos, como si fuera una moda; es decir, se considera que las universidades son socialmente responsables, al desarrollar un curso que se imparte a lo largo de un ciclo académico.

Más bien, la responsabilidad social debe estar integrada de forma transversal en el desarrollo de cada curso que se enseña en la universidad, propiciando así impactos positivos entre los estudiantes, a través del aprendizaje en el servicio.

Es oportuno mencionar, que las universidades, como responsables de la formación de profesionales, en diversas disciplinas del conocimiento, deben entender de dejar de lado la tendencia muy marcada de formar a buenos técnicos y se preocupen en formar a profesionales maduros y con mayor conciencia de responsabilidad social y ética.

De lo anterior se desprende que, las universidades prestarán así, importantes servicios a la sociedad en su conjunto, al formar no sólo a profesionales, si no, a personas que sean conscientes de sus comportamientos socialmente responsables.

Conclusiones

La responsabilidad social sólo se entiende en el contexto de la ética en las organizaciones. La ética, es un tipo de reflexión cuyo propósito consiste en hacer a las universidades más humanas, de tal forma que su actuar, contribuya a preservar el medio ambiente y atender así a la comunidad.

Las líneas de acción y de trabajo de las universidades deben orientarse hacia la formación de profesionales con valores y principios éticos, responsables socialmente y comprometidos hacia el logro de altos niveles académicos.

Será objetivo de las universidades orientar tanto a los profesores y a los alumnos a que conozcan más cercanamente lo que representa la responsabilidad social universitaria, de tal manera que se propicien acercamientos con la sociedad y las diversas comunidades del país, en estrecha coordinación con organizaciones públicas y privadas, que permitan a sus alumnos y a las universidades, desarrollar iniciativas, aportes y proyectos que sean socialmente responsables.

Los proyectos de desarrollo comunitario, deben tener como objetivo el impulsar el progreso, prioritariamente, de las poblaciones cercanas a las universidades, que se caractericen por su sostenibilidad en el tiempo y extensión en cuanto a sus beneficios.

Los organismos, jefaturas o direcciones de responsabilidad social universitaria, deben conformarse en instancias que canalicen las iniciativas existentes y por crearse, estructuren y formulen adecuadamente las políticas y estrategias de responsabilidad social, de tal forma que esta sea incorporada en los currículos de estudios de las diversas carreras profesionales que brindan, promoviendo actitudes socialmente responsables, como la cultura ambiental, el desarrollo de proyectos y campañas que contribuyan a la mejora de la calidad de vida de las poblaciones, entre otras.

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Prof. Alfred Rosenbloom, Ph.D., Dominican University, Chicago, USA

Milenko Gudic, Founding Director, Refoment Consulting and Coaching; PRME Anti-poverty Working Group Coordinator, Belgrade, Serbia

Prof. Yevhen V. Savelyev, D.Sc. (Econ), Vice-President of Economic Sciences Academy of Ukraine, Ternopil National Economic University, Ternopil, Ukraine

Prof. Vitalina Kurylyak, D.Sc. (Econ), Head of International Economics Department, Ternopil National Economic University, Ternopil, Ukraine

Prof. Yevgeniya Medvedkina, D.Sc. (Econ), Rostov State University of Economics, Rostov-on-Don, Russian Federation

Prof. Jadvyga Chiburienė, Ph.D., Kaunas University of Technology, Kaunas, Lithuania

Prof. Shiv K Tripathi, Ph.D. Executive Director (Management), Chandigarh University, Gharun, Punjab, India

Prof. Rosa Luz Larrea Serquen Ph.D., Vicerector of Autonomous University of Peru, Lima, Peru

Prof. Titular Juan Alejandro Cortés Ramírez, Ph.D., Director Facultad de Administración, Universidad Pontificia Bolivariana, Medellín, Colombia

Docente-Investigador Claudia Vélez-Zapata, Ph.D., Coordinadora Grupo de Investigación Estudios Empresariales, Universidad Pontificia Bolivariana, Medellín, Colombia

Assoc. Prof. Gustavo A Yepes Lopez, Ph.D., Director Gestión y Responsabilidad Social, Facultad de Administración de Empresas, Universidad Externado de Colombia, Bogotá, Colombia

Assoc. Prof. Ashkhyen Yatsenko, PhD., Southern Federal University, Rostov-on-Don, Russian Federation

Assoc. Prof. Alexander Averin, Ph.D., Deputy Dean of the faculty of international tourism, sports and hospitality, Financial University under the Government of the Russian Federation, Moscow, Russian Federation

Assoc. Prof. Vanya Grigorova, Ph.D., D. A.Tsenov Academy of Economics, Svishtov, Bulgaria

Nehal L. Khalil, Ph.D., Faculty of Education, Institutional coordinator of Erasmus+program, Ismailia, Egypt

University Lecturer Stella Hîrbu, Academy of Economic Studies of Moldova, Chisinau, Moldova

Maria Arakcheeva, Head of the Laboratory of International Finance, Financial University under the Government of the Russian Federation, Moscow, Russian Federation

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на

Проф. д-р Алфред Розенблум, Доминикански университет, Чикаго, САЩ

Миленко Гудич, Основател и директор на Рефомент консалтинг и коучинг; Координатор на групата за борба с бедността към PRME, Белград, Сърбия

Проф. д-р ик.н. Евгени Свелев, Вице президент на Академията за икономически науки на Украйна, Тернополски национален икономически университет, Тернопол, Украйна.

Проф. д-р ик.н. Виталина Куриляк, завеждащ катедра Международна икономика, Тернополски национален икономически университет, Тернопол, Украйна

Проф. д-р ик.н. Евгения Медведкина, Ростовски държавен икономически университет, Ростов на Дон, Руска федерация

Проф. д-р Ядвига Чибурене, Каунаски технологичен университет, Каунас, Литва

Доц. д-р Шив К. Трипати, Изпълнителен директор (мениджмънт), Университет Чандигарх, Гаруан, Пенджаб, Индия.

Проф. д-р Роза Луз Ларреа Серкен, Зам. Ректор на Автономен университет в Перу, Лима, Перу

Доц. д-р Хуан Алехандро Кортес Рамирес, Директор на Факултет по мениджмънт, Папски университет „Боливар“, Меделин, Колумбия

Доц. д-р Клаудия Велес-Сапата, Координатор на изследователска група за бизнес проучвания, Папски университет „Боливар“, Меделин, Колумбия

Доц. д-р Густаво А Йенес Лопес, Директор по управление и социална отговорност, Училище по бизнес администрация, Колумбийски екстернен университет, Богота, Колумбия

Доц. д-р Аишан Яценко, Южен Федерален университет, Ростов на Дон, Руска Федерация

Доц. д-р Александър Аверин, Заместник декан Факултет по международен туризъм, спорт и гостоприемство, Финансов Университет при Правителството на Руската федерация, Москва, Руска федерация

Доц. д-р Ваня Григорова, Стопанска академия „Д. А. Ценов“ - Свищов, България

Д-р Нехал Халил, Институционален Еразъм+ координатор, Университет Суецки канал, Исмаилия, Египет

Университетски преподавател Стелла Хърбу, Академия за икономически изследвания на Молдава, Кишинев, Молдова

Мария Аракчеева, Ръководител на лаборатория по международни финанси, Финансов Университет при Правителството на Руската федерация, Москва, Руска федерация

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