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64 САМІТ СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА

64 Summit "Conversations on Emerging Issues in Social Entrepreneurship"



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

**ЖИТОМИРСЬКИЙ НАЦІОНАЛЬНИЙ
АГРОЕКОЛОГІЧНИЙ УНІВЕРСИТЕТ**

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**ДИСКУСІЇ З АКТУАЛЬНИХ ПИТАНЬ
СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА**

**CONVERSATIONS
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**HOW THE SMART CITY PARADIGM CAN DEVELOP
THE SUSTAINABLE GROWTH AND ECOLOGICAL
STABILITY**

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In this article, we consider the main factors of the development of cities and how they are influenced by the

paradigm of sustainable development.

Keywords: Smart City, sustainable development, innovations, ecology, inventions.

Today we see that big companies spent more than 57 trillions of dollars to promote and developed Smart Cities technologies. Nowadays, Smart City approach is very common and popular for big governmental organizations. Anyhow, that raises some questions, what is the meaning of Smart Cities? Why do we need it? What kind of profit will it give? These questions in particular will rise in such countries as India, Vietnam and Ukraine and others low-middle income countries. Maybe the technology of Smart City combined with the ideology of Social Enterprise will help these countries rise and make sustainable economic growth. Moreover, we will see whether the Smart City is a new type of innovation or just a type of invention of the city industrial strategy [3]

We have started to talk about Smart City, and let us see why they appeared. Today, people are using the planet for more than 250% of its capability, which indicates that we need three planets to satisfy our needs. Maybe this consumption will be possible in the future when we exploit some planets, someone might think. Now, it is a little bit a part of fantasy, so we should protect what we have now. Nowadays, we have one planet and we must keep it safe and secure. In such countries as Ukraine, the garbage fields are filled more than 95% of its capacity, and this country is in Europe, is it not far from Berlin, London or Milan. If we take some other more far countries from Europe, we can see that people live all their lives close to garbage dumps, like in Gambia (Al Jazeera). Either they buried the plastic waste like in Uganda, or it may be the reason why we have ozone holes in that area (Global Voices).

We can assume that it is not about us, we have good roads, nice parks and peaceful holidays. Anyhow, will the same

atmosphere also be in the future? Will our children see the same planet as we are seeing today? To answer these questions we can look into the story of the young girl named Greta Thunberg, famous for organizing global school demonstrations for a better world. Activism in climate change and pollutions had great support last years. It is probably due to the intensifying of the concept and an increase in the population of the planet.

Firstly, the World Meteorological Organization (WMO) proposed the term «climate changed» in 1966, and most of the specialized scientist started to talk about the problem. Today we have problems with water pollution, pollution of the earth's atmosphere etc. It took us just 53 years to see the changes, in the general history of the planet, 53 years is just a drop in the ocean. Accordingly, the combination of Smart City, Social Enterprise and Sustainable grow try to resolve this problem [7].

According to the Oxford Dictionary, 'town or city' are a built-up area with a name, defined boundaries, and local government that is larger than a village and generally smaller than a city (Oxford Dictionary). The first territories that we can call 'cities' appeared in Mesopotamia, India, China and Egypt around 3000 BC. These cities appeared because of rapid development of manufacturing and political processes. Seeing that Mesopotamia became developed in the third millennium BC and on the other hand, that the Phoenician Trading Empire started to develop just during the first millennium BC, indicates a time span of two thousand years [5].

In the middle Ages, Constantinople was the first city of one million, and it became the richest city in the whole of Europe at that time. Constantinople brought the first urbanistic sewage planning from Asia to Europe, at that period of time Asian cities were much more developed than European cities. Nevertheless, in 1760 London made massive structural changes in local strategy of industry and manufacturing. Growth of modern industry led to massive urbanization of all kind of cities.

Afterwards, it caused a great damage of social and environmental problems. Along with urbanization development, Great Britain understood that road quality is the main part of the city making progress. Today, the roads in the city have the same importance as it had 300 years ago.

In the twentieth century, the growing of the cities is increasing rapidly because of the industrialization. The immediate increase of car ownership had a big influence on the environment. In the end of the twentieth century, a protection of nature debate occurred for the first time and raised the issue about sustainable growth. However, people, represented by their elected representatives had blasted away mountains, changed the structural properties of the land, change the riverbeds, etc. These changes caused the collapse in environment, like when the dam fell in Brazil. (The New Your Times) [1]

Overall, through the history, cities with a developed economic system and major invitations became urban quicker than others did. From that time of Mesopotamia period, we can see a correlation between wellbeing of the cities and the urbanization developed in it. It is not a secret that money helping to develop one or other parts of science. Like during the Second World War the most developed part of science was ingoing in the military system. On the other hand, will this big development of cities lead to sustainable development and preserve our land for descendants? [8]

The approach of decision-making process is the main problem of the sustainable development, because different government institutions have different urbanization goals and main principles of city development. The other problem is that people who have the power of decision-making in government are usually not well prepared and do not have enough knowledge to do such big changes. In the same view, Witold Trbacki et al (2018) in the article "Application of AHP and DEMATEL Methods in Choosing and Analyzing the Measures

for the Distribution of Goods in Szczecin Region" note that lack of consensus between the expectations of different groups of stakeholders is a major barrier for proper functioning of sustainable development processes. In his article they made analytics with five main categories of measurement such as: Administrative measures, Financial measures, Technical measures, Awareness information and Urban planning, to choose the best type of analytics evaluates multiple conflicting criteria in decision making. That is why, they defined that utilization of MCDA methods, particularly the MAMCA approach, is an ideal way to find solutions that are optimal from all perspectives.

However, we can ask many questions, such as are you sure that this approach is a good one? What about others? In this case, it is just a kind of resolving the problem and to understand the main factors of it, leaving a glimpse into sustainable development. [3]

According to the Cambridge Dictionary "sustainable" is causing little or no damage to the environment and therefore able to continue for a long time. According to the UNESCO "Sustainable development" is the overarching paradigm of the United Nations. The concept of sustainable development was described by the 1987 Brundtland Commission Report as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." (UNESCO website).

According to Sustainable Development Goals we can distinguish the following main goals as: no poverty, zero hunger, good health and wellbeing, quality education, gender equality, clean water and sanitation, affordable and clean energy, decent work and economic growth, industry, innovation and infrastructure, reduce inequalities, sustainable cities and communities, responsible consumption and production, climate action, life below water, life and land, peace, justice and strong

institutions, partnership for a goals. All these sustainability goals led to equality of life around the world. Anyhow, that raises the question, is it real? On the other hand, just a type of Utopia? We will know it later, but now we have seen other types of the world being theorized, like Das Manifest der Kommunistischen Partei. Firstly, this theory was the ideal approach for the equality of all people; instead, it led to a great break in the life of party leaders and other people and then the great crisis. All the theories have a perfect ideology but do not create a perfect implementation. Maybe, that is why a better way of future sustainable wellbeing is not theories but scientific approaches?

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