

Global neopolitics: risks of sustainable development of modern society

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Abstract. The article analyzed the peculiarities of the development of modern society. It has been found that the social development of Ukraine corresponds to global trends and is aimed at participating in global cooperation. The matrix of world development, as well as for Ukraine is characterized by turbulence of the processes of functioning of society, which is manifested in the activation of a significant number of negative trends: the economic inability of a number of countries, the moral degradation of humanity, the intensification of protest sentiments by the intensification of terrorist activities. Therefore, these aspects allow to characterize modern global society as a “society of risk”. It was found that in order to achieve its sustainable development, it is necessary: to form a system of positive social, economic, environmental, political and cultural values, not only among the political elite, but also in other socially conscious strata; to restore legitimacy and trust in the existing institutions of power; to develop institutional mechanisms for predicting and managing risks, etc.

1 Introduction and research objectives

An axiological vision of world development in the twenty-first century puts humanity in front of the necessity to form a new world outlook, justify common goals and priorities. It seems to the average person that global problems are increasing exponentially: COVID-19, restrictions on the rights and freedoms of citizens around the world, return to national social and state development programs, global digitalization, the emergence of new non-systemic policy makers (e.g. financial conglomerate Goldman Sachs whose representatives have created a whole class in the highest echelons of power in the United States, or the Union of Cities and Local Communities, which protects local interests in the international arena), hybridization of wars, mass migration, environmental problems and more. These important changes are connected, first of all, with social and geopolitical phenomena, information oversaturation of space, which forms either delusional empathy of the individual or shock and indifference to the world around. Thus, the current state of world development is characterized as inconsistent, unstable and the one which acquires a crisis nature, which

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creates risks of sustainable development. These factors are largely reflected in the growing protests of the population, the restructuring of the cultural environment, increasing the level of manipulative influence on society and the intensification of terrorist activities, economic failure of a number of states, indicating a change in environmental relations.

As a result, there is a need for integrative conceptualization and scientific analysis of the risks of sustainable development of modern society, which must be included in modern institutional systems. It should be noted that the risks of sustainable development are manifested in different ways in national matrices and have their own specifics, regardless of which, the socio-economic development of the global world should take place through intercultural dialogue between countries, social systems and civic institutions. Finally, such a system of institutionalization must include the idea of forming a secure environment of society and culture from the destructive influence of anti-culture and anti-values.

2 Research methodology

This study is based in the theories of globalization and deglobalization, concepts and projects of national programs for mankind's sustainable development, as well as past studies, domestic and foreign. To achieve this goal, this work utilizes the following methods:

- induction and deduction – for the formation of the conceptual and categorical apparatus of research, for the definition of mankind's sustainable development;
- analysis and synthesis – to study the impact of megatrends of the twenty-first century on overcoming the risks of sustainable human development;
- quantitative and qualitative analysis – to analyze the current state of sustainable development of Ukraine on a global scale (according to global indicators);
- comparative method – comparison of authors' researches with theoretical developments and practical applications within different scientific schools;
- system method – which analyzes the approaches to understanding the megatrends of the twenty first century, the basic concepts of the strategy of sustainable development of mankind;
- statistical analysis – to generalize, systematize and identify trends in Ukrainian society in comparison with the countries of the European space.

The research hypothesis assumes that the monitoring and analysis of the risks of sustainable social development that is done by scientists and policy makers in the context of global neopolitics (especially in Industry 4.0) forms a tool for modifying not only the algorithms of national sustainable development but also global scale.

In the process of analyzing research issues it is necessary to understand how innovative techniques and tools for managing modern society affect the context of the development of a new format of relations between international actors, the state-business-civil society in terms of irritation. Thus changes in the governance system, the distribution of power zones, and, accordingly, changes in the matrix of leadership positions lead to the destruction of the fundamental values of sustainable human development (democracy, security, freedom, equality, prosperity, human rights, etc.).

The application of the above research methods will contribute to the development of advice on avoiding and minimizing the risks of sustainable development and improving the mechanisms of institutional support of Ukrainian state policy on sustainable development until 2030.

3 Research results

Globalization is a megatrend of the twenty-first century. It has ingrained in the societal consciousness that we have little to trace its main features: “compaction” of space (the world – a global village according to R. Robertson) and time; deterritorialization (erosion of state sovereignty and involvement of its components by non-state institutions and non-systemic international players); victory of markets over states; existence of global communications, culture (Americanization of the world), etc. (1). Of course, in this rhythm of existence there are their own laws and rules which have been forming for more than a decade, developed mechanisms and directions of sustainable social development.

Nowadays, more and more experts are paying attention to the globalization of the world process: we are experiencing a renaissance of statehood (Recollect Presidents D. Trump and his protectionism, J. Biden and the withdrawal of US troops from Afghanistan.) and “weakening” US positions, strengthening regional leadership (Turkey, Japan, India), crisis processes in the EU (Brexit, disobedience to the governing institutions of the EU in Poland) and the search for a new model of world order (from unipolar to multipolar or apolar). The world is changing its orientations and scientific and technical tools for influencing political development too quickly, while classical forces and hierarchies are mutating, their forms and styles are constantly changing.

The main trends that transform the usual humanity matrix according to the publication of the US National Intelligence Council are the following: changing the nature of power, governance and cooperation, which leads to increased tensions (2) and the destruction of fundamental values of sustainable human development: democracy, human rights, social, political, economic, gender equality, stability, prosperity, security, freedom, etc.

According to the French specialist in international relations I. Lys who emphasizes that in such a turbulent time, the tool of politics becomes neopolitics that is defined a set of techniques and knowledge relating to political phenomena that are unique to our time; a set of knowledge about the modification of management and its practice in the context of the modern world (3).

Neopolitics involves a reconsidering of the concepts and projects of national programs for mankind’s sustainable development which were relevant in the late twentieth century. Acting in this direction, the UN General Assembly (2015) approved the goals of sustainable development for the period up to 2030. They are reflected in 17 general guidelines and 196 tasks to minimize the negative and maximize the positive impact upon humanity and the whole planet. In particular, in Ukraine they are written in various regulations, currently in the Presidential Decree of 2019 “On Sustainable Developmental Goals of Ukraine until 2030” (4) and in the relevant order by the Cabinet of Ministers on monitoring the implementation of sustainable development goals.

One of the key positions of the neopolitics of the global world is the fourth industrial revolution (Industry 4.0) which creates a number of risks to sustainable development – unemployment increasing because of full production automation and their overall reduction in number, the use of artificial intellect; strengthening of world economic and social inequality, division of the world into post-industrial countries 4.0. (USA, China) and the others; changing the criteria of social stratification – the disappearance of the middle class and a number of common professions, the formation of a class of digital aristocracy; blurring the boundaries between war and peace – hybrid wars dominance; radical reform of the educational process on the basis of neural education networks, etc.

The fourth industrial revolution will radically change the usual social mode of our existence: the number of world leaders will be reduced to 2-3 (but not G-7 or G-20); there will be a further strengthening of state control over human life and the deployment of the digital totalitarianism matrix on a planetary scale; new social strata will appear; the number

of psychologically balanced people will decrease; education reform will create a new virtual learning in which there will be no teachers and school staff, but there will be a personal learning trajectory that will operate on the basis of a neural network, etc. Of course, such radical transformations will finally change the individual him/herself. Therefore, it is quite obvious that the digital mass attack of human society will be accompanied with conflicts of different level, scale and intensity (5) such situation will have negative consequences for the Sustainable Development Strategy.

Sustainable development is a purposeful process of options modeling for the development of mankind and each country, in particular (national development algorithm), which permit to choose the most effective one if necessary. Its goal is to meet the contemporary social needs by avoiding new threats to the development of future generations (6).

The concept of modern society development which is the basis of the Sustainable Development Strategy is based on achieving balance within the restoration of the balance of economic, social and environmental systems. The transition to mankind's sustainable development is undoubtedly based on the reorientation of values and society stereotypes, the combination of material things with the capabilities of the ecosystem should be reconsidered.

The draft strategy of sustainable development "Ukraine – 2020" stated that its purpose was to ensure a high level and life quality of Ukrainians, the introduction of a new model of economic growth, creating favorable conditions for current and future generations (7). To achieve this goal, a number of principles were formed to balance the development of Ukrainian society, to support and enhance the role of civil society, to promote partnerships with countries around the world and so on.

The main condition for the implementation of the concept of sustainable development of Ukraine is the consolidation of the Ukrainian elite's efforts (politicians, managers, businessmen, scientists, the "third sector") and all progressive citizens. The current principle of implementation of the strategy until 2030 this condition still remains. Radical changes related to the Revolution of Dignity and the course of European integration make it possible to build a Ukrainian state based on the principles of sustainable development, rule of law, human rights protection, democracy, solidarity and good governance. In 2030, Ukraine is seen as a country that has healed the wounds caused by hostilities in the east of the country, and which is developing on the principles of sustainable development (8).

However, Ukrainian society is currently in a difficult situation caused by military and political aggression by the Russian Federation, the implementation of the Nord Stream-2 project as an element of a hybrid attack on Ukraine and threats to Ukraine's energy security, the Covid-19 pandemic and others. Serious risks for the further development of our state are its transformation into an agricultural country with open land market which can lead to the formation of large land latifundia with foreign beneficiaries. This consequently creates low living standards for Ukrainians and their mass migration.

The biggest risk for Ukraine is the lack of a single topical external and internal strategy to counter Russian aggression, a holistic model for the development of environmental, economic, social, political, and security spheres. An important condition for sustainable development is the political will of the state leadership to choose, if necessary, an alternative evolutionary path but this implementation under such conditions is impossible.

It is quite natural for people to have a desire to avoid risks and ensure a comfortable existence. However, if there is no consensus in society upon the basic values and goals, agreed future projects, mutual distrust starts growing as a result such society becomes a "society of risk" in which, according to O. Yanitsky, the social order cannot be universal. It consists of "private" orders formed by elites and power structures that compete with each other (9).

Experts point out that Ukrainian realities continue to acquire negative tendencies: universal social and moral values, political consciousness, socio-cultural and spiritual values are lost and instead of these power nihilism and permissiveness flourish (10).

In developed democracies while they are forming state social and economic policy, much attention is paid to indices of social inequality. The widening income gap is forcing the pro-government elite to redistribute wealth in society because uncontrolled growth in inequality is dangerous and unpredictable, social layering strengthens the power of the few, and hinders the participation of the majority in politics, it does not follow democracy or it hardly discourages authoritarian aptitude (11).

In other words, social inequality is reproduced in political life according to the scheme: large private property provides key positions in the elite hierarchy as well as the possibility of political influence.

It is worth noticing that social inequality in modern Ukrainian society creates a negative economic effect which is quite evident in the dynamics of socio-economic and political development. After all, the populist path of perestroika can not only cause inflation, widening the gap between the rich and the poor, but also deprive society of incentives for productive activity.

Despite a number of internal and external problems in Ukraine, the practice of sustainable development strategy is slowly beginning to be implemented. An example is the Ukrainian law firm EVERLEGAL. The company's partner, A. Oleniuk, believes that business is not only money, but also it is a serious social responsibility and impact on the environment from the standpoint of corporate values and culture. Promoting cycling activism, the company has built a bicycle parking lot and has its own bicycle park; provides assistance to the Runday Runners Association, the Lifeline Ukraine ATO Veterans Psychological Assistance Service. After six years of operating, EVERLEGAL announced the introduction of a separate sustainable development practice, its incorporation into its business model, the vector of doing business.

Developing in the global trend of sustainable development, EVERLEGAL announced the beginning of support for sustainable development projects in Ukraine. It includes providing legal services (1000 hours!) for projects and businesses that are implemented as a part of business ecosystem creation which are based on the principles of sustainable development. There for this law firm has become an example and trendsetter in Ukraine.

The mentioned above business behavior fascinates and inspires others. For example, the firm has already accepted several orders within the framework of sustainable development practices: ensuring a healthy environment within urban systems; car sharing (rental) service; providing high-quality education in geographically remoted regions (selection of teachers with the help of a public organization); ideas of development of energy saving and energy generating technologies in Ukraine (use of hydrogen, geothermal energy of the earth) (12).

The goal of the Sustainable Development Strategy 2030 is to ensure a high standard of living of Ukrainian society by supporting new models of the country's economic development ("green" economy, which will improve the quality of the environment), based on the principles of sustainable human development. Tactical measures to implement the Strategy are aimed at overcoming poverty by increasing employment among the population, raising public awareness of the development of entrepreneurial potential, as a factor that will help increase the competitiveness of the Ukrainian state in the international arena.

In general, in 2015-2020 Ukrainian business (47 companies) implemented a significant number of sustainable development projects. The most common among them there were educational activities for the formation of soft skills, programming skills; material and technical assistance to medical institutions; internship and employment programs for young people, etc. Being based on these above the priorities for Ukrainian business were: goal 3 –

“Strong health and well-being”, goal 4 – “High-quality education”, goal 8 – “Decent work and economic growth”, goal 10 – “Reducing inequality” (13).

According to the UN report (June 2021), Ukraine climbed nine positions and ranked 36th one among 165 countries in the annual ranking of sustainable development. Progress has been achieved in 10 goals (out of 17), which are responsible for the country's development in the economic, social and environmental spheres. Top positions are held by Finland, Sweden, Denmark, Germany and Belgium. It should be noticed that the report emphasizes that for the first time since 2015, the average global index was lower than the previous year. This “slump” is due to rising poverty and unemployment during the years of the COVID-19 pandemic in the world and its further decline is predicted (14).

Ukraine consequently has its own national plan for sustainable development which is presented in the report “Sustainable Development Goals: Ukraine” until 2030. Among the goals the focus is on fair social development, sustainable economic growth and employment, good governance, environmental balance, overcoming social and gender inequalities, building resilience, ensuring national security, global partnership, etc.

4 Conclusions

Trends in the global development of modern society often deregulate the mechanisms for implementing the “Sustainable Development Goals” of mankind in the international and national dimensions. Tendencies in leveling the US international position, strengthening the regional leadership of individual countries such as Turkey and Japan, forming a new model of world order, rifts within European civilization, hybrid wars, mass migration, and the destruction of the security space are actively contributing to this process.

These tendencies contribute to the destruction of the fundamental values of sustainable human development (democracy, human rights protection, social, political, economic, gender equality, stability, prosperity, security, freedom, etc.), significantly expanding the range of its threats.

The core points for avoiding and minimizing the risks of sustainable human development are the need to implement the following measures:

- information and analytical support in order to identify possible risks and threats to sustainable development;
- constant (cyclical) analysis of sustainable development indicators not only on the national but also regional dimension;
- consolidation of the efforts of the elite (politicians, managers, businessmen, scientists) and civil society (all progressive citizens);
- development of mechanisms of partnership between the state and citizens within the framework of enhanced development of mechanisms of e-democracy and e-government, which will ensure dialogue and equal participation in management decisions;
- improving the regulatory framework at the international and national levels;
- focusing on the problems of sustainable development of mankind within the educational space;
- empowering of legitimacy to the existing power institutions.

It is possible to ensure the implementation of these measures only if the international community is consolidated in order to form a system of positive social, economic, environmental, political and cultural values.

In other words, the sustainable development of mankind in the global dimension is a holistic system of international actors' interaction, economics, policies, cultures, nations, institutions that take an active part in shaping their future.

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