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Green economy: implementation of «Demoethics» principles for sustainable development of environmental compliance and corporate social responsibility

Abstract. *Goal:* Conceptual analysis of “green” economy tools through the implementation of environmental compliance and corporate social responsibility based on the concept of “Demoethics” for sustainable development.

Methods: The study utilizes a general methodological approach, namely a systemic approach, which includes methods of logical, statistical analysis and synthesis, goal setting, and goal decomposition.

Results: The development of a “green” economy through the implementation of effective practices of corporate social responsibility and environmental compliance should be based on the concept of “Demoethics” which is based on the idea that sustainable development of society can only be achieved through adherence to ethical rationalities that can ensure a balance between the economic, social, and environmental needs of humanity. The paradigm of sustainable development is based on ethical rationality, which includes ensuring the basic needs of people, reducing socio-economic inequality, respecting cultural values, and environmental responsibility.

Conclusions: The integration of education and upbringing, a well-developed mind, acquisition of knowledge, scientific principles, and honest labor make a certain contribution to sustainable development. Therefore, democratic principles shape ethical rationality in society, and their effective implementation in corporate social responsibility and environmental compliance allows for improving the quality of life of the population and the competitiveness of society.

Keywords: demoethics; Sustainable Development Goals (SDG); Corporate social responsibility (CSR); environmental compliance; sustainable development; green economy.

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Introduction

Currently, most countries in the world are raising issues related to climate regime. One of the first documents dedicated to this topic is the Kyoto Protocol of 1997. The next agreement, considered by the overwhelming majority of countries, is the Paris Agreement, which prioritizes the prevention of the average global temperature increasing by more than 2 degrees Celsius by 2100.

In accordance with the requirements of the Paris Agreement, all participating countries must formulate and submit long-term strategic development plans for their states in order to reduce carbon emissions.

Faced with the global climate crisis, Kazakhstan has demonstrated its commitment to sustainable development by signing the Paris Agreement in August 2016. In this regard, the Strategy for Achieving Carbon Neutrality of the Republic of Kazakhstan until 2060, adopted by the Presidential Decree in February 2023 [1], defines the country's development trajectory towards a low-carbon future and provides a solid foundation for the specific efforts of the country over the next decades.

Currently, the concepts and tools of corporate social responsibility (CSR) and environmental compliance are gaining broader traction worldwide, including in the Republic of Kazakhstan.

"Today, more than ever, partnership for the sake of sustainable business development is relevant. In collaboration with industrial enterprises, it is necessary to more widely integrate an integrated health preservation system into their business structure, which will influence key indicators of sustainable development" [2].

In the future, this will enable the extension of workers' professional longevity and create favorable conditions for labor activities.

The aim of the study is a conceptual analysis of the instruments of the "green" economy through the implementation of environmental compliance and corporate social responsibility based on the concept of "Demoethics" in order to ensure sustainable development.

The subject of the study is the analysis of methodological approaches in the field of environmental compliance and the "green economy" as one of the main elements of sustainable development.

Literature review

A responsible attitude towards society and the environment is essential in implementing CSR and environmental compliance. L. Ionescu proposes mechanisms for assessing and analyzing the relationship between environmentally friendly financial behavior, climate change mitigation, and ecological energy sustainability [3]. Y. Wu has developed a model for analyzing the relationship between innovation and growth in the "green" economy [4]. V. Fang, K. Ma, and Z. Lei have proposed a model to study the relationships between corporate culture and corporate sustainability from the perspective of enterprises engaged in transport infrastructure, as well as determining which factors of corporate culture can influence sustainable low-carbon development in transport infrastructure enterprises [5].

J. Jonsdottir and his co-authors propose property strategy as a mechanism for managing collective actions and responsible ownership to achieve SDGs and conditions for environmental protection, social welfare, and governance [6]. A significant amount of research is focused on studying the conditions for implementing elements of social and environmental responsibility in business models and processes [7; 8; 9], the role of users in the development of intelligent energy systems [10], and the connection between sustainability and corporate social responsibility [11; 12; 13]. M. G. Kairgaliyeva, together with co-authors, summarizes the trends in the development of the economic system in the territory of the Republic of Kazakhstan [14]. Yu. K. Zhakupov, in collaboration with a group of researchers, proposed a methodological approach to assess the impact of entrepreneurship on the socio-economic development of regions in the Republic of Kazakhstan [15]. A. Baktymbek and a group of colleagues identified the peculiarities and problems of the energy industry and developed recommendations for the development of the energy industry in the Republic of Kazakhstan during the fundamental transformation of the global energy system [16].

Mazhorina, in her work dedicated to sustainable development law, states that "different state policies aimed at achieving a general plan for sustainable development should include a set of criteria, from preserving natural capital to developing cultural and social capital, allowing for the assessment of their integrability and synergistic aspect" [17]. In other words, the role of humans as consumers of goods and services and their negative impact on the environment is directly noted.

State policy in the field of sustainable development should be formed based on components such as Demoeconomics, demography, democracy, and demo-economics, as they describe the possibility of effective use and combination of economic, scientific, technical, social, and ecological components [18]. This concept can become one of the new approaches to assessing sustainable development, including in the fields of the “green” economy and Artificial Intelligence.

Currently, the direction of “carbon-free” and “green” energy has gained significant popularity in many countries. It is used for electricity generation and is believed to be able to replace traditional energy sources. However, it is important to remember that at the current stage of development, there is no possibility to store the generated energy. Therefore, it is impossible to quickly abandon traditional energy sources.

Global climate change has already started to cause significant changes. According to data presented by the World Meteorological Organization (WMO), it is possible and necessary to note the following [19]:

- an increase in the annual average temperature;
- a decrease in the Arctic ice area;
- record glacier melting (a decrease in the thickness of reference glaciers by 1.3 m);
- an increase in the heat content of the world ocean;
- an increase in drought (in January 2023, more than 20 million people in East Africa faced food shortages);
- deaths due to heatwaves (in 2022, Spain reported 4,600 deaths, Germany – 4,500, France – 2,800, according to WMO data; the total number of heat-related deaths in Europe exceeded 61,000 people [20]);
- a decrease in food security (in 2021, more than 2.3 billion people faced this issue, of which 924 million people experienced acute food insecurity);
- forced migration due to weather changes (internal migration);
- floods and drought.

In 2023, temperature records were recorded worldwide, so the situation at the end of the year may be considerably worse than in previous observation periods.

During this period of time, despite the challenging situation in the world, many countries are addressing sustainable development issues. However, in our opinion, based on the analyzed literature and legislation, there is no comprehensive study of integrated factors, elements, and problems of corporate social responsibility and environmental compliance aimed at ensuring sustainable development in domestic and foreign science.

At the current stage of economic development, the concept of corporate social responsibility is considered widely implemented and researched in global science, including in the Republic of Kazakhstan. However, sustainable development poses new challenges in the context of harmonization with various areas of knowledge, interdisciplinarity, the influence of digitization on climate change, that is, the development of a digital economy (which is understood as an economy using digital technologies) as one of the elements of the future “carbon-free” energy.

International documents by authoritative organizations such as the United Nations Environment Programme (UNEP), the Organisation for Economic Co-operation and Development (OECD), and the World Bank consider and study numerous issues in the field of the “green” economy. Large international institutions, such as the International Food Policy Research Institute, and various international funds are also engaged in sustainable development and the “green” economy, which contributes to the promotion and development of sustainable development methods and principles, responsible investing, and ESG standards.

The health and well-being of workers are one of the goals of sustainable development because the well-being of employees is a competitive advantage for a company. The level of socio-economic development is determined not only by the power of production forces but also to a large extent by the state of the health of the working population. Working in hazardous conditions requires special requirements for managing workers’ health, and a risk-oriented approach is currently the most effective with the possibility of developing preventive and prophylactic measures. More

than 7,000 people with occupational diseases were registered in the country. In the structure of diseases, diseases caused by industrial aerosols occupy a leading place (41.6%); diseases related to functional overloads of individual organs and systems constitute 27.0%; diseases caused by the influence of physical factors – 25.3%; diseases caused by the influence of chemical factors – 4.4%; diseases caused by the influence of biological factors – 0.8%; allergic diseases – 0.9%; malignant neoplasms made up 0.1%. Analysis of the prevalence of occupational pathology by regions showed that 54.7% of patients are residents of the Karaganda region, 34.4% – East Kazakhstan region, 4% – Zhambyl region, 2.1% – Shymkent city, in Akmola region – 1.4%, in Pavlodar region – 0.8%. In Astana city, Aktobe, West Kazakhstan, South Kazakhstan, and Turkistan regions, 23–37 people have occupational diseases. Analysis of indicators of occupational morbidity by sections of economic activity revealed that a high level of morbidity is observed in the mining and coal industry. Workers in the mining industry account for 65%, coal – 27.9%, chemical – 4.1%, metallurgical – 1.6%, medical workers – 0.8%, and construction workers – 0.6%.

The registered level of occupational morbidity does not reflect the true situation in the field of working conditions in modern Kazakhstan. If Kazakhstan sees 300–600 cases of occupational diseases within a year, then in the Czech Republic it is more than 1000 cases, in Poland – more than 2000, and in France – more than 50,000 new cases of occupational diseases per year. Long-term hygienic studies conducted by Kazakhstani scientists as part of planned research work, by specialists of supervisory bodies in the field of sanitary-epidemiological and environmental monitoring, and certification of working conditions on various industrial sites have revealed that the production and surrounding environment in 80% of industrial enterprises in the Republic do not meet sanitary and hygienic and environmental standards [21].

The study showed that the level of occupational morbidity in Kazakhstan from 2018 to 2020 changed insignificantly. The disease rate among women in the general population was 4%, while among men it was 96%. The highest number of cases was recorded among workers aged 45 to 59. Production factors such as noise, silicon-containing dust, working position (standing and sitting), vibration, humidity, lighting, and temperature play the most significant role in morbidity. The data indicate the relevance of implementing measures to prevent occupational diseases among workers in various industries in Kazakhstan [22].

The United Nations has focused its attention on adopting 17 Sustainable Development Goals, while advocating for a new sustainable approach to development policy [23]. The 12th SDG explicitly mentions ensuring “sustainable patterns of consumption and production” [24]. People around the world are increasingly concerned about globalization, industrialization, population growth, and the rapid exploitation of natural resources. Currently, consumers worldwide are beginning to show interest in products that generate less waste, are suitable for further processing after use, and are manufactured in an environmentally friendly manner. Consumer behavior is crucial, as ideas of sustainability and environmentally friendly consumption become increasingly popular in response to growing environmental issues [25]. Understanding the nature of decision-making processes by clients regarding the adoption of environmentally friendly and sustainable products is crucial for a sustainable world [26].

One of the directions considered in the modern stage of human development is sustainable development, and many discussions and research are dedicated to how sustainable consumption can help mitigate the negative consequences for the environment [27]. Human behavior and actions play an important role in protecting the environment [28]. Consumers are recommended to change their lifestyles and consumer habits to more environmentally friendly alternatives [29]. According to recent research, it can be noted that people who care about the environment and feel responsible for its protection prefer to buy environmentally friendly products [30].

The value of green consumption means that an individual’s purchasing and consumer habits can demonstrate that they value the environment [31]. Green consumer values indicate a preference for consuming products that are environmentally friendly and sustainable [32]. Ideals associated with green consumption strongly influence the purchasing habits of “green” consumers [33]. Consumers who value environmentally friendly products believe that their

consumption will not harm the environment [34]. Recent studies have shown that environmental consumer values mediate consumer relationships and environmental behavior. Moreover, the relationship between “green” consumer behavior and “green” consumer values can be mediated by the intention of “green” purchases [35]. However, it is necessary to note that consumers’ attitude towards environmentally friendly products is a subjective concept and therefore may vary depending on the product [36]. Sustainable products are those that can be recycled and bring benefits to both society and the environment [37].

Thus, interdisciplinary, demoethical, and human-oriented research is necessary to emphasize the values and needs of people in managing the “green” economy.

Methods

The main question of the research addressed in the proposed study is to examine the conditions for developing sustainable development goals and transitioning to a “green” economy model through the implementation of effective Corporate Social Responsibility (CSR) practices and environmental compliance based on the principles of Demoethics.

The study is largely based on the concept of “green” consumption advocated by the United Nations Sustainable Development Goal 12 (Responsible Consumption and Production), which aims to ensure sustainable consumption and production models. The study focuses on researching environmental consumer values.

The research has the following objectives:

Objective 1: To examine the conditions for developing sustainable development goals and transitioning to a “green” economy model through the implementation of effective CSR practices and environmental compliance based on the principles of Demoethics.

Objective 2: To investigate the quality of medical services provided in industrial enterprises in order to preserve people’s health in the context of long-term production.

The research was conducted in several stages:

1) Analysis of scientific works dedicated to the currently developed theories and practices of implementing sustainable development principles, as well as legislative aspects in the territory of the Republic of Kazakhstan.

2) Application of Demoethics principles in the development of new “green” economy models.

3) Analysis of professional pathology and occupational injuries.

The research utilized a general methodological approach, which is a systemic approach that includes methods of logical, statistical analysis and synthesis, goal setting, and goal decomposition.

The research results consist of an analysis of the necessity of implementing Demoethics principles in the development of strategic plans for the implementation of “green” economy elements.

Results and discussion

Corporate social responsibility

Ensuring sustainable development is integrated into the CSR system and aims to achieve social, economic, and technological efficiency goals. The concept of “sustainable development” has gained wide recognition in science and practice, as well as in industry and regional studies. Sustainable development primarily involves changes in three main areas: finance, society, and ecology. The role of CSR in the sustainable development of businesses and enterprises in the real sector of the economy is crucial, as it enables them to maintain strategic competitiveness, support their image, and promote the company internationally, in the global market, taking into account compliance with new trends in global sustainable development. It also allows companies to participate in ESG rankings, increase the trust of stakeholders – both internal and external stakeholders, and demonstrates the integration of companies into the global sustainable development agenda.

Ecological compliance

Ecological compliance is aimed at ensuring compliance with and enforcement of environmental and nature conservation legislation in relation to water, oil, gas, energy resources, and other environmental areas. Ecological compliance is considered as an element of Corporate Social Responsibility (CSR) and an essential attribute of the company's corporate policy aimed at long-term sustainability. Moreover, the global trend is towards the formation of environmentally oriented businesses, which, as a form of sustainable development, ensure the transformation of consumer value with an increase in qualitative properties and characteristics. Based on the approach of the International Compliance Association, compliance is understood as the ability to act in accordance with established regulations and requirements. The International Compliance Association identifies the main objectives of compliance in companies as follows:

- 1) identification and prevention of risks;
- 2) development of preventive methods;
- 3) monitoring the effectiveness of the conducted compliance policy;
- 4) resolution of emerging complex compliance implementation issues, including legal matters;
- 5) consulting businesses on regulations, standards, and supervisory procedures.

In order to preserve people's health in the context of long-term production, it is necessary to adhere to four main criteria for the quality of medical care: effective and timely assistance, efficient use of resources, satisfaction of patient needs, and treatment effectiveness.

In Kazakhstan, there are large production complexes in various industries, but working conditions in them are unfavorable and lead to the development of occupational diseases. To improve the situation, it is necessary to develop comprehensive health protection measures, including medical services, occupational hygiene, and other aspects. Workers' health issues require improvement, and the history of harmful production factors continues. Healthy and engaged employees are an important competitive advantage for a company. Improving health protection is only possible through broad cooperation of society, the government, workers, and employers. Emphasis should be placed on prevention and the promotion of employee well-being, taking into account the specificities of their work and health. The quality of medical examinations also needs improvement. A comprehensive approach to employee health is necessary for effective recovery.

Demoethics issues of sustainable development

Over the past few decades, ethics has become increasingly applied, which necessitates the use of normative-philosophical analysis to interpret phenomena related to the medical field [38; 39], education [40], existence of information in the media space [41; 42], the political field [43; 44], environmental protection [45; 46]. Therefore, ensuring the sustainability of society is impossible without ethical foundations and principles.

The study attempts to analyze the extent to which traditional forms of ethical thinking can contribute to the protection of the environment and sustainable use of natural resources worldwide. In particular, environmental ethics has a specific approach to the distribution of responsibility: between UNESCO (which will release an ethical code), national governments (which will ban single-use utensils, gasoline engines, introduce tax benefits for electric vehicles), companies (for their emissions), families (for organizing household waste separation), and individuals (who will reject cosmetics tested on animals, bring their own bags to stores), etc. The ability of moral subjects to take responsibility is largely determined by their strength in the broadest sense of the word, including moral strength.

The idea is to build a "green" economy through the implementation of effective CSO (Corporate Social Responsibility) practices and environmental compliance in a way that meets ethically justified requirements and expectations of all stakeholders and thus creates trust and balance among them.

In 2023, the article "Demoethical Model of Sustainable Development of Society: A Roadmap towards Digital Transformation" [47] justified the necessity of the main principles of demoethics

that contribute to the formation of a worldview that ensures the sustainable development of the modern world.

The practical implementation of the research is ensured by demoethics as a new model of sustainable development of society for the new era, based on the mechanisms of demoethics realization and the transformation of sustainable development.

The concept of “demoethics” emphasizes the social nature of ethical norms, which are of significant importance and implemented by free citizens who have rights and obligations to society. In modern science, there is no comprehensive study in the field of sustainable development of society with consideration of the “demoethics” component. “Demo” and “Ethics” are terms that we use to combine applied ethics and social innovations that contribute to the sustainable development of society. Based on this, we have developed a new model for organizing the activities of sustainable development of society as a way to enhance competitiveness and quality of life for the population.

The development of humanity has led to an imbalance of various components, which can be expressed as the system of “nature-human-society”. The interaction between society and nature has become one of the most pressing issues of modern times. Therefore, questions related to the development of adequate environmental consciousness [48; 49], based on a scientific-philosophical understanding of the unity of human and nature, are particularly acute.

The formation of environmentally oriented consciousness ensures sustainable development, as it is aimed at shaping people’s behavior in a way that does not deprive future generations of the ability to live in a state of well-being. This means that environmental creativity acknowledges the priority of ethical norms of the demo, which contribute to the survival of society and nature.

Sustainable development requires the harmonious coexistence of social, economic, and environmental aspects. In order to achieve this harmony, the principles of demoethics recognize the vital role of education and upbringing. Education provides people with the knowledge, skills, and values necessary to understand and address the problems of sustainable development. Upbringing, on the other hand, emphasizes the importance of instilling ethical and responsible behavior from an early age. Together, education and upbringing form a powerful combination that can lead to the transformation of society towards sustainable development.

The principles of demoethics, aimed at promoting the sustainable development of society, include several key components, including reason, knowledge, and science. Reason enables people to understand and solve the problems of sustainable development, while knowledge allows them to make informed decisions. Science, as a systematic and scientifically based approach, provides the tools necessary for analyzing complex problems of sustainable development and developing effective solutions.

The demoethical model recognizes the importance of honest work as a key component of sustainable development. Honesty fosters trust, fairness, and cooperation within organizations, leading to responsible decision-making and fair distribution of resources. Honest work also includes ethical decision-making practices within organizations. Ethical decision-making involves considering the long-term consequences of actions, evaluating their ecological and social impacts, and making decisions that align with the principles of sustainable development. Ethical decision-making within the demoethical model is based on a commitment to honesty, integrity, and the pursuit of the greater good for society. It encourages people to consider the values and principles of sustainable development when making decisions, beyond short-term profit or personal gain. By including ethical decision-making, honest work ensures that organizations actively contribute to sustainable development, with a priority focus on the well-being of people and the planet.

The integration of honest work into the demoethical model offers several advantages for sustainable development. Firstly, it strengthens relationships with stakeholders, promoting trust, cooperation, and interaction. Trust enables effective collaboration and knowledge exchange, activating collective efforts to ensure sustainability. Secondly, honest work fosters innovation and creativity within organizations. When people feel empowered, valued, and trusted, they are

more likely to offer innovative ideas and solutions to the problems of sustainable development. Honest work creates an environment that encourages experimentation, learning, and continuous improvement.

Therefore, we believe that a green economy, through the implementation of effective CSR practices and environmental compliance, should be built on the concept of “demoethics”. This concept is based on the idea that sustainable development can only be achieved by adhering to ethical rationalities that can balance the economic, social, and environmental needs of humanity. It is this ethical rationality that underlies the paradigm of sustainable development, which is not only focused on economic growth but also on ensuring basic human needs, reducing socio-economic inequality, respecting cultural values, and increasing environmental responsibility.

Conclusions

In general, demoethics governance in the “green” economy plays an important role in ensuring justice, sustainability, and trust from society and stakeholders. This contributes to the successful development of green initiatives and establishes the foundation for long-term sustainable economics.

Demoethics governance shapes policies that prioritize sustainable practices, social well-being, and environmental preservation. Sustainable cities integrate advanced technologies, promote efficient resource utilization, and enhance citizens’ well-being.

Education and upbringing contribute to holistic personal development through the cultivation of the mind, acquisition of knowledge, and application of scientific principles. Honest labor plays a key role in manifesting and embodying values that align with virtuous individuals, leaders, cities, and sustainable development. The integration of education and upbringing, a well-developed mind, the acquisition of knowledge, scientific principles, and honest labor all contribute to sustainable development.

Values shape a person’s way of existence. Despite the existence of various forms of value differentiation and their relative nature, the highest and absolute value is people themselves and their lives. Following the paradigm of Society 5.0 and Industry 5.0 for sustainable development, the value of an individual should be perceived only as a valuable goal, never as a means to achieve sustainable development.

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Gratitude

In scientific work based on the principle of transdisciplinary research, a constructive dialogue was conducted between specialists from different fields, which contributes to the transformation of other components of the economy. Scientists were included as co-authors of the article in order to acquire new knowledge in the field of sustainable development goals formation.

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Жасыл экономика: экологиялық комплаенс пен корпоративтік әлеуметтік жауапкершілікті тұрақты дамыту үшін “Демоэтика” қағидаттарын енгізу

Аңдатпа. Мақсаты: Тұрақты дамуды қамтамасыз ету мақсатында “Демоэтика” тұжырымдамасы негізінде құрылған экологиялық комплаенс пен корпоративтік әлеуметтік жауапкершілікті енгізу есебінен “Жасыл” экономика құралдарын тұжырымдамалық талдау.

Әдістер: Жұмыста зерттеудің жалпы әдіснамалық тәсілі, яғни логикалық, статистикалық талдау және синтез, мақсат қою және мақсаттарды ыдырату әдістері қарастырылған жүйелік тәсіл қолданылады.

Нәтижелер: Корпоративтік жауапкершілік пен экологиялық комплаенстің тиімді тәжірибелерін енгізу есебінен “жасыл” экономиканы дамыту қоғамның тұрақты дамуына экономикалық, әлеуметтік және экологиялық тепе-теңдікті қамтамасыз етуге қабілетті этикалық рациональдылықты сақтау арқылы ғана қол жеткізуге болады деген идеяға негізделген “Демоэтика” тұжырымдамасы негізінде құрылуы тиіс адамзаттың қажеттіліктері. Тұрақты даму парадигмасы адамдардың негізгі қажеттіліктерін қамтамасыз етуді, әлеуметтік-экономикалық теңсіздікті азайтуды, мәдени құндылықтарды құрметтеуді және экологиялық жауапкершілікті қамтитын этикалық рациональдылыққа негізделген.

Қорытындылар: Білім мен тәрбиенің интеграциясы, жақсы дамыған ақыл, білім алу, ғылыми принциптер мен адал еңбек тұрақты дамуға белгілі бір үлес қосады. Демек, демоэтикалық қағидаттар қоғамда этикалық рациональдылықты қалыптастырады және оны корпоративтік әлеуметтік жауапкершілік пен экологиялық сәйкестікте тиімді іске асыру халықтың өмір сүру сапасы мен қоғамның бәсекеге қабілеттілігін жақсартуға ықпал етеді.

Түйін сөздер: демоэтика, тұрақты даму мақсаттары (ТДМ), тұрақты даму, Корпоративтік әлеуметтік жауапкершілік (КӘЖ), экологиялық комплаенс, “Жасыл” экономика.

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Зеленая экономика: внедрение принципов “Демоэтики” для устойчивого развития экологического комплаенса и корпоративной социальной ответственности

Аннотация. Цель: Концептуальный анализ инструментов “зеленой” экономики за счет внедрения экологического комплаенса и корпоративной социальной ответственности, построенных на основе концепции «Демоэтики» в целях обеспечения устойчивого развития.

Методы: В работе использован общеметодологический подход исследования, то есть системный подход, в рамках которого предусмотрены методы логического, статистического анализа и синтеза, целеполагания и декомпозиции целей.

Результаты: Развитие «зеленой» экономики за счет внедрения эффективных практик корпоративной социальной ответственности и экологического комплаенса должно быть построено на основе концепции “Демоэтики”, основывающейся на идее, что устойчивое развитие общества может быть достигнуто только при соблюдении этических рациональностей, способных обеспечить баланс между экономическими, социальными и экологическими потребностями человечества. Парадигма устойчивого развития основана на этической рациональности, включающей в себя обеспечение базовых потребностей людей, сокращение социально-экономического неравенства, уважение к культурным ценностям и экологическую ответственность.

Выводы: Интеграция образования и воспитания, хорошо развитый ум, приобретение знаний, научные принципы и честный труд вносят определенный вклад в устойчивое развитие. Честный труд играет ключевую роль в выявлении и воплощении ценностей, соответствующих добродетельному человеку, правителю, городу и устойчивому развитию. Следовательно, «демоэтические принципы» формируют в обществе этическую рациональность и ее эффективная реализация в корпоративной социальной ответственности и экологическом комплаенсе способствует улучшению качества жизни населения и конкурентоспособности общества.

Ключевые слова: демоэтика, цели устойчивого развития (ЦУР), устойчивое развитие, корпоративная социальная ответственность (КСО), экологический комплаенс, “зеленая” экономика.

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