

PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

Deshy Musostova¹, Varvara Markaryan², Fatima Dzodzikova³

¹Chechen State University named after A.A. Kadyrov, RUSSIA

²Krasnodar branch of Financial University under the government of the Russian Federation

³North-Ossetian State University named after K.L. Khetagurov, RUSSIA

goldzr@yandex.ru

Abstract

The article is devoted to the study of the basic principles of forming sustainable development projects at enterprises, establishing cooperation between business entities and financial and credit institutions in order to ensure effective achievement of the goals of sustainable transformations of the state. The object of the study is the substantiation of methodological and applied recommendations for the creation of a special fund-intermediary between enterprises and financial and credit institutions for conducting scientific, technological and environmental preparation of production. Formation of projects for sustainable economic development by enterprises requires an integrated approach and should begin already at the stage of forming an innovative idea. The formation of a stage of scientific, technological and environmental preparation of production for enterprises conducting work on developing innovative projects is proposed.

Keywords: sustainable development, cooperation, business entities, innovation, environmental responsibility

I. Introduction

The environmental situation not only in our country but also throughout the world has worsened at the end of the 20th century so much that with the beginning of the 21st century the world's leading countries are forced to seek opportunities to influence all business projects to ensure environmental safety. Moreover, we are talking about achieving sustainable development, when, without giving in to competition in various markets, companies will implement environmentally friendly measures in the technological direction. The problem of ecology is an important aspect of the survival of each nation. In order to ensure normal environmental and economic living conditions for people, the concept of sustainable development was, as is known, developed, which has been tried to be implemented in most countries of the world for several decades.

As for sustainable development, domestic enterprises have only recently begun to pay attention to it. To a certain extent, this was not facilitated by various factors related to the peculiarities of the domestic economy. Recently, the problem of the pandemic has been added to the negative factors, that is, management has to not only ensure sustainable development, but also respond to people's requests for job preservation. The economic conditions for the functioning of enterprises were also not such as to force them to work towards solving environmental problems. The economy of enterprises was under pressure: tax, administrative, under the threat of bankruptcy. Environmental requirements were hardly considered significant when citizens simply needed to work to earn money to support their families. Thus, the main areas of activity of enterprises in previous decades were the production of products (services) at any price, making a profit and surviving in unfamiliar market conditions of competition.

Research on sustainable development covers the interaction of business and government,

manufacturing enterprises and financial and credit institutions. Undoubtedly, world experience is extremely useful in terms of the results already obtained. At the same time, the results of research by domestic scientists best reveal the causes, factors and consequences of the implementation of various environmental measures in the conditions of the domestic economy.

The study of the problem of interaction between business and government bodies has long attracted the attention of scientists, entrepreneurs, officials at all levels, and most importantly, the public to issues of social responsibility of business. In our country, the aspect of corporate social responsibility in the scientific and practical plane has only recently begun to receive due attention. In particular, among the scientists who studied the role of human potential in the context of sustainable development, institutional mechanisms for reducing the negative impact on the environment, modern areas of corporate social responsibility should be named S.S. Ovsyannikova [5], V.M. Gilmundinova [1], T.O. Tagaeva [1], T.V. Divina [2]. Separately, it is necessary to highlight the researchers who raised the issue of banking responsibility in the process of sustainable development. These include, in particular, A.I. Osipova [6], etc. Among foreign publications devoted to sustainable development in recent years, one can highlight the work "Implementation of social projects in the context of digital transformation of the banking sector" [6]. According to the study, the author relies on the perspectives of the interest of national and international organizations in creating favorable conditions for sustainable development. He emphasizes the fundamental role of the financial system in mobilizing capital for a green economy.

The purpose of the study is to determine the organizational form of cooperation between financial and credit institutions and enterprises in the context of bilateral compliance by the parties with the requirements of sustainable development, environmental responsibility to society. It is important to justify the creation of an appropriate financial fund at enterprises or a separate fund operating for enterprises, which will accumulate the enterprises' own funds and receive the necessary loan funds for the implementation of sustainable development measures by enterprises.

II. Methods

Dialectical method and methods of analysis and synthesis - to study the features of the implementation of innovative work at the stage of scientific-technological-environmental preparation of production in the formation of sustainable development projects; structural-logical analysis - to develop theoretical and methodological principles for the functioning of the fund to ensure cooperation in financing sustainable development projects.

Sustainable economic development presupposes such changes in the technological re-equipment of production that will not affect the environment and will not have negative impacts on human life, and will not interfere with life and reproduction of the natural environment. To ensure these requirements, the world community has adopted a number of international agreements, to which our country has also acceded.

III. Results

One of the leading areas of sustainable development is the preservation of the environment, which is most affected by man-made factors, and their sources are industrial enterprises. The implementation of measures aimed at changing production flow charts taking into account the requirements of sustainable development undoubtedly requires significant financial resources. It is well known that enterprises themselves are not able to provide financial support for environmental protection programs. They perceive expenses on environmental protection measures as a diversion of working capital and the creation of prerequisites for a decrease in solvency. They need appropriate funds, which can be obtained, including through loans from

banks or para-bank institutions. Instead, a problem usually arises, consisting in the unprofitability of environmental protection measures. Only a change in the production apparatus (equipment, composition of raw materials and materials, etc.) can simultaneously serve to generate profit and protect the environment.

The problem of preserving the human habitat is important for both current and future generations. Therefore, it is necessary to find a way out, for which it is worth paying attention not only to environmental protection measures, but also to replacing technological schemes. To protect against harmful emissions, there is no alternative to the need to implement treatment facilities, all kinds of filters, aerators, etc. However, the first direction is really unlikely to ever directly serve as a source of repayment to credit institutions. The second direction - lending for the technological process taking into account environmental protection requirements - can ensure profit and in this direct way serve as a source of funds for settlements with creditors. The specified directions of action to protect the natural environment require further research, including the search for some balance between them.

To find and solve the problem under study, the idea of creating a special fund between enterprises and financial and credit institutions for conducting scientific, technological and environmental preparation of production should be useful. Each enterprise that carries out work on developing innovative projects, and therefore organizes the preparation of production, should form a corresponding fund for the implementation of environmental measures, which should be responsible for the quality of product design projects and production flow charts that will guarantee environmental safety on the part of the enterprise. Such a fund, created directly at the manufacturing enterprise, would be an accumulator of funds received for the development of technologies taking into account the requirements of sustainable development. Accordingly, such a fund should act on behalf of the enterprise with the initiative to obtain the necessary credit resources and enter into relations with commercial banks. Fund employees should cooperate with credit institutions in order to obtain the necessary loans.

Of course, doubts may arise regarding the advisability of creating such a fund directly at the enterprise. Features of the technological process, other special factors in the vertical form of cooperation of the enterprise within the holding or financial-industrial group may testify in favor of this proposal. In the conditions of the horizontal form of cooperation, it is possible to assume the creation of a separate venture fund, which will work for a group of enterprises similar in technological scheme. Then the allocation of a venture fund will be justified. Having chosen a certain version of the technological scheme for one enterprise, the fund can subsequently find opportunities to improve the technology and gradually offer new versions of more environmentally advanced technological processes to other enterprises of the group. Instead, the venture fund should not necessarily be limited to the funds provided by the enterprises. Moreover, the search for the best options for technological processes will force the attraction of credit resources.

From the standpoint of the participation of individual credit institutions and their entire aggregate in lending to manufacturing enterprises, the environmental responsibility of the banking system should be considered in several dimensions.

Traditionally, the focus of scientific research is on the issue of environmental responsibility at the expense of manufacturing enterprises. In this context, researchers pay attention, first of all, to the prevention of harmful effects of manufacturing activities on the environment, the introduction of environmentally friendly technological processes, and thirdly, to the production of products that would have the least impact on the environment. This impact is considered in several aspects: from the point of view of means of production and transport - the elimination or minimization of harmful emissions, in particular into the atmosphere (for example, the accumulation of liquid and gaseous emissions and their disposal, the production of electric cars, etc.); from the point of view of consumer goods - the production of products whose residues are easily dissolved by natural factors (for example, replacing polyethylene bags with paper, hard plastics for the production of

stationery with cardboard, etc.). The examples given are well-known and have already been sufficiently implemented in production. At the same time, there are significantly more environmentally friendly measures at enterprises, especially taking into account global experience.

V. Discussion

The development of production based on innovation necessarily implies the attraction of credit resources, which directly requires cooperation with credit institutions. In other words, credit institutions also participate in the process of sustainable development, perhaps indirectly, when it comes to the implementation of innovative technological processes, new types of goods or services. The indirect nature of the participation of credit institutions is determined only by the fact that they do not work directly on product and technology projects. This is done by the relevant design and engineering and technological institutes, bureaus and directly by the manufacturers' enterprises.

Of course, the question arises regarding the quality of the used material and technical resources and future products from the point of view of environmental safety. As practice shows, it is no less important for the creditor than for the enterprise-manufacturer of the products to know the prospects for the sales of goods, services, real estate, etc. After all, the return of the loan and the payment of interest on it, which constitutes the profit of the credit institution, will depend on how successful the production and sale of these objects will be. The need to conduct an environmental audit of credit activities is emphasized, in particular, by the authors of [4].

The solution to this problem should be facilitated by appropriate cooperation between manufacturing enterprises and credit institutions, subject to environmental responsibility. An important stage of this cooperation should be scientific, technological and environmental preparation of production. Design of new products and technologies occurs precisely at the stage of scientific and technological preparation. An environmental component should be added to the development of designs and technologies in the technical and economic aspect. That is, in the process of working on the design, when the composition of materials for the future product, the efficiency of future machines, devices, equipment are determined, it is necessary to conduct examinations for harmfulness not only in the production process, but also in the process of operation, and later - during the disposal of used production tools.

It is necessary for creditors to understand the very content of the process of designing products and technologies, which should serve as a guarantee for the provision of loans not only for serial production of products, when the receipt of profits by both the borrower - the enterprise, and the creditor - the bank is quite clear and fast.

In order to organize proper interaction between a credit institution and an enterprise, it is necessary for the enterprise to create a separate fund-intermediary for scientific, technological and ecological preparation of production under the department of production preparation. The fund should be subordinated to the linear-technical director (chief engineer), and functionally - to the director of economics and finance. Such dual subordination is aimed at effective technical management, when all technical decisions are made by a manager who is well versed in the technological schemes used at the enterprise. The technical director is the specialist who, even at a large enterprise with a significant number of production units located at various territorially isolated sites, knows the specifics of the functioning of each section and their needs for innovative solutions. The director of economics and finance is knowledgeable in the field of functioning of the financial resources that the said fund should accumulate, should influence the financial component of technical solutions. Decisions on the use of the fund's resources should be made jointly by the two directors together with the head of the production preparation department as the initiator of the innovation and the fund manager as the person responsible for the effective use of financial resources. If it is necessary to conduct an environmental assessment, in particular in projects for treatment facilities, the bank may propose to involve in the assessment an appropriate

environmental institution that has a license to conduct such an assessment and provide the relevant conclusion.

In conclusion, it is worth emphasizing the importance of establishing cooperation between enterprises and financial and credit institutions in the process of ensuring the implementation of the country's sustainable development strategy. Since the implementation of the foundations of sustainable transformations requires significant funding, the effective implementation of sustainable development programs by business entities is impossible without established cooperation with financial institutions.

In addition, it is also worth noting that the formation of sustainable economic development projects by enterprises requires a comprehensive approach and should begin already at the stage of forming an innovative idea. Thus, it is proposed to form a stage of scientific and technological environmental preparation of production for enterprises working on developing innovative projects. It is also important to create a fund that should become an intermediary between enterprises and financial and credit institutions for financial support for the implementation of scientific and technical preparation of production.

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