

SUSTAINABLE DEVELOPMENT – CONCEPT, DEFINITIONS

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The article analyzes different approaches to defining the essence of sustainable development, its goals and conditions of achievement. The concept of sustainable development has emerged as a response to growing concern about the potential negative effects on the ecosystem due to pressure from human activity. Its aim was to prevent or at least reduce the imbalance between economic growth and social development, as well as between socio-economic development and the natural environment. The most common definition of sustainable development is recorded as the first sentence of the 1987 report, *Our Common Future*. This definition represents sustainable development as a development in which the needs of the modern generation can be met without sacrificing the ability of future generations to meet their own needs. The concept of sustainable development is attracting more and more supporters and, most importantly, it is being implemented in many countries, especially in developed market economies. The concept of sustainable development is based on people as environmental actors, our planet as an area (object) of human influence and partnership. Only a comprehensive approach will achieve the goal of this concept, that is, prosperity and peace in the world.

The vision of sustainable development is being undermined by the growing corporate globalization of economic life, with its continued pursuit of profit, dominant value systems, ideologies and overconsumption, a policy practice based on immediate - until next elections - goals and promises. This vision, in turn, is supported by a growing belief that threatens humanity's environmental and social self-destruction. This is also facilitated by the acceleration of environmental awareness in various social circles, especially among young people, the intellectual and organizational maturation of anti-corporate and "green" changes, globalist movements, and pro-environmental technological progress.

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