

## LINK BETWEEN SUSTAINABLE DEVELOPMENT AND GLOBALIZATION OF CONTEMPORARY ECONOMY

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### Abstract

Sustainable development requires a fundamental change in lifestyle. A fully break detachment by the past requires a major reorientation of public and private behavior and mentality. The challenge lies in linking economic growth with social issues and positioning the environmental degradation. The process of globalization is connected also with environmental degradation, which is now extended as a concept of threat and security, considered individually and in connection. It has already started recognizing new global threats as well as from non-state groups and individuals. The security is being defined to include, among others, the wars between and within states, international organizations of organized crime, nuclear weapons development, poverty, viral diseases, climatic events and environmental degradation. The concerns about the global market and the global environment protection will become more related, through their mutual dependency. The relationship of global economy and environment, from a market perspective, means stimulating economic growth, a process that generates higher revenues, funds and wealth, on one hand and political will to improve environmental conservation and protection, on the other hand. But it could be seen that the developed countries have made the greatest progress in environmental protection, and even so the poor quality of the environment continues to deteriorate. In this context it is important to consider the opinion of experts on the interaction between globalization and sustainable development. The paper aims to present the views of experts from the Regional Agency for Environmental Protection (South Muntenia). The study is an empirical research based on a questionnaire applied to a sample of over 300 subjects. The research aims to set out the existence of the link between sustainable development and globalization, to identify the main advantages and disadvantages of globalization and to prioritize the main problems we have to face.

**Keywords:** Sustainable development, Environment, Development, Globalization.

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### 1. Introduction

The rapid acceleration of the global economical activity and the strong increase of the requirement for critical, exhaustible resources undermine the growth of the economical prosperity. The premise for this affirmation is the fact that a healthy

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environment is essential in achieving the entire globalization potential. On the other hand, the lack of a healthy environment may undermine significantly the promise of economical prosperity through globalization. The idea that the increasing pressures and decreasing stocks, together with the natural critical resources may limit dramatically the economical growth, is not new. What is new is the reality that "the economical expansion which we've seen until 2008 caused a resource crisis" (\*\*\*, 2005). The natural resources, such as coal, metal and oil, have been first of all, for a long time, the raw materials behind the world economic growth, and second of all, there is a limited quantity of these resources available for human use and thirdly we are already witnessing the increase of the competition on a global scale for the above mentioned resources. The processes linked with globalization and environmental degradation represent new security threats in an already unsecure world. These have an impact on the ecosystems and societies' vulnerabilities. The ways of subsistence of the poorest communities are most exposed to risk. The forces of globalization, when coupled with the ones of environmental degradation, extend the concepts of threat and security, both individually, and by their connections.

The recognition of the new threats has already begun from non-state to individual groups. Now "the security is in the process of definition of including, among others, the wars between and in the states, international organized crime organizations, nuclear weapons, poverty, contagious diseases and environmental degradation" (Dutu, 2010). As a famous example, World Resources Institute (WRI), reports that: "the water deficit is already a major problem for the world's poor and the precipitation and temperature changes, along with the climatic ones will make it worse". Even without climatic changes, the number of persons affected by the water deficit is estimated to increase from 1.7 billion actually to 5 billion in 2025. Plus, the crop yield is expected to decrease in most of the tropical and sub-tropical regions, as well as the precipitations and the temperatures modify with the climate". All of these threaten the human security.

The human security refers to creating some systems which will offer the needs and the rights to the less fortunate. The consumption both in the North and in the South defines the future of globalization, as well as the health of the environment. For instance, while the global population doubled between 1950 and 2004, the quantity of wood used globally doubled as well, the quantity of water used tripled and the consumption of coal, oil and natural gas increased about 5 times. A focus on consumption immediately draws attention to the inequity challenge, this challenge cannot be removed.

The national media hides the massive inequity of consumption in all the societies. In the report "Living planet" from 2006, it is underlined that, based on current projections, "mankind will need the natural resources obtained from two planets identical with Earth" (WWF Report, 2012).

The global concern regarding the world market and the environment will become more acute and will highlight the interdependence of the two. Although yet

unknown by many, a big part of the existent global environmental policy is actually based on the creation, the management and the regulation of markets.

## **2. Environmental effects of globalization**

Globalization has both positive and negative effects on the environment. It can exacerbate environmental problems, but also find new ways to solve them. Environmental choices can shape also the path to globalization, and government strategies can function as barriers to trade liberalization, or to initiate a convergence for higher standards. Globalization creates on the one hand, new opportunities for cooperation, and on the other, tensions and problems. For example, free trade can generate economic growth, but on the other hand increases pollution and unsustainable consumption of natural resources. It also supports cross-border economic integration of competitive pressures that help consumers through lower prices, improve service and increase supply.

Without effective global governance, globalization can increase the consequences on the environment whenever regulatory structures are inadequate. Reflected in economic theory that the free market can produce an efficient use of resources, production, consumption and environmental protection when prices of resources, goods or services include all social costs and benefits used.

Critical resources such as water, wood, oil, coal, are too low, while others, such as ecosystem services for flood prevention, oxygen supply, are not evaluated yet. A future problem is that trade liberalization can generate competitive pressures which would decrease environmental standards. Since there are very few evidence of low standards, the real issue is the possibility that economic integration to create dynamic regulatory standards set so that jurisdictions regarding pollution control are limited.

Environmental protection efforts will shape up the development of globalization and the choices can affect the course of globalization and, in particular, efforts to liberalize trade and investment flows. Strength and efficiency of the international economic system can not be maintained except by clear rules of engagement in international trade, including the provisions relating to the environment. "The relationship between environment and globalization, often overlooked, is critical for both" (Arthur Mol & David, 2000). The environment is comprehensively, containing ecosystems and water sources often pass the borders of a country, air pollution travels across continents and oceans, atmosphere, climate gives us protection against ultraviolet rays. Monitoring and solving the problems environmental causes need global or regional government. In addition, the environment is intrinsically linked to economic development, provision of natural resources such as creating fuel and ecosystems that sustain life and community. Environment and globalization are interdependent. We can refer to the global environmental challenges without understanding how they influence the dynamics of globalization. The dominant discourse about globalization tends to emphasize the promise of economic opportunities. On the other hand, there is the global speech of the responsibility to the environment.

There are several approaches that can discover problems and priorities worldwide. Among the global issues we find: population growth, energy and material resources, underdevelopment, environmental protection. The problems which require global community involvement are (Bjorn, 2004): climate change, loss of biodiversity and ecosystems, fisheries depletion, water scarcity, deforestation, maritime safety and pollution. While social issues such as the combating poverty, and prevention of natural disasters need a global commitment.

Economic and environmental interdependence requires national policies and effective collective international action. The world is experiencing globalization becoming more aggressive, which makes it obligatory for international cooperation in the environmental field.

A great mix of pragmatism and idealism are needed to coordinate policy on pollution control and natural resource management policies worldwide, involving countries, peoples, political perspectives and traditions, levels of income and development, beliefs and priorities.

### **3. The research methodology**

Opinion research specialists in the South Muntenia Region on the relationship between sustainable development and economic globalization contemporary.

Starting from the idea that the two concepts have many common viewpoints but at the same time also many dissensions, we aim through this study to highlight the main links that can be shaped between sustainable development and globalization. Thus, the purpose of the research is to identify links that can be established between sustainable development and the contemporary economic globalization.

#### **Research objectives:**

- ❖ Establishing the connection between sustainable development and economical globalization.
- ❖ Identifying the main advantages and disadvantages of globalization.
- ❖ Hierarchization of the major mankind problems.

**The working assumption** from which we started is that sustainable development and economic globalization intersect.

**The research method used** is based on a questionnaire survey taken between February 20, 2014 -20 March 2014 and applies on a group of selected people who formed the sample. The sample must be representative of the corporate researchers (Thomas, Mark, 2005). In this case, the community is made up of experts researched Regional Agency for Environmental Protection, South Muntenia, where they operate a total of 328 specialists.

The structure of of employees by counties is as follows:

**Arges:** 88 persons, 7 persons responsible for the management and 81 people from execution and contractual.

**Calarasi:** 33 persons, 3 persons responsible for the management and 34 people from execution and contract.

**Dâmbovița:** 39 persons, 4 persons responsible for the management and executive function 35.

**Giurgiu:** 37 persons, 4 persons responsible for the management and 33 people from execution and contract.

**Ialomita:** 38 persons, 4 persons responsible for the management and 34 people from execution and contract.

**Prahova:** 56 people, including five senior management persons and 51 persons in execution and management.

**Teleorman:** 41 people of which 4 persons responsible for the management and execution and contractual 37 people.

Out of the 328 people surveyed, four did not respond, the remaining questionnaires were valid. Given that the number of subjects is relatively small, the questionnaire is applied to the entire population studied.

#### 4. Findings

Interpretation of the results obtained from the questionnaire:

**Table 1. Question 1 - "From your point of view, globalization can be"**

Code	Choice	Number of people	%
<b>a</b>	Unstable reality	30	9,14
<b>b</b>	Intensification of social relations everywhere	80	24,39
<b>c</b>	A phenomenon that threatens the future possibilities to exist on this planet (given as the cause, increased industry)	190	57,92
<b>d</b>	A phenomenon that threatens the company-specific cultural identity	28	8,53
<b>TOTAL</b>		<b>328</b>	<b>100</b>

Source: author's view

Out of the 328 respondents, 190 believe that globalization is a phenomenon that threatens the future ability to exist on this planet. About 25% of respondents believe that globalization may be confused with the intensification of social relations everywhere. 30 responses were to identify globalization with a really unstable, and 28 for a phenomenon that threatens cultural identity specific to each society.

**Table 2. Question 2 - "What do you understand by sustainable development?"**

Code	Choice	Number of people
<b>a</b>	Rational use of resources	310
<b>b</b>	Economic growth without affecting the ability of future generations to satisfy their own needs	314
<b>c</b>	Respect towards the environment and the future of this planet	308
<b>d</b>	Increased quality of life	167
<b>TOTAL RESPONSES</b>		<b>1099</b>

Source: author's view

The question aims to delineate the understanding of the concept of sustainable development by specialists ARPM. So, the 314 responses from the 1099 or 314 of the 328 respondents felt that sustainable development is the process of economic growth without affecting the ability of future generations to satisfy their own needs. Also, 310 answers was for the equivalence of sustainable use of resources and sustainable development and 308 considered as that reality which requires respect for the environment and the future of this planet. Increased quality of life is attributed to the sustainable development of a number of 167 people.

**Table 3. Question 3 - "If you could change the intensification of globalization, would you do it?"**

Code	Choice	Number of people	%
<b>a</b>	YES	172	52,43
<b>b</b>	NO	100	30,48
<b>c</b>	I don't know / I don't respond	56	17,07
<b>TOTAL</b>		<b>328</b>	<b>100</b>

Source: author's view

So, globalization is perceived as a desirable phenomenon, if we refer to the 172 respondents who expressed a desire to reduce the process of intensifying globalization. Over 50% of those surveyed if they could would change the intensifying globalization. About 30% of respondents agree with the intensification of this phenomenon, while 17% did not answer or do not know to answer this question.

**Table 4. Question 4 - "What do you think is the most salient dimension of globalization?"**

Code	Choice	Number of people	%
<b>a</b>	Economic	121	36,68
<b>b</b>	Cultural	80	24,39
<b>c</b>	Environmental	97	29,57
<b>d</b>	Socio-political	30	9,14
<b>TOTAL</b>		<b>328</b>	<b>100</b>

Source: author's view

After applying this questionnaire among specialists from ARPM South Muntenia, we rank the dimensions of globalization in the following way: the importance of the economic dimension of the largest, followed by the environmental, cultural and socio-political. Thus, 36.68% of respondents placed the economic dimension first, and 9.14% puts socio-political dimension last.

Regarding the hierarchy dimensions of sustainable development as the influence they exert and which in its turn receives, environmental dimension is striking for 79.78% of the interviewees (Table 5).

Order of importance in sustainable development is:

- 1) the size of the environment;
- 2) the economic size;
- 3) the social size;
- 4) the cultural size.

**Table 5. Question 5 - "But sustainable development?"**

Code	Choice	Number of people	%
<b>a</b>	Economic	32	9,75
<b>b</b>	Cultural	8	2,43
<b>c</b>	Environmental	262	79,78
<b>d</b>	Social	26	7,92
<b>e</b>	Digital	0	0
<b>f</b>	Temporal	0	0
<b>TOTAL</b>		<b>328</b>	<b>100</b>

Source: author's view

Although theorists have identified two dimensions of sustainable development (temporal and digital) execution specialists have deemed unrelated to the realities facing the replies were both zero.

We live in the third millennium, millennium ultra-fast technological advances, leading to a relative compression of time, and these two dimensions can be among the most important in the process of sustainable development and globalization default.

**Table 6. Question 6 - "The planet is facing a multitude of major problems. Read on line and mention what is your opinion on each occasion. "**

Code	Problems of mankind	Degree of importance			
		Very important	Important	Less important	Unimportant
<b>a</b>	Poverty	154	104	68	2
<b>b</b>	Terrorism	87	75	24	142
<b>c</b>	Greenhouse gas emissions	163	103	51	8
<b>d</b>	Climate change	148	120	43	17
<b>e</b>	Food crisis	108	88	67	65
<b>f</b>	Illiterateness	63	47	117	101
<b>g</b>	The moral degradation of society	54	65	127	88
<b>h</b>	Increasing the differences between rich and poor	63	71	118	76
<b>i</b>	The depletion of conventional energy sources	96	98	100	34
<b>j</b>	The aging population	75	87	90	76

Source: author's view

$$S_a = \frac{154 \times 4 + 104 \times 3 + 68 \times 2 + 2 \times 1}{328} = 3,25 \text{ Poverty Score}$$

$$S_b = \frac{87 \times 4 + 75 \times 3 + 24 \times 2 + 142 \times 1}{328} = 2,35 \text{ Terrorism Score}$$

$$S_c = \frac{163 \times 4 + 103 \times 3 + 51 \times 2 + 8 \times 1}{328} = 3,37$$

$$S_d = \frac{148 \times 4 + 123 \times 3 + 43 \times 2 + 17 \times 1}{328} = 3,24 \text{ Climate change Score}$$

$$S_e = \frac{108 \times 4 + 88 \times 3 + 67 \times 2 + 65 \times 1}{328} = 2,72 \text{ Food crisis Score}$$

$$S_f = \frac{63 \times 4 + 47 \times 3 + 117 \times 2 + 88 \times 1}{328} = 2,63 \text{ Illiterateness Score}$$

$$S_g = \frac{54 \times 4 + 65 \times 3 + 127 \times 2 + 88 \times 1}{328} = 2,29$$

The moral degradation of society Score

$$S_h = \frac{63 \times 4 + 71 \times 3 + 118 \times 2 + 76 \times 1}{328} = 2,36$$

Increasing the differences between rich and poor Score

$$S_i = \frac{96 \times 4 + 98 \times 3 + 100 \times 2 + 34 \times 1}{328} = 2,24$$

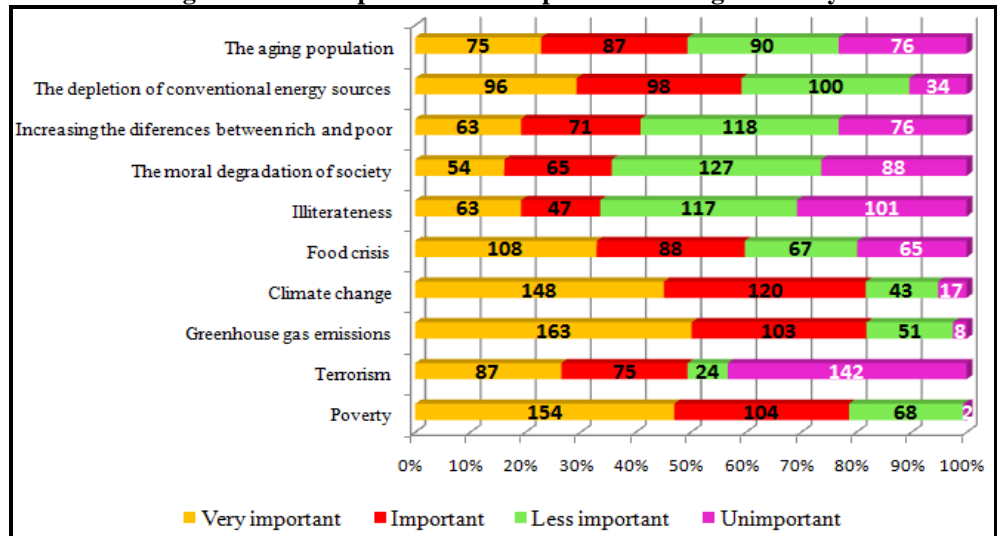
The depletion of conventional energy sources Score

$$S_j = \frac{75 \times 4 + 87 \times 3 + 90 \times 2 + 76 \times 1}{328} = 2,24$$

The aging population Score

$$S_{global} = \frac{3,27 + 2,28 + 3,26 + 3,48 + 2,75 + 2,21 + 2,25 + 2,29 + 2,75 + 2,47}{10} = 2,22$$

Figure 1 - The importance on the problems facing humanity



Source: author's view



**Table 7. Hierarchy of human problems**

The place occupied	Problems of mankind	Score obtained
1	Greenhouse gas emissions	3,37
2	Poverty	3,25
3	Climate change	3,24
4	The depletion of conventional energy sources	2,78
5	Food crisis	2,72
6	Illiterateness	2,47
7	Increasing the differences between rich and poor	2,36
8	Terrorism	2,35
9	The moral degradation of society	2,29
10	The aging population	2,22

Source: author's view

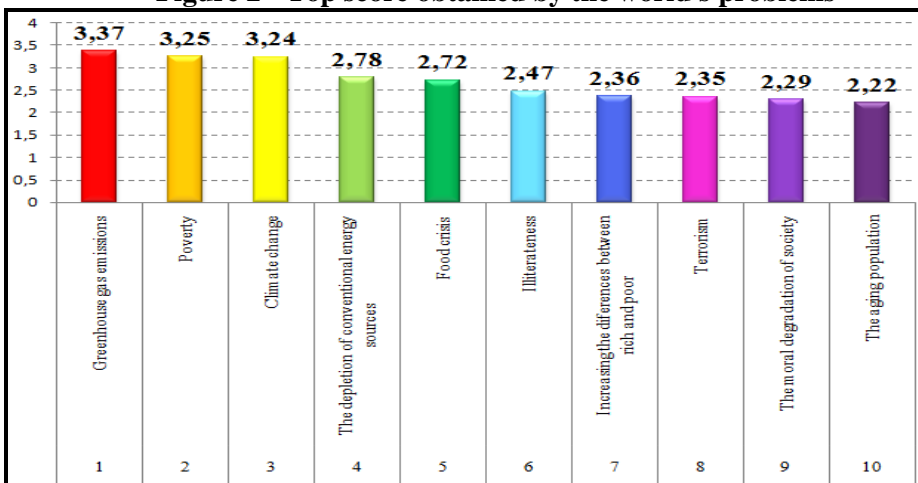
The main problem of humanity as it appears from the study is considered to be the emission of greenhouse gases which got 3.37 points.

Poverty followed by climate change ranks 2 and 3 at a sensible difference of 0.01 points in the ranking obtained.

The food crisis has obtained a score of 2.72 and the depletion of conventional energy sources obtained the same score of 2.78, ranking last position being held by an aging population, with a score of 2.22 to a difference of 1.15 of first class.

Top tier of achieving existential problems of mankind (Sava, 1985): resources, poverty and the effects of human activity on climate.

**Figure 2 - Top score obtained by the world's problems**



Source: author's view

We ascertain from the study that Maslow's theories on the importance of serving the needs are supported by the results because the problems in the second half of

the ranking, ie those with lower degree of importance, according to the interviewees are the social needs category.

Following the responses of interviewees, we conclude that, overall, the company preoccupied with meeting the needs of the lower levels, it fails to recognize and motivate for higher needs, those that actually lead to progress.

**Table 8. Question 7 - "Do you think that environmental issues are imperative for humanity?"**

Code	Choice	Number of people	%
<b>a</b>	YES	308	93,82
<b>b</b>	NO	5	1,47
<b>c</b>	I don't know / I don't respond	15	4,71
<b>TOTAL</b>		<b>328</b>	<b>100</b>

Source: author's view

The responses received show that 98.82% agreed with the imperative of environmental problems for mankind. Only 1.47% gave a negative response and 4.71% did not answer or did not know to answer this question.

**Table 9. Question 8 - "Do you believe that globalization can help to solve environmental problems?"**

Code	Choice	Number of people	%
<b>a</b>	YES	303	92,37
<b>b</b>	NO	4	1,21
<b>c</b>	I don't know / I don't respond	21	6,40
<b>TOTAL</b>		<b>328</b>	<b>100</b>

Source: author's view

The overwhelming percentage over 90% responded that globalization can help to solve environmental problems, while 1.21% not agree and 6.40% did not answer or do not know.

**Table 10. Question 9 - "What do you think is the main relationship between globalization and sustainable development?"**

Code	Choice	Number of people	%
<b>a</b>	Multinational corporations and the effects of their activities on the environment	41	12,50
<b>b</b>	Long-term adaptation of systems development and implementation of a viable communities by taking account of the economic, social and environmental problems	151	46,03
<b>c</b>	Compatibility of national and international strategies	83	25,30
<b>d</b>	Harnessing cultural intensity of individual companies	23	7,01
<b>e</b>	Optimizing the use of resources of this planet	30	9,94
<b>TOTAL</b>		<b>328</b>	<b>100</b>

Source: author's view

The main relationship that is established between the two concepts is the long-term adoption of systems development in achieving a viable communities by taking account of the economic, social and environmental problems, 151 people agreeing with this variant. A great importance is held by the compatibility of national and international strategies in establishing links between sustainable development and economic globalization contemporary 83 people expressing their opinion on this. About 12% of respondents thought that the relationship between the two concepts can be given by international corporations and the effects of their activities on the environment. Optimizing the use of resources of this planet and harnessing cultural intensity of each society were outlined as the main contemporary relationship between the two processes.

**Table 11. Question 10 - "What do you think is the main disadvantage of globalization?"**

Code	Choice	Number of people	%
<b>a</b>	Increasing discrepancies between social classes and the risk of extinction of the middle class	60	18,29
<b>b</b>	The erosion of national identity	104	31,70
<b>c</b>	Fragmentarea și slăbirea coeziunii sociale Fragmentation and weakening of social cohesion	64	19,51
<b>d</b>	Specialization areas in production activities pollution generating	57	17,37
<b>e</b>	Cannibalization of economies in certain areas	32	9,75
<b>TOTAL</b>		<b>328</b>	<b>100</b>

Source: author's view

The main disadvantage of globalization is considered to be the percentage of 31.7% followed by erosion of national identity to a difference of about 12% of fragmentation and weakening social cohesion and increasing discrepancies between social classes and the risk of extinction of the middle class. 57 people, ie 17.37% believe that the main downside of globalization is the specialization areas in production activities pollution generating. 9.75% of respondents considered cannibalization economies in certain areas as the main disadvantage.

**Table 12. Question 11 – „What about the main advantage of globalization?"**

Code	Choice	Number of people	%
<b>a</b>	Rapid assimilation of new technologies	72	21,95
<b>b</b>	Liberalization and development of service commerce	63	19,20
<b>c</b>	Legal right to work everywhere	73	22,25
<b>d</b>	The possibility of easy travel	36	10,97
<b>e</b>	Free circulation of information	84	25,60
<b>TOTAL</b>		<b>328</b>	<b>100</b>

Source: author's view

The main advantage of globalization, as considered by approximately 25% of respondents is the free circulation of information, followed closely, under 2%, by the right to work everywhere and at a distance of under 4% by the rapid assimilation of new technologies.

If we were to make a ranking of advantages, the situation would be as follows:

- 1) Free circulation of information
- 2) Legal right to work everywhere
- 3) Rapid assimilation of new technologies
- 4) Liberalization and development of service commerce
- 5) The possibility of easy travel

Note that the difference in percentage, between the top 4, is little, a few percent.

**Table 13. Question 12 – „Your job position is?”**

Code	Choice	Number of people	%
<b>a</b>	Management	20	6,09
<b>b</b>	Execution	308	93,90
<b>TOTAL</b>		<b>328</b>	<b>100</b>

Source: author's view

From the responds received, we gather that 94% of the ARPM specialists are in execution positions and 6,09% are in management positions.

**Table 14. Question 13 – „You level of education is?”**

Code	Choice	Number of people	%
<b>a</b>	Medium	0	-
<b>b</b>	University	20	6,09
<b>c</b>	Postgraduate/Master's degree	304	92,68
<b>d</b>	Doctoral studies	4	1,21
<b>TOTAL</b>		<b>328</b>	<b>100</b>

Source: author's view

The respondents with postgraduate/master's degree are 92,68% of the total respondents, followed at a large distance by the respondents with university studies (6,09%) and the ones with doctoral studies (1,21%).

## 5. Conclusions

After the analysis of the opinions from the specialists in the ARPM South Muntenia Region, the working hypothesis is confirmed, and the proposed objectives have been reached.

A healthy perception regarding the durable development which reflects in the perception of the relation between globalization and durable development, in the respondents' opinion is only possible by adopting long term systems of development and realization of a viable community, by taking into consideration the economic, social and environmental problems. In the study, the respondents

agreed that the environmental problems are imperative and that the globalization might help solve them.

The natural question is: "How can we solve them?". The answer lies in the second point of the 9<sup>th</sup> question, where 46.03% of the respondents agree that the main relation between globalization and durable development may lead to solving environmental problems, by increasing the responsibility towards human activities. Most of the questioned specialists consider that globalization is a phenomenon which threatens the future possibilities of life on this planet" because of the industry increase, mainly the negative effects of massive industrialization. In the same time, a significant part of the answers show that the globalization is "a phenomenon which threatens the specific cultural identity of each society".

These remarks are closely related with the ranking realized on question 10, where the fact that the main disadvantage of globalization is "the erosion of national identity" was chosen by 32% of respondents. Mankind's problems have been ranked and out of the top 5, 3 are related to the environment.

According to the specialists of this agency, the climatic changes, greenhouse effect gases and poverty are the main problems with which we are dealing and which we should solve.

These problems could be solved through globalization, if we consider the percentage of affirmative answers on the 3<sup>rd</sup> question. On this question, approximately 52% responded affirmatively, 31% negatively and 16% did not answer.

So, globalization could offer the needed levers to solve these problems. If we look at the answers to the 8<sup>th</sup> question "Do you think that globalization could help solve the environmental problems?", approximately 92% responded affirmatively and 1.2% negatively.

So, globalization could help reduce the intensity of mankind's problems, the environmental problems being imperative, according to 93.82% of respondents. The main advantage of globalization is "the free circulation of information", followed closely by "the right to work everywhere".

The relation between globalization and durable development is outlined by the "adaptation of long term systems of durable development" and the realization of a viable community, by taking into consideration the economic, social and environmental problems. Approximately 46% of respondents considered that this aspect best reflects the connection between globalization and durable development. The compatibility between the national and international strategies is the relation chosen by 25.3% of respondents.

Durable development and globalization are realities of life on this planet. It is hard to tell the extent of their intersection, if we consider the aspects of the global economic crisis, the millions of people living on less than 1 dollar a day, the animal species threaten by extinction, the holes in the ozone layer and the moral human degradation. Can we talk about durable development in 2014, when all of the above mentioned problems are part of our lives? How can we develop sustainably if we close factories in certain areas where they require some regulations

(environmental, social) and go where these restrictions do not exist. Can we talk, Somalis, Africans, Moldovans and many other nations, about sustainable development and globalization when they most times do not know how to survive? Sustainable development and globalization are able to provide solutions to these problems? Certainly, these questions have been put but still seeking answers often seem obvious, but in reality they are very complex.

In order to increase sustainability in the context of globalization, **we recommend:**

- Incentives result of globalization through the advantages it offers to each of us.
- Since the sustainable development requires the concerns of the highest type and aspirational motivations and the reality of the contemporary world is tough, it is imperative to think first uniform to increasing the educational level. Only then, can we hope that those who should develop sustainably means that it is a primary necessity globally and hopefully that all they are the ones who will find the best solutions to problems occurring this complex process. Accountable and transparent information to the entire population vis-a-vis global issues. The man who has access to knowledge can be creative ideas to various problematic (Suciu, 2008), including those related to sustainable development can become responsible for having a direct interest and can act correctly for the benefit of humanity, realizing that sustainability is the only way to ensure a valuable legacy for future generations.

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