

ELKINGTON CONCEPT FOR THE INCLUSION AND SUSTAINABILITY OF THE NATIONAL ECONOMY

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The modern economic development of the country for many years has been directly dependent on the goals and objectives that the national economy poses to it. According to the National Program Documents of the Republic of Belarus, we strive to increase the economic well-being of the population by increasing the level of labor productivity, as well as by achieving the inclusiveness of the economic system. The very concept of inclusiveness in our case means the inclusion of all economic entities in the processes of interaction (production) when creating a social product. Thus, at the macroeconomic level, it becomes important to achieve sustainable and long-term economic development.

In modern concepts, the strategy of inclusivity acquires a different vision. It is considered as a balance between production, society and nature. In the 1990s, John Elkington, in his research, sought to measure the sustainability of the national economy by introducing a new productivity system in American corporations. This accounting system soon became known as The Triple Bottom line [1]. She changed the idea of indicators of profit and return on investment. In advanced corporations, it should include environmental and social aspects. By focusing on comprehensive investment outcomes (in terms of productivity on the interrelated aspects of profit, people, and the planet), a new reporting form can be an important tool to support the goals of sustainable economic development. Elkington's follower Andrew Savitz [2] summarized the definition of The Triple Bottom line as a stable system position in which the impact of an organization's activities on natural components and nature as a whole can be measured; in addition, the indicators of measurement should include the profitability of the corporation, its values, as well as the proportional ratio of the production, social and natural components.

In our opinion, the concept may be applicable in the conditions of a modern economy, however, the question arises of the non-universality of units and measurement methods. Each national economy measures its basic economic indicators by different methods and methods, both at the macro, meso and micro levels. Thus, the costing of Western corporations will differ significantly from the costing of European countries, including the Republic of Belarus. It is also relevant in which units to reflect the final result, whether it will be a monetary equivalent or a sufficient proportion in terms of percentage or shares. On the other hand, the lack of a universal calculation method allows company owners and business shareholders to synthesize their own algorithms for highlighting company productivity based on this strategy, considering individual business indicators that have a direct or indirect effect on the final result. For example, when considering the manufacturing sector, companies can use decreasing or increasing ratios when calculating, considering the influence of tax rates, the level of wages in the sphere and by regions, as well as the level of staff skills and unemployment.

The sectoral affiliation of the economic indicator will have a special impact on the emphasis in calculating indicators. Given the three-factor stability model, 3 blocks can be distinguished:

1. Economic;
2. Natural variables (environmental);
3. Social.

Among economic indicators, one should consider personal income, the cost of underemployment, the increase in the supply of jobs, the level of outflow (the level of depletion of the economic sector, i.e. the ratio of the number of created and retired business units in the economy or the economy), the distribution of employment by sectors of the economy, percentage the ratio of firms in sectors of the economy, income by sectors of the economy, taking into account the contribution to the total gross domestic product.

Environmental meters are indicators of the impact on the viability of natural resources (renewable and non-renewable). In our opinion, it is worth considering air quality, energy consumption, waste level, concentration of harmful substances in the atmosphere (sulfur dioxide, nitric oxide). In the ideal sense, significant contributions to the development of the three-factor model are the analytical justification for the functioning of the corporation, considering the impact (positive or negative) on the environment, with

the allowable use of harmful substances and the proposed measures to neutralize the effects of production on the environment.

According to the author, the social component can be represented in the form of benefits received by society and the result (positive or negative) exerted on the other components of the Elkington model. We single out the level of education, and its accessibility (the availability of educational institutions of different levels, the number of training places in relation to the population of the country, the level of qualifications and quality of education), the level of health care and the quality of life of the population, the availability of social capital. Social metrics can be the unemployment rate, the ratio of male and female employment (gender-labor inclusion), the average per capita income of the population and households separately, the poverty level, the percentage of educated and uneducated people, average life expectancy and retirement age, as well as the percentage of working pension population, the ratio of young people to retirement.

The above data can be collected both at the regional and state levels, depending on the desired result in the analysis or research. The concept described by us is already popular among Western business. Such companies as General Electric, Unilever, Procter and Gamble, 3M and Cascade Engineering [3] have successfully used the idea and metrics of the three-factor model in analyzing the results and forecasting the activities of corporations. Cascade Engineering determined in its economic forecasts for the company that such significant indicators are: economic (the level of taxes paid to the budget), social (average training time for field employees, average period of employees in the company, charity), ecology (greenhouse gas emissions, use of secondary / recycled raw materials, water consumption, level of electricity consumption, quantity and quality of waste). Thus, when using the concept, each individual business should be considered with its needs, goals and objectives. The strategic result of the implementation of the concept will be formed in proportion to the quality of the analysis and accounting of the necessary accounting criteria

List of references

1. John Elkington, "Towards the Sustainable Corporation: Win-Win-Win Business Strategies for Sustainable Development," *California Management Review* 36, no. 2 (1994): 90–100.
2. Andrew Savitz, *The Triple Bottom Line* (San Francisco: Jossey-Bass, 2006).
3. Timothy F. Slaper, Tanya J. Hall *The Triple Bottom Line: What is it and how does it work* // Indiana University Kelley School of business, Indiana business research center [Electronic resource]. – 2019. – Access mode: <https://www.ibrc.indiana.edu/ibr/2011/spring/pdfs/article2.pdf>. — – Access date: 21.02.2020.