

**SUSTAINABLE DEVELOPMENT AND GREEN ECONOMY
CONCEPTIONS FOR EDUCATIONAL PROCESS**

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The concept of sustainable development as articulated in the Brundtland Commission and developed in the decisions of the Rio Conference, was adopted by most world countries including Switzerland and Belarus. The principles of sustainable development are based on environment, economy and social progress. One of the goals of sustainable development is to promote inclusive and sustainable economic growth, employment and decent work for all. Sustainable economic growth may be achieved as the basis of new models of further development. The "green" economy model was proposed as such a cardinal model and it presumed a new economic system that is aimed at increasing the welfare of society and social guarantees, while at the same time reducing environmental risks and deficits. The 40th World Economic Forum 2010, held in Davos under the slogan "Improve the state of the planet", announced a new global course towards a "green" economy as the only way of furthering sustainable development. Integrating numerous policy and policy proposals, UNEP also announced that the coming decade (2010–2020) will be the decade of the green economy. According to UNEP experts estimate, the "green" economy" is to be interpreted as an economy that improves human well-being and ensures social justice, while significantly reducing the risks to the environment and its impoverishment [1].

The implementation of the "green" principle is achieved by a number of tactical decisions, which lead to a strategic outcome. This means that achieving the goals of the green economy will require reconfiguring management systems, business processes, infrastructure, etc. Promotion of a "green" economy is made possible both in the context of a specific economic entity as well as a separate administrative-territorial unit. It is feasible to assess the real progress of the "green" economy in one direc-

tion or another only on the basis of the development and implementation of specific and targeted *KPIs* (Key Performance Indicators).

The green economy encompasses 11 key areas: agriculture, water resources, forests, fisheries, natural capital, renewable energy, manufacturing, construction, waste, transport, tourism and cities. So, this conception as a direction of sustainable development plays a key role for every economic sector. It means that education in sustainable development and the green economy must be obligatory for all students as a future specialization. It may be organized as a core competency for professionals in the context of specialty for example: “sustainable development” or as a part of a regular discipline for other students.

In Switzerland, on the campus of Terra Unum College, Business sustainability” and “Green entrepreneurship” were placed at the forefront of their program. The list of disciplines includes creation of Marketing Plans, Green Business Model Design and Funding, how to achieve a High Performance Green Enterprise and others. Of course, they are special disciplines of sustainable and green development and its introduction requires development of special educational models. It may be realized within the framework of master courses. As such, Belarusian National Technical University started their modern Master Study Program “Environmental management” in English. The Environmental management master program focuses on understanding the current status and future trends in sustainable development of environment. The program promotes understanding of and develops skills for the many facets of the environmental process, including: nature protection and restoration, policy, economy, and legislation. The core modules include the following obligatory subjects: Economics of companies, Environmental management of companies, Environmental marketing, Professional English, Innovative management in Industry, Project management, and others. Optional subjects will be chosen in accordance with student’s specialization. And these subjects may be developed with support and in accordance with the experience of Switzerland partners.

References

1. Green Economy. Mode of access: <https://www.unep.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/green-economy>.