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## The objectives of sustainable development - ways to achieve welfare

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### Abstract

A sustainable development must be backed up by economical growth, in line with the requirements for ecological balance and the entire human development. Regarding sustainable development, there are several relevant conclusions. These are: sustainable development is a global aim; analysis of sustainable development implies a systematical approach of the economico-social-ecological three-way system; sustainable development implies a profound change in the mentality of the social system. Therefore, the acceptance of sustainable development ideas is heavily required by the recognition of the fact that the past models for economical growth, all have limitations and flaws. As an answer for the above conclusions, it can attach three categories of economical objectives to sustainable development. These objectives are: economical objectives, social objectives (welfare and equity) and ecological objectives (biodiversity and resources).

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### 1. Introduction

In the context of increasing population and consumption of natural resources, sustainable development is a development model aiming at a balance between economic growths, quality of life and environmental preservation medium and long term without increasing consumption of natural resources beyond the capacity of the Earth. The deepening global problems such as depletion of natural resources, damage to the natural environment, economic and financial crises repeated, and increasing consumption led to the development paradigm shift from consumption to sustainable development and recognition of new courses of action, namely green growth. This paper proposes a

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ways to create economic welfare given the turbulent environment in which organizations revolve. This paper is organized in five sections. Section 2 contains two subsections: the first focuses on reviewing the historical and conceptual precursors of the concept of sustainable development and the second presents the concept of sustainable development from the perspective of various researchers. Section 3 it devoted to the description of the the main objectives of sustainable development. The Section 4 is intended to the presenting of the proposed ways of achieving of economic welfare. Finally, Section 5 presents the preliminary conclusions. The paper ends with a list of the relevant bibliography for the subject.

## 2. Theoretical approach to the concept of sustainable development

### 2.1. History of emergence and development of the concept of sustainable development

The theory of sustainable development is relatively new and is in development. The concept of sustainable development has emerged at a time when the topic of the environment is at the forefront of political debate. The roots of the concept of sustainable development rooted in promoting the sustainable use of natural resources. Legal regimes aimed at conservation of marine resources, wildlife, habitat, protection of cultural and natural heritage, protection of Antarctic etc. aim to protect the global environment and resources indicate a wide acceptance internationally sustainable use of natural resources (Bejan & Rusu, 2007). With the increasing complexity of the global economy connections direct or indirect economic theory examines sustainable development, was felt by specialists need to redefine the concept. The concept of sustainable development has as its starting point the global ecological crisis and later developed by incorporating all spheres of economic and social and human, reaching as today, sustainable development represents a new way of humanity. Therefore, sustainable development was conceived as a solution to the ecological crisis caused by intense industrial exploitation of resources and the continuous degradation of the environment and seeks primarily to preserve environmental quality. Thus, after twenty years of unprecedented economic expansion, only in the 50s when the first concerns the definition of sustainable development. Sustainable development has become widespread both in the academic and in the companies and public institutions (Rusandu, 2008). Of course topic drew attention through many articles published in journals or in various conferences and was then taken over by business schools. Official bodies such as the environment protection authorities worldwide, EU, UN and World Commission on Environment and Development established groups to take part in discussions and research, and to debate this issue. For an overview of the steps that led to the development of the concept of sustainable development, table 1 shows the evolution of the concept.

Table 1. The evolution of the concept of sustainable development: synthesis main approaches

Year	Event
1951	International Union for the Nature Conservation published the <i>first report</i> on the global environment, which aims to search for reconciliation between economy and ecology.
1960	Economic activities have a <i>negative impact</i> on the environment due to the presence of a high degree of degradation and pollution.
1970	Barbara Mary Ward (founder of the International Institute for Environment and Development) created and introduced the concept of <i>sustainable development</i> .
1972	It published the <i>first report of the Club of Rome</i> - "Limits to Growth" and held the first UN Conference on environmental issues in Stockholm. At the conference were identified over 60 interpretations of the concept of development, the new vision of the interdependence of environmental issues, general welfare and economic growth process. One of these interpretations has led to the term <i>eco-development</i> period which highlights the necessity of finding concrete development strategies capable to lead to sustainable and ecologically healthy in a given system, the basic needs of the local population.
1973	E.F. Schumacher defines the concept of local <i>economic development</i> .
1974	Church Council lays the foundations of <i>sustainability</i> , defining four themes: society, the emission of pollutants, renewable resources and climate.
1983	Establishment of the <i>World Commission on Environment and Development</i> chaired by Gro Harlem Brundtland. Commission, known as the Brundtland Commission, was established as an independent body of the UN.

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