

A THEORETICAL APPROACH TO THE IMPACT OF SUSTAINABLE DEVELOPMENT COMPONENTS ON SUSTAINABLE CONSUMPTION

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ABSTRACT

The aim of this paper is to analyse concepts of sustainable development directed at addressing the needs of society and undertaking respective actions with regard to the components of sustainable development. Since sustainable consumption is related to producer and consumer positions, extra investment in more environmentally friendly and less polluting technologies, observance of fair-trade stipulations, and the search for compromises between the implementation of the goals of businesses and securing quality of life for society are very important. An analysis of the scientific literature and the provisions of the European Commission and international organisations reveals that the three components of sustainable development, economic, social and environmental, are highlighted. Responsible organisations that pursue the creation of a green image based on a sustainable business concept are producers of goods and suppliers of services in line with the needs of the responsible consumer. For this purpose, they are in a continuous search for harmony between economic growth, environmental protection, social justice and the consolidation of the rule of law, so that the balance between progress and the preservation of natural resources for future generations is maintained.

KEY WORDS: *sustainable consumption, responsible consumption, sustainable development, green organisation.*

JEL CODES: M10, Q01, O10, O30.

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Introduction

Consumption in developed countries has turned into an engine of economic growth and a measure/tool of well-being. Nevertheless, life in a healthy environment alone would hardly sustain the power and competitiveness of economics. Thus, we should acknowledge the inefficient use of natural and energy resources, and that volumes of disposed waste far exceed the possibilities for its recycling and reuse. Climate change prompts the need for essential changes to be made in the way natural resources are obtained and the way products are manufactured, distributed, consumed and disposed of. The inclusion of all society, that is, private individuals, business organisations, central management and local authorities, is necessary in order to change current trends and stimulate a more ecological lifestyle.

Sustainable development is a long-term strategy for society's development, originating as a result of the rapidly changing environment. The increasing population and its growing needs lead to pollution of the environment, a decline of biodiversity, a reduction of basic resources, and an increase in social inequality. That is why the development of a sustainable economy, the efficient distribution of resources, and social justice, are

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mandatory targets to reach in order to secure a safe existence for contemporary and future generations on the Earth. It is evident that there is a limit to consumption, and that limit is exceeded today (Čiegis, Vijūnas, 2015).

An examination of a variety of scientific reference sources and documents pertaining to issues of sustainable development points to the imperative necessity to develop and foster a green economy in order to resolve matters of sustainable consumption. It is understood that the management of sustainable development can be enabled by dealing with sustainable consumption issues (sustainable and sparing consumption forms the basis for the evolution of a green economy, a reduction of poverty and social exclusion, and an improvement in the quality of life). The problematics of sustainable consumption are extremely topical on an organisational level, as sustainable development on a national or regional scale is impossible without the sustainable development of the specific organisations concerned. International concern about impacts on the economic, social and environmental spheres has prompted numerous organisations to focus attention on their activities to become green. Thus, the respective legal regulation, along with ecological taxes and the promotion of green products and services, and the application of green business practices in the management of organisations and in everyday life, as well as the introduction of advanced technologies and innovations, and cooperation between management authorities, business organisations and consumers, are key measures relied on to achieve more sustainable consumption.

Aim of the research: the examination of the impact of sustainable development components on sustainable consumption.

Object of the research: sustainable development components.

Methods of research: the critical analysis of scientific reference sources, abstraction and synthesis.

1. The concept and meaning of sustainable development

Sustainable development means the overall and long-term development of a society, whereby the needs of mankind are met via the rational use of natural resources, with the aim of preserving the Earth for generations to come. The EU has elaborated its own strategy for sustainable development, and the national sustainable development strategy (NSDS) was prepared in Lithuania in 2003 with due consideration given to national interests, and amended in 2011, with measures highlighted for its implementation.

A description of sustainable development was first formulated in 1987, and was given in the report 'Our Common Future' from the World Environment and Development Commission convened by the United Nations. The report is also known as the Brundtland Report (WCED 1987). It sets out the concept of sustainable development, stating that *sustainable development is development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs*. International institutions combine forces with different states to continuously coordinate and improve combined actions pertaining to sustainable development (see Table 1).

Table 1. Timeline of meetings of international institutions held on issues of sustainable development

1972	International Discussion 'Limits to Growth'
1980	World Conservation Strategy
1987	UN Environment and Development Commission (Brundtland Commission)
1992	World Summit (Agenda 21)
2002	Johannesburg World Summit
2005	UN Global Sustainable Development Assembly
2008	UN Green Economy Strategy
2009	Declaration on Green Growth by the Organisation for Economic Cooperation and Development (OECD)
2010	EU Growth Strategy 2020
2011	OECD Green Growth Strategy
2012	UN Conference (Rio + 20)
2015	UN Millennium Summit

Source: compiled by the authors.

Sustainable development goals foreseen by the year 2030 are directed towards the well-being of humans, and cover the eradication of poverty and hunger, the improvement of living conditions and safety, changes in goods and services, and consumption opportunities for these, as well as other changes in society regarding social connections, values, and so on. Specific actions for developing and developed countries are foreseen by sustainable development goals (SDG), and the spectrum of these actions encompasses all three components of sustainable development, *economic*, *social* and *environmental*. The essential principle of the new agenda is the implementation of all the goals, without leaving a single one not implemented; the goals will be considered achieved only if they are achieved in all countries and in all groups of society. The EU has undertaken the implementation of the agenda inside the EU (for example, by implementing future EU initiatives, like ring economy strategy aimed at fostering models for more sustainable production and consumption), and outside the EU via the pursuit of foreign policy and the support of implementation efforts by other countries, in particular those badly in need of support.

The existence of many descriptions of and opinions about sustainable development is acknowledged by scientists, and its examination is pursued in different areas of science, such as ecology, economics and sociology (see Table 2).

Table 2. Descriptions of sustainable development

Reference source	Aspects of descriptions of sustainable development
WCED, 1987	Sustainable development is development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs.
Meadows, 1998	Sustainable development is directed at a long-term perspective to meet the needs of future generations.
Stefanescu, 2003	Sustainable development can be understood as economic development that ensures meeting the needs of present generations without compromising the ability of future generations to meet their needs.
Sterling, 2010	Sustainable development is a compromise between economic, social and environmental development, and is directed at a long-term perspective.
Pivorienė, 2014	Sustainable development is a complex notion and a complicated process, the goal of which is securing well-being for present and future generations.
Cioca et al., 2015	Sustainable development can be described as development that maintains the stability of the system and develops a balance between economic, social and environmental development, and poses no danger to future generations.

Source: compiled by the authors.

In principle, the same descriptions of sustainable development are given by most authors, whereby the long-term development of countries is highlighted, and a balance between the economic, social and environmental interests of society is targeted, in order that the overall well-being of present and future generations is secured, without exceeding permissible threshold values of adverse environmental impact (Khan et al., 2019). The idea of these descriptions is to ensure that all inhabitants of the Earth, both present and future generations, seek to improve quality of life and stimulate harmony between economic and social progress without upsetting the natural balance of the planet. It is worth mentioning that the opinions of scientists changed from sustainable development directed towards meeting consumer demand in a long-term perspective to a composite attitude with its significant components leading to securing well-being for the state and society. For this purpose, attempts are made to combine economic growth, environmental protection, social justice, democracy and the rule of law in order to achieve long-term progress for the entire planet.

The key economic goal of any state lies in securing rapid economic growth and a high standard of living for its citizens. However, in 1972, it was found that the classic concept of development focusing on economic growth alone would shortly lead to the total collapse of all-natural systems. Rapid economic growth in a country results in adverse side-effects, while from the standpoint of sustainable development, economic growth should ensure minimum adverse effects on the environment (Krajnc, Glavic, 2005). According to Cuffaro et al. (2008), good living conditions cannot be ensured just by a high level of economic well-being, and it may appear to be in conflict with a high level of social well-being.

Economic development is the key goal of any country, so finding a balance between sustainability and economic growth is very difficult (Moldan et al., 2012). It was the opinion of the scientists Sala et al. (2015) and Krstic et al. (2018) that the industrial life of society does not spare the environment, and an ambiguous assessment was made of economic growth and environmental protection opportunities. Thus, consideration was directed to a new development model, to take into account economic growth and the fair distribution of resources. The economic dimension of sustainable development in scientific reference sources describes development which allows for long-term and stable economic growth (Zhaohua, 2016; Radovanović, Lior, 2017; Mally, 2018).

Social development is related to social justice, and covers numerous areas of life. Until 1960, social development was identified as economic development. Later, in the 1990s, social development started to be viewed as a multifaceted notion, to cover both economic interests and other aspects, like health, education, employment and living conditions. On a social scale, every citizen of a country, if they wish or are able to work, should be allowed to achieve a decent standard of living for themselves. Social development is a whole range of measures intended to meet individual needs, i.e. health and well-being, nutrition, accommodation, education and cultural expression (Moldan et al., 2012). The social dimension of sustainability demands that the basic needs of an individual are met and a full quality of life is created. As Ghanbari and Rashti (2017) put it, social development means development that is combined with the development of a sustainable civil society by creating favourable cultural and friendly surroundings, promoting social integration, and improving the quality of life of all groups in society.

Environmental development is nowadays one of the issues leading to debates all over the world, and this component of sustainable development gets a lot of attention. The soaring use of natural resources during the last century, and the industrialisation of society, pose a threat to the environment and land ecology. Environmental development covers climate systems, settlements and habitats, energy systems, terrestrial systems, carbon and nitrogen cycles, and water systems (Moldan et al., 2012). It has become a relevant topic on an international and national level. Environmental development in scientific reference sources is described as the aspiration to improve the well-being of people, while protecting material sources intended for people and avoiding imposing harm on them.

2. Sustainable consumption

The scrutiny of scientific reference sources reveals that, albeit indirectly, the social, environmental and economic aspects of sustainable development are always related to economic activities and consumption by individuals, and sustainable development as such is only possible if all of society is involved in it. Sustainable development is only possible if all of society is concerned about it and takes an active part in it. In principle, uncontrolled changes in consumption determined the origination of sustainable development principles, and more and more attention is being paid to the problematics of sustainable consumption. It should also be noted that in consumer studies, the phenomenon of consumption began to be analysed earlier than sustainable development (Jurgelėnas 2014). The concept of consumer culture was suggested by the US sociologist Daniel Bell in 1970. Consumer society studies have helped the field of sustainable consumption research to emerge (Jurgelėnas, 2014).

The concept of sustainable consumption was introduced at the 1992 United Nations Conference on Environment and Development in Rio de Janeiro. At this conference, most voted for significant changes in existing habits of consumption, for the purpose of resolving impending global environmental and developmental problems. The definition of sustainable consumption that is currently most widely used was formulated by the Council for Sustainable Development in 1995: sustainable consumption is the consumption of services and products, according to basic needs, to enhance quality of life, by the minimisation of the use of natural resources, toxic substances, waste and

pollutants, in a way that avoids danger to future generations. In scientific sources, sustainable consumption usually relates to green, sparing, sustainable and ethical consumption. It means environmentally friendly consumption, and a reduction of the environmental impact of households, in order to use goods and services in accordance with basic needs, based on the principle of sufficiency (Asberg et al., 2011; Di Giulio et al., 2014). The pursuit of more sustainable consumption is reflected in the reduction the impact of consumption on the environment, i.e. by a reduction in the consumption of resources and pollution (Park and Ha, 2012; McGregor, 2013).

In scientific reference sources, sustainable consumption is related to the position of producer and consumer. It means that sustainable consumption by producers and suppliers of goods and services is related to the very process of production by producing and putting on the market goods and services that meet the expectations of their consumers. Sustainable consumption by the consumer is often understood as lower consumption and the sustainable final consumption of a product placed on the market, considering environmental protection, and social and moral aspects, and this way complementing quality, the safe and correct development of the country, and avoiding danger to future generations (McGregor, 2013). Sustainable consumption is inseparable from production, and the consumer is the connecting link with sustainable development itself (Ciegis et al., 2009). According to Jurgelėnas (2014), production increases because of attempts to meet consumer demand. This further leads to the excessive use of natural resources and other negative phenomena of consumption. It is therefore rational to use a sustainable consumption and production cycle that includes the sustainable management of resources; sustainability design D4S; cleaner production and efficient use of resources; sustainable transport; ecological marking and certification; sustainable buying, sustainable marketing; sustainable lifestyle; and waste management. The author maintains that sustainable consumption should include the three essential components of sustainable consumption, sustainable production and recycling, which are interconnected by the continuous informing of consumers and producers about aspects of sustainable development, legal regulation and raising awareness. Therefore, sustainable consumption is also related to extra investment in more environmentally friendly and less polluting technologies, the observance of fair-trade stipulations, and other critical aspects. Business organisations must understand the way they should produce, and consumers must decide on which products to consume and what services to use. For this reason, all aspects (material resources, energy, products, services, waste, emissions, extraction, production, consumption, materials and others) must be taken into account. Attention is more often drawn towards renewable resources, which are more environmentally friendly and less polluting, and to the stimulation to produce more organic goods for the sake of improving quality of life.

Sustainable consumption can be implemented only if consumer and producer behaviour is changed. The manifestation of consumer culture is seen in developed countries with an enormous consumption of resources, so changes in consumption habits are of vital importance there. The attention of these societies must concentrate on the promotion of the consumption of sustainable products, and raising awareness of how sustainable products will reduce the input of production resources and become less polluting to the environment. The concept of sustainable consumption may differ, depending on the development level of a particular society. Short-term sustainable decisions on the purchase or rejection of a specific product fail to ensure long-term sustainable development, as habits need to be changed in a long-term perspective.

Changes in production methods and consumer behaviour, which are among the key goals of sustainable development, are included in an updated EU sustainable development strategy (2006) and a revised Lithuanian national sustainable development strategy (2011). The maximisation of productivity and the efficiency of products and services are the aims of sustainable production and consumption, in order that the needs of society are met without compromising the ability of future generations to *meet* their own *needs*. It should also be emphasised that, based on the notion of sustainable development, sustainable consumption also means more even/equal consumption, not just between regions and states, but also within states.

In the Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan of the European Commission of July 2008, four basic goals are outlined: better products, more advanced consumption, sparing and less polluting production, and support for actions with a global impact. In other words, the proposed actions aim to make products more sustainable and consumers more responsible, for the sake of economising on production resources and developing global markets for sustainable products. It is a goal

of the EU 2020 Strategy that resources are used efficiently and social exclusion is reduced. However, in our view, due to the persisting impact of Covid-19 on states and populations, governments and regional and international organisations of all countries of the world will be forced to consider the side-effects, and to cardinaly review the strategic goals pertaining to sustainable consumption and environmental change.

3. The impact of green organisation on consumption

Business is part of society, and organisations are socio-economic systems, so the actions of organisations may have a huge impact on society (Fontaine et al., 2006). For a long time, profit has been considered to be the main motivation of the traditional business (Friedman, 2007). However, under the conditions of globalisation and transformations, contemporary businesses are responsible not just for the supplied quality products, they also take into account the protection of the environment and wider social interests. The responsibility of an organisation is not to shareholders alone, it is also to intermediaries, that is, to consumers, staff, business partners, local communities, non-governmental organisations, activist groups, and nature itself (Margaretha, Saragih, 2013). From a holistic standpoint, an organisation is a global sub-system which contributes to the more sustainable establishment of the world (Moldavska, Welo, 2019). International concern about the impact on the economy, society and the environment has spurred numerous organisations to focus on making their activities green. One could state that the activities of organisations and their relations with environment around them should be formed on the basis of sustainable development, so that green organisations are an inseparable part of sustainable development.

The following objectives were set out in the EU 2014 Green Action Plan (GAP) for small and medium-sized enterprises (SMEs):

- to strive to see that European SMEs use resources more efficiently;
- to support green entrepreneurship;
- to rely on the opportunities suggested by green value chains;
- to facilitate market access to green SMEs.

It is attempted through the Green Action Plan to contribute to the reindustrialisation of Europe by strengthening the competitiveness of SMEs, and to support the establishment of green organisations in all regions of Europe, with particular attention paid to the existence of significant differences in the efficient use of resources between sectors and member states.

A green organisation encompasses the actions of a sustainable organisation in striving to establish an energy-efficient and environmentally friendly organisation, by saving resources, improving waste disposal, reducing the adverse effects of the organisation on the environment, increasing competitiveness, and so on. A green organisation is related to long-term sustainable change, whereby sustainability means green and long-term activities (Yeganeh, Glavas, 2008). According to Yeganeh and Glavas (2008), the everyday activities of a green organisation establish an environment for learning, whereby members of the organisation combine forces and develop green business practices together, along with the strengthening of working relations and cooperation, the creation of a common vision, and individual solutions based on the most advanced organic technologies. The authors emphasise that a green organisation can be recognised by its everyday activities, that is, by the use of a 'green lens' in the value chain of a green organisation: it cooperates and produces goods and supplies services that are beneficial to consumers and nature; it takes decisions leading to energy efficiency; it produces a new and innovative product in line with the needs of the poor, and still makes a profit; together with examples of green practices and green initiatives, it increases the participation and involvement of employees in its activities; and it participates in markets aiming at resolving the most critical problems of the world (Yeganeh, Glavas, 2008).

A careful examination of scientific papers by different authors, and studies of internal and external environmental components of a green organisation, enable us to distinguish the following features: 1) the goal of a green organisation is the production of green products by the application of innovative environmentally friendly business solutions to achieve consumer and society satisfaction with the products or services; 2) green marketing directed towards the manufacture and supply of green and environmentally friendly products is relied on for the realisa-

tion of production in order to meet consumer demand, without forgetting the organisation's aim to derive a profit; 3) employees pursue a policy aimed at the organisation's staff to become organic and useful to society, nature and the organisation itself, by striving to ensure environmentally friendly products, the successful implementation of environmental protection programmes and objectives, and a contribution to the sustainability of the environment; 4) a flexible horizontal organisational set-up alleviates employee involvement and participation in decision making, and direct communication with employees; 5) the use of the most advanced technologies that are harmless to the environment in the creation and development of innovative and better green products; 6) a choice of suppliers based not just on cost and quality alone; due consideration shall be given to the environmental impact of the production or consumption process of the purchased resource. The screening procedures applicable shall concentrate on green procurement, green logistics, and so on. Due to green procurement criteria, we can make sure that the products used are produced and supplied without using harmful substances, child labour, etc. The criteria of green logistics enable us to ensure that the decisions of an organisation are sustainable, effective and less harmful to the environment; 7) competition involving energy efficiency measures, the use of renewable energy resources, and the efficient use of resources; 8) green consumers, who avoid goods and services that pose a potential danger to the health of consumers and the environment, through production, consumption and disposal processes, excessive energy consumption, excessive waste production and problematic recycling, and the use of materials derived from endangered species. Consumers buy only the products they need.

Consumers are familiarised with the environmental protection programme pursued by the organisation, waste recycling and management, packaging in recycled packaging materials, and actions undertaken for the environmental education of consumers, employees, suppliers, and the community.

One might state that a green organisation is based on a sustainable development concept, taking into account economic, ecological and social aspects aiming at benefitting the organisation, environment and society. A green organisation is an organisation that creates continuous and added value for itself, and along with being commercial, it aims at making a contribution to the present and future well-being of society and the environment, and is directed towards green and long-term business, with due consideration for nature, the reduction of poverty, access to health care, ensuring peace, and any and all other actions enhancing the development of society and the environment. It means further benefit to society and the environment, and added value for the organisation. The environment is not just nature, it is also poverty levels, health, peace, dwelling, and all other factors contributing to the well-being of society (Yeganeh, Glavas, 2008). A green organisation is a perfect medium for progress in development, where employees are able to improve the available technologies and create new ones. For this purpose, a green organisation needs to be established first, in order for progress to be fostered (Green SMEs Action Plan, 2014; Green Employment Initiative, 2014).

Taking into account the prevailing trends and current events, organisations educate and train consumers through participation in environmental and other civil events, without polluting the environment, and explaining to consumers the benefits (Šimanskienė, Petrulis, 2014). In promoting sustainable consumption in this way, organisations benefit and become more distinguishable from other organisations in a similar business (Šimanskienė, Petrulis, 2014). According to the authors, based on V. Juščius and A. Šneiderienė (2013), an organisation should: 1) ensure the quantity of production of specific product types to satisfy a certain market niche (organisations need to produce goods and supply services that are marketable for a certain period [Jusčius, Šneiderienė, 2013]. In other words, the more the expectations and needs of society are met by the organisation, the stronger its consolidation in society, and the more profitable its business); 2) control and improve features of the product, reduce production costs to derive the planned profit, and reduce the risk of loss through the market price; 3) present the uniqueness of the product, as business success is often dependent on this. Green practices focus on reducing hazardous emissions, halting the consumption of wasteful resources, recycling, and minimising health risks throughout the entire manufacturing process, by minimising the environmental footprint during the whole product life cycle (Abuelfaraa et. al., 2020).

Green activities and their encouragement in the organisation are of vital importance for the survival and development of mankind. Activities directed at sparing the consumption of material products and their alternatives via improved consumption indices, and the recycling and reuse of certain products, are related to the ongoing green economy and benefit society (Opatha, Arulrajah, 2014).

A green organisation operates on the basis of green management, and is obliged to become a green organisation in every single cell of the organisation, for example, more organic business operations, the green management of human resources, more organic accounting and green financing, more organic retail trade, green marketing, and so on (Renwick et al., 2012; Jackson et al., 2014).

Conclusions

Living in a healthy environment is the sole guarantee of success in preserving the strength and competitiveness of the economy. The inefficient use of natural and energy resources contributes to climate change and other ecological problems. For this reason, production and consumption habits must change. The inclusion of all society, that is, private individuals and business organisations, central management and local authorities, is necessary in order for current trends to change and respective actions to be undertaken.

Sustainable development can be enabled by promoting more sustainable patterns of production and consumption. This forms the basis for the evolution of a green economy and the reduction of poverty and social exclusion, and an improvement in the quality of life. Responsible, sustainable consumption and sustainable production are extremely relevant on an organisational level, as sustainable development on a national or regional scale is impossible without the sustainable development of specific organisations concerned. International concern about impacts on economic, social and environmental areas has prompted numerous organisations to see that their activities/businesses become green.

Systems of sustainable development indicators are applied in many countries, taking into account the monitoring of strategic objectives and the assessment of progress. However, drastic environmental change affects not just the production and consumption of goods provided, but also endangers people's health and their responsible behaviour. In addition, there is a lack of clear and consistent indicators for analysing sustainable, responsible consumption. Therefore, to sum up, we can state that, in order to meet the demands of contemporary society, processes need to be evaluated at a cross-border level, and comprehensively, via a combination of economic, social and environmental development indicators.

Organisations that pursue the creation of a green image based on a sustainable business concept should produce goods or supply services that are marketable in a certain period. This way, the behaviour of consumers and producers will change, and sustainable and responsible consumption will be achieved.

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TEORINIS POŽIŪRIS Į DARNAUS VYSTYMOSI KOMPONENTŲ POVEIKĮ DARNIAM VARTOJIMUI

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Santrauka

Vartojimas išsivysčiusiose šalyse tapo ekonomikos augimo varikliu ir gerovės rodikliu. Tačiau besaikis vartojimas, vartotojiška visuomenė ir jos poreikiai skatina gamybos apimčių augimą ir kelia ekonomines, socialines, ekologines, klimato kaitos problemas. Tad būtina iš esmės keisti gamtos išteklių naudojimą ir produktų gamybą, platinimą, vartojimą, šalinimą. Siekiant pakeisti esamas tendencijas ir skatinti ekologiškiau gyventi, būtina visuomenės įtrauktis – nuo pavienių asmenų ir verslo organizacijų iki centrinės ir vietos valdžios. Darnus vystymasis yra ilgalaikė visuomenės plėtros strategija, kelianti iššūkius ekonomikos raidai, siekiant skatinti darnią ir tolygią ekonominės veiklos plėtrą, aplinkos apsaugą ir jos kokybės gerinimą, gyvenimo lygio ir kokybės gerėjimą. Darnaus vystymosi valdymą galima įgalinti sprendžiant darnaus vartojimo klausimus (darnus, tausojantis vartojimas tampa žaliosios ekonomikos, skurdo mažinimo, socialinės atskirties, gyvenimo kokybės gerinimo pagrindu), nes būtent vartojimo pokyčiai iš esmės lėmė darnaus vystymosi principų atsiradimą (Jurgelėnas, 2014).

Darnaus vartojimo problematika ypač aktuali organizacijų lygmeniu, nes darni šalies ar regiono plėtra neįmanoma be konkrečių organizacijų darnios plėtros. Tarptautinis susirūpinimas poveikiu ekonominei, socialinei ir aplinkos sritims paskatino daugelį organizacijų sutelkti dėmesį į savo veiklos *žalinimą*. Kadangi darnus vartojimas siejamas su gamintojo ir vartotojo pozicijomis, svarbios tampa papildomos investicijos į mažiau taršias technologijas, „sąžiningos prekybos“ nuostatų laikymasis ir kompromisų, siekiant įgyvendinti verslo įmonių tikslus, kartu užtikrinti visuomenės gyvenimo kokybę, paieška. Atsakingos organizacijos, kuriančios žaliąjį įvaizdį ir plėtojančios žaliąją verslo praktiką organizacijos valdyme ir kasdieninėje veikloje, paremtą darnaus verslo koncepcija, gamina prekes ir teikia paslaugas, kurios patenkintų atsakingo vartotojo poreikius. Tad nuolat ieškoma ekonomikos augimo, aplinkos apsaugos, socialinio teisingumo, teisinės valstybės įtvirtinimo darnos, siekiant pažangos, kartu išsaugoti išteklius ateities kartoms. Tyrimo tikslas – išnagrinėti darnaus vystymosi komponentų poveikį darniam vartojimui. Tyrimo objektas – darnaus vystymosi komponentai. Tyrimo metodai: mokslinės literatūros kritinė analizė, abstrahavimas, sintezė.

PAGRINDINIAI ŽODŽIAI: *darnus vartojimas, atsakingas vartojimas, darni plėtra, žalioji organizacija.*

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