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THE CONCEPT OF SUSTAINABLE DEVELOPMENT

Many countries struggle with the consequences of unsustainable growth programmes, affecting the climate, people and natural resources. Local authorities and the citizens are faced with droughts, floods, air pollution, land degradation, deforestation and rising sea levels. By developing sustainable growth policies, local governments in partnership with the community, can improve the quality of life of citizens and contribute to protecting the global environment.

Sustainable development is a concept concerning together the ecological, social and economic challenges faced by humanity. For the first time the term was coined by H. Daly (in the monograph “Beyond Growth. The Economics of Sustainable Development”), senior economist in the environment department of the World Bank, where he helped to develop policy guidelines related to sustainable development.

The first conference considering the need for a common outlook and principles to inspire and guide the peoples of the world in the preservation and enhancement of the human environment was the United Nations Conference on the Human Environment, held at Stockholm, Sweden in 1972 [1]. Later, in 1987, the United Nations World Commission on Environment and Development released the report “Our Common Future” (commonly named the “Brundtland Report”, after the commission's chairperson, then Prime Minister of Norway G. H. Brundtland). According to this report, sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs [2]. This is its most often-quoted definition. The UK government's approach being formulated in 2005 states that sustainable development is the simple idea of ensuring a better quality of life for everyone, now and for generations to come. According to German Council for Sustainable Development sustainability means to equally consider environmental aspects, social and economic aspects. Thus, future-oriented management means: we have to leave our children and grandchildren an intact ecological, social and economic system. The one cannot be achieved without the other. The European Community Programme of policy and action in relation to the environment and sustainable development (also known as the Fifth Environmental Action Programme, 2005) defines the features of sustainability as follows: to maintain the overall quality of life; to maintain continuing access to natural resources; to avoid lasting environmental damage; to consider as sustainable a development which meets the needs of the present without compromising the ability of future generations to meet their own needs [3].

The United Nations Conference on Environment and Development (UNCED), also known as the Earth Summit was a major United Nations conference held in Rio de Janeiro, Brasil in 1992. The issues addressed as the Summit included: systematic scrutiny of patterns of production – particularly the production of toxic components, such as lead in gasoline, or poisonous waste including radioactive chemicals; alternative sources of energy are being sought to replace the use of fossil fuels which are linked to global climate change; new

reliance on public transportation systems is being emphasized in order to reduce vehicle emissions, congestion in cities and the health problems caused by polluted air and smog; growing scarcity of water [4]. The Summit's message was as follows: nothing less than a transformation of our attitudes and behaviour would bring about the necessary changes. The message reflected the complexity of the problems facing us: that poverty as well as excessive consumption by affluent populations place damaging stress on the environment. Governments recognized the need to redirect international and national plans and policies to ensure that all economic decisions fully took into account any environmental impact. And the message has produced results, making eco-efficiency a guiding principle for business and governments alike.

After the Rio Conference, despite all declarations to achieve an equilibrium between economic growth, society and the environment, this has not happened. On the contrary, the situation has worsened and compounded daily. Although attempts to overcome the crisis in the social, economic and environmental sectors at different levels of socio-ecological-economic systems (global, national, regional and local ones) were made. This is also confirmed by international conferences dedicated to the achievement of sustainable development, held during the past two decades.

Ten years later in Johannesburg, South Africa, the World Summit on Sustainable Development brought together tens of thousands of participants, including heads of state and government, national delegates and leaders from non-governmental organizations (NGOs), businesses and other major groups to focus the world's attention and direct action toward meeting difficult challenges, including improving people's lives and conserving our natural resources in a world that is growing in population, with ever-increasing demands for food, water, shelter, sanitation, energy, health services and economic security [5]. At the 1992 Earth Summit in Rio, the international community adopted Agenda 21, an unprecedented global plan of action for sustainable development. But the best strategies are only as good as their implementation. The Johannesburg Summit presented an exciting opportunity for leaders to adopt concrete steps and identify quantifiable targets for better implementing Agenda 21.

The United Nations Conference on Sustainable Development (UNCSD), also known as Rio 2012, Rio+20 or Earth Summit 2012 was the third international conference on sustainable development aimed at reconciling the economic and environmental goals of the global community. It was again hosted by Brazil in Rio de Janeiro. The conference was intended to be a high-level one, including heads of state and government or other representatives and resulting in a focused political document designed to shape the global environmental policy.

A number of theorists and supporters of sustainable development concept consider it to be the most promising ideology of the 21st century, which may replace all other existing ones as such being fragmented, incapable of ensuring sustainable development of civilization.

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ОБУЧЕНИЕ В ВУЗЕ В КОНТЕКСТЕ ЕГО СТАНДАРТИЗАЦИИ

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EDUCATION IN HIGHER EDUCATION INSTITUTION IN THE CONTEXT OF ITS STANDARDIZATION

Образование отдает предпочтение знаниям, умениям и навыкам, способствующим развитию творческого мышления.

Из программного доклада Комиссии по пересмотру содержания образования Министерства национального образования Франции.

Образование с некоторых пор стали именовать услугой, а услуга с экономических позиций представляет собой невещественный товар. В силу простой логики родственности значений к образованию потянулся шлейф атрибутов, присущих товару как материально-вещественному изделию. Одним из таких атрибутов является образовательный стандарт. Поэтому на примере стандарта представляет интерес рассмотрение правомерности применения «товарных» подходов и атрибутов к образованию. Вначале рассмотрим значение данного термина в двух словарях – энциклопедическом и экономическом.

В энциклопедическом интернет-словаре «стандарт» - (от англ. standard - норма, образец) имеет три значения. 1. Образец, эталон, модель, принимаемые для использования в качестве правила или основания для сравнения в измерении или оценке. 2. Модель, тип, образец, критерий, признанные общественным сознанием как правильные, общепринятые (традиции, обычаи и т. д.). 3. Нормативно-технический документ, устанавливающий единицы величин, термины и их определения, требования к продукции и производственным процессам.

Близкое к нему определение приведено в экономическом словаре: «стандарт (англ, standart – норма, образец) 1) официальный государственный или нормативно-технический документ отрасли, предприятия, устанавливающий необходимые качественные характеристики, требования, которым должен соответствовать данный вид продукции, товара; 2) образец, эталон, с которым сравниваются другие подобные объекты.

Отметим, что существенным отличием второго определения от первого является установление качественных характеристик «продукции, товара».

В пособии В.С. Алексеева и Л.А. Белова «Метрология, стандартизация и сертификация» значится, что объектом стандартизации является предмет, подлежащий стандартизации - продукция, услуга и процесс.

В связи с этими определениями возникает ряд замечаний, являющихся, по нашему мнению, существенными.