
SCIENTIFIC ARTICLE ENTITLED THE EFFECTIVENESS OF SUSTAINABLE DEVELOPMENT ELEMENTS IN INSTITUTIONS

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Abstract

In a rapidly changing competitive environment, a necessary condition for the successful operation of an organization is to ensure its sustainable development. The sustainable development of an organization is not only the ability of the organization to withstand the negative impact of the external environment, but also the effective use of limited resources. Ensuring the sustainable development of the enterprise is considered within the framework of the concept of corporate sustainability, and addresses the issues of rational combination of economic, environmental and social results of the organization's activities in order to maintain its competitiveness.

The growing interpretation of the concept of corporate sustainability among various management styles is through the desire of organizations to maintain the achieved level of activity, gain competitive advantages over other organizations, enhance their economic potential, increase the well-being of stakeholders, as well as contribute to solving local community problems. One of the tools for achieving sustainable development for the organization is the integration of the quality management system based on quality standards. Thus, ensuring the sustainable development of an organization is a systematic solution to the problems of balanced social, economic and environmental development of the organization. At the same time, the introduction of the practice of sustainable development into the activities of the organization requires the formation of an appropriate mechanism and systematic support, and the solution of these tasks depends on the type of economic activity of the organization, the form of ownership, size and existing organizational conditions, standards of the external environment and other factors. The importance of work lies in the sustainability of the educational institution, from By taking into account all its aspects, such as: political, legal, economic, environmental, social, international and informational. Therefore, the question of improving the organization's management system based on the integration of requirements of standards in the field of sustainable development. The subject of the article includes knowing the elements of sustainable development for the founders through developing a comprehensive plan that includes assigning the following tasks

Keywords: Sustainable Development, Corporate Sustainability, Quality Management System, Environmental Management, Strategic Planning.

Introduction

- An overview of the development of the concept of sustainable development.

The beginning of the twenty-first century has forced companies to intensify the processes of implementing and adopting quality management system, environmental management, risk management, corporate social responsibility management, etc. Global competition is the strategic goal of all institutions. No enterprise, be it a business, university or hospital, can expect to survive and succeed if it does not meet the standards set by industry leaders. However, the strategic mission of every business entity is to ensure not only current successful management, but also sustainable development in the future. . Therefore, nowadays, the trend to integrate sustainable development into existing management systems and its management has spread that the first attempts to understand “sustainable development” or in the original version of “social harmony” are mentioned in the works of philosophers: Confucius, Xenophon, Plato, Aristotle, as well as Thomas Moore, et al.

However, the philosophical premises of the concept of sustainable development clearly emerged at the end of the nineteenth century, when “the idea of ordinary thinking and positivist philosophy about the ‘increasing domination of man over nature’ was theoretically overcome in the transition from speculative materialism to dialectical materialism, which highlighted the role Human activity and practice in the development of the world and its knowledge.

-Studying the theoretical aspects of the content and development of the concept of sustainable development.

Studying the theoretical aspects of the development content of sustainable development requires a deep understanding of the basic concepts, historical developments, and theoretical frameworks that established this field. Here is a comprehensive look at these aspects: -

Basic concepts of sustainable development, including definitions Sustainable development is defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” (Al-Taweel, Agha, 2010, 86) explained that sustainable development means the optimal use of all available resources, whether human, financial, material, moral, etc., for the distant future, with a focus on a better life of high value for generations. (Credit: 2023)

As for the three dimensions: Sustainable development includes three main dimensions: the economic dimension, the social dimension, and the environmental dimension.

Historical development of sustainable development.

- Rome Reports (1972): The beginning of global awareness of environmental problems.
- Brundtland Report (1987): Sustainable development was formally defined in the “Our Common Future” report of the World Commission on Environment and Development.
- Earth Summit (1992): United Nations Conference on Environment and Development in Rio de Janeiro, which established the principles of Agenda 21.
- Millennium Summit (2000): Adoption of the Millennium Development Goals (MDGs).
- Rio+20 Summit (2012): Launching the process of developing the Sustainable Development Goals (SDGs).

- Agenda 2030 (2015): Adoption of the 17 Sustainable Development Goals by the United Nations. (UN.Sustainable Development goals:2015)

Theoretical frameworks for sustainable development

- Economic growth theory:
- Classical and neoclassical growth: interest in GDP growth without taking into account the environmental impact.
- Sustainable growth: integration of economic, environmental and social dimensions into economic growth models.
- Tripartite capital model:

Economic capital: financial and economic resources.-

Social capital: human and social resources.-

Natural capital: environmental and natural resources.-

The development of the concept of sustainable development represents a response to increasing and interconnected global challenges. By integrating economic, social and environmental theories, sustainable development seeks to achieve a sustainable balance between the interests of present and future generations, focusing on innovation and technology as key tools for achieving these goals.

A comparative study in implementing a sustainable development management strategy

Conducting a comparative study in implementing a sustainable development management strategy requires analyzing the different aspects of sustainable development policies and procedures across different countries or institutions through the main steps that can be followed to implement this study (<https://www.oecd.org/environment>)

Choosing case studies

- Determine criteria: such as economic size, social structure, natural environment, government goals and policies.
- Choosing countries or institutions: such as comparing developed and developing countries, or between companies in different industrial sectors.

Data collection

- Official documents: sustainable development strategies, government reports, and environmental policies.
- Annual reports: corporate sustainability reports, and international reports.-
- Interviews and surveys: collecting qualitative data from officials and experts.

Analyze the basic dimensions of the strategy

Objectives and principles: which include a comparison between the general objectives and basic principles for each case.

- Organization and governance as well as encouraging commitment to the programs that have been implemented to achieve sustainability goals. Also indicators and standards for measurement .

Comparative study

-Work on comparing environmental, social and economic policies and working on performance evaluation: comparing actual results and identifying challenges and how they were addressed.

Draw conclusions and recommendations

Draw conclusions and recommendations

Identify commonalities between successful cases and unique points: Identify the unique characteristics of each case that may be relevant to the local context. (Schmidt, H.G., (2010))

Example of a comparative study: between two countries (Sweden and China)-

Sweden:-

Goals: achieving a carbon-free economy by 2045.

Strategy: Focus on renewable energy, green technology, and recycling.

Challenges: Costs of technological transformation.

Results: Significant progress has been achieved in the use of renewable energy and reduced carbon emissions.

China:-

Goals: to achieve peak carbon emissions by 2030 and reach carbon neutrality by 2060.

Strategy: Investing in solar and wind energy, and developing green infrastructure.

Challenges: Balancing economic growth and reducing pollution.

Results: Significant progress has been made in renewable energy, but challenges are still faced in reducing industrial pollution..-

Results The conclusion of the comparative study is to understand the practices of sustainable development management strategies to improve performance and enhance sustainability in different contexts.

- Assessing the level of maturity of applying the elements of sustainable development: -

Evaluating the level of maturity in applying the elements of sustainable development is an analytical process that aims to measure the progress of an institution or country in implementing the principles of sustainable development. This assessment includes several stages and tools that help identify strengths and weaknesses and guide future efforts through assessment of the level of maturity: (<https://unstats.un.org/sdgs/report/2022/>)

- Determining the approved model evaluation framework: Choosing an appropriate maturity evaluation model such as the NIST model, the GRI framework, or using the United Nations Sustainable Development Indicators.

- Basic elements: Identify the basic elements that will be evaluated, such as governance, environmental performance, social performance, and economic performance.



The NIST Baldrige Performance Excellence Framework is a comprehensive framework aimed at improving the performance of organizations across a variety of sectors, including education, healthcare, manufacturing, and services. This model focuses on enhancing institutional excellence through a set of standards that evaluate all aspects of institutional performance.

The NIST Baldrige Model consists of seven key criteria that form an integrated management system for performance improvement. Each standard includes a set of sub-elements that focus on specific aspects of.

-Management and implementation.-

Data collection-

- Official documents: such as sustainability reports, environmental policies, and strategic plans.
- Interviews and surveys: Collect data from employees, customers, and local communities.
- Actual performance review: analysis of historical and statistical data related to sustainable performance.

Data Analysis

- Performance comparison: Comparing current performance with international standards and indicators.
- Gap analysis: identifying gaps between current performance and desired goals.

Maturity assessment.

-Maturity levels: dividing maturity into levels such as (beginner, advanced, experienced, and mature).

-Evaluation criteria: Using specific criteria such as innovation, integration, effectiveness, and efficiency.

Providing recommendations.

-Improvement plans: Provide recommendations to improve performance in areas that need development.

-Implementation priorities: Determine implementation priorities based on gap analysis. (<https://www.nist.gov/baldrige>)

Summary:

The success of institutions in achieving sustainable development depends on their serious commitment to implementing comprehensive strategies that integrate environmental, social, and economic dimensions. By adopting a comprehensive approach that focuses on strategic planning, effective execution, measurement and analysis, and leadership support, organizations can achieve long-term positive impact and ensure a sustainable future.

Conclusions:

Integration of the three dimensions of sustainable development is necessary to achieve comprehensive sustainability:

1-Successful institutions that seek to achieve sustainable development are those that integrate environmental, social, and economic dimensions into their strategies and daily operations. This integration enhances its ability to continue and grow in a way that respects natural resources and achieves the well-being of communities.

2-Effective leadership plays a pivotal role in promoting sustainability: Leadership commitment is a critical factor in the success of sustainability initiatives. Leaders who prioritize sustainability and provide the necessary support and resources can motivate employees and guide the organization toward achieving its sustainable goals.

Recommendations: -

- Collaboration and partnerships: Building partnerships with stakeholders such as suppliers, customers, local communities, and non-governmental organizations to achieve common goals in sustainability. Exchange knowledge and experiences with other institutions to achieve sustainable improvements.

References

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