

PRACE NAUKOWE

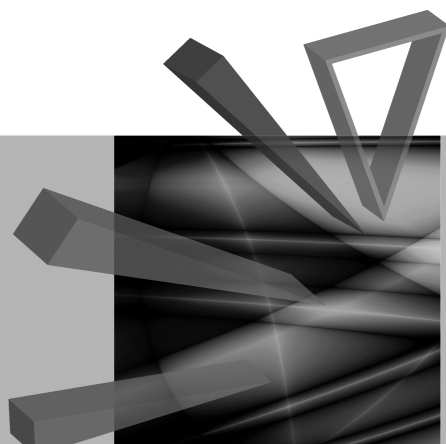
Uniwersytetu Ekonomicznego we Wrocławiu

RESEARCH PAPERS

of Wrocław University of Economics

318

Polityka zrównoważonego i zasobooszczędnego gospodarowania



Redaktor naukowy

Andrzej Graczyk



Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu
Wrocław 2013

Redakcja wydawnicza: Anna Grzybowska

Redakcja techniczna i korekta: Barbara Łopusiewicz

Łamanie: Agata Wiszniewska

Projekt okładki: Beata Dębska

Publikacja jest dostępna w Internecie na stronach:

www.ibuk.pl, www.ebscohost.com,

w Dolnośląskiej Bibliotece Cyfrowej www.dbc.wroc.pl,

The Central and Eastern European Online Library www.ceeol.com,

a także w adnotowanej bibliografii zagadnień ekonomicznych BazEkon

http://kangur.uek.krakow.pl/bazy_ae/bazekon/nowy/index.php

Informacje o naborze artykułów i zasadach recenzowania znajdują się

na stronie internetowej Wydawnictwa

www.wydawnictwo.ue.wroc.pl

Kopiowanie i powielanie w jakiegokolwiek formie

wymaga pisemnej zgody Wydawcy

© Copyright by Uniwersytet Ekonomiczny we Wrocławiu

Wrocław 2013

ISSN 1899-3192

ISBN 978-83-7695-339-7

Wersja pierwotna: publikacja drukowana

Druk i oprawa:

EXPOL, P. Rybiński, J. Dąbek, sp.j.

ul. Brzeska 4, 87-800 Włocławek

Spis treści

Wstęp	11
-------------	----

Część 1. Reorientacja strategii zrównoważonego rozwoju

Małgorzata Gotowska, Mitsuo Shigenobu: Diagnosis actions for sustainable development – a comparative study	15
Ewa Jastrzębska, Paulina Legutko-Kobus: Reorientacja strategii zrównoważonego rozwoju – w stronę ekonomii społecznej i ekonomii daru	23
Joost Platje: A theoretical assessment of the EU's smart, sustainable and inclusive growth policy on resource use	37
Bożena Ryszawska: Koncepcja zielonej gospodarki jako odpowiedź na kryzys gospodarczy i środowiskowy	47
Bożydar Ziółkowski: Ewolucja idei zrównoważonego rozwoju	57
Andrzej Graczyk: Strategia Europa 2020 a rynkowa orientacja polityki ekologicznej	65
Małgorzata Śliczna: Charakterystyka ustawodawstwa i wybranych metod certyfikacji „zielonego budownictwa”	75
Adam Zawadzki: Outsourcing jako narzędzie zasobooszczędnego gospodarowania	84
Justyna Zabawa: Inwestycje w odnawialne źródła energii. Próba oceny wybranych przykładów i ich efektywności	95
Jerzy Mieszaniec, Romuald Ogrodnik: Zakres działalności innowacyjnej przynoszącej korzyści dla środowiska w przedsiębiorstwach górniczych .	105
Romuald Ogrodnik, Jerzy Mieszaniec: Górnictwo węgla kamiennego w kontekście zrównoważonego rozwoju	116
Agnieszka Ciechelska, Zbigniew Szkop: Instrumenty ekonomiczne w gospodarce odpadami komunalnymi na przykładzie uprawnień zbywalnych do składowania odpadów biodegradowalnych w Anglii	126

Część 2. Polityka ekologiczna i jej instrumenty

Elżbieta Broniewicz: Analiza efektywności kosztowej polityki ekologicznej – przegląd teorii i doświadczeń	139
Agnieszka Ciechelska: Poprawa wykorzystania instrumentów opłatowych w gospodarce odpadami - propozycje modyfikacji prawnych.....	147
Joanna Sikora: Jak zmniejszyć emisyjność gospodarki?	157

Agnieszka Lorek: Problemy i uwarunkowania gospodarki odpadami komunalnymi w województwie śląskim.....	168
Joanna Godlewska: Instrumenty wspierania lokalnej polityki energetycznej zgodnej z zasadami zrównoważonego rozwoju.....	178
Małgorzata Karpińska-Karwowska: Kreatywność i przedsiębiorczość mieszkańców miasta i gminy Pisz w świetle badań	188
Krzysztof Posłuszny: Etykietowanie opon jako element programu zrównoważonej mobilności Unii Europejskiej.....	200
Bartosz Bartniczak: Udzielanie pomocy publicznej w kontekście zasad zrównoważonego rozwoju.....	210
Anna Dubel: Regionalne preferencje dotyczące dofinansowania przez Unię Europejską adaptacji do zmian klimatycznych na poziomie regionalnym na przykładzie zlewni Warty.....	220

Część 3. Zarządzanie w duchu zrównoważonego rozwoju

Radosław Dziuba: Możliwości wdrożeniowe założeń hotelu ekologicznego na przykładzie certyfikatu „Czysta Turystyka” w regionie łódzkim. Częściowe wyniki badań.....	231
Barbara Kryk: Polityka regionalna w kontekście wyzwania efektywnego wykorzystania zasobów	242
Agnieszka Panasiewicz: Zarządzanie ryzykiem środowiskowym jako narzędzie wspierania gospodarki bardziej przyjaznej środowisku	255
Ksymena Rosiek: Przedsiębiorstwo społeczne jako odpowiedź na wyzwania rozwoju zrównoważonego	264
Agnieszka Rzeńca: Kłastory energetyczne w Polsce – nowa forma współpracy w ochronie środowiska	275
Łukasz Szalata: Zarządzanie środowiskiem poprzez implementację modelu miasta niskowęglowego/niskoemisyjnego drogą do zrównoważonego rozwoju aglomeracji miejskich.....	286
Dorota Bargiel: Bariery we wdrażaniu idei społecznej odpowiedzialności biznesu w przedsiębiorstwie.....	294
Lidia Kłos: Ślad ekologiczny jako wskaźnik zrównoważonej konsumpcji i produkcji.....	303
Agnieszka Sobol: Ekoinnowacje w gospodarce komunalnej jako narzędzie realizacji polityki zrównoważonego rozwoju – na przykładzie miasta Bielsko-Biała ..	314

Część 4. Zrównoważona konsumpcja

Robert Karaszewski, Małgorzata Gotowska, Grzegorz Hoppe, Anna Jakubczak: Społeczna odpowiedzialność przedsiębiorstw i konsumentów – studium przypadku	325
--	-----

Robert Karaszewski, Anna Jakubczak, Grzegorz Hoppe, Małgorzata Gotowska, Piotr Dudziński: Znaczenie społecznej odpowiedzialności konsumentów i biznesu w zrównoważonym rozwoju.....	334
Dariusz Kielczewski: Zasobooszczędne gospodarowanie a modele konsumpcji zrównoważonej	343
Monika Paradowska: Wybrane problemy kształtowania zrównoważonych zachowań konsumpcyjnych w transporcie indywidualnym	353
Irena Rumianowska: Ekokonsumpcja jako warunek efektywniejszego wykorzystania zasobów przyrodniczych a świadomość i zachowania konsumentów polskich.....	364
Sylwia Słupik: Uwarunkowania rozwoju zrównoważonej konsumpcji energii w Polsce	376

Summaries

Part 1. Reorientation of sustainable development strategy

Małgorzata Gotowska, Mitsuo Shigenobu: Działania diagnostyczne na rzecz zrównoważonego rozwoju – studium porównawcze: Japonia i Polska.....	22
Ewa Jastrzębska, Paulina Legutko-Kobus: Reorientation of strategies for sustainable development – towards a social economy and the gift economy ...	36
Joost Platje: Teoretyczna ocena inteligentnej, zrównoważonej i sprzyjającej społecznemu włączeniu polityki Unii Europejskiej korzystania z zasobów ..	45
Bożena Ryszawska: The concept of the green economy as an answer to the economic and environmental crisis	56
Bożydar Ziółkowski: Evolution of sustainable development idea.....	64
Andrzej Graczyk: Strategy Europe 2020 and the market orientation of ecological policy.....	74
Małgorzata Śliczna: Description of regulations and chosen certification's methods of green buildings.....	83
Adam Zawadzki: Outsourcing as a tool of resource-efficient use	94
Justyna Zabawa: Investments in renewable energy sources. An attempt to evaluate selected examples and their effectiveness	104
Jerzy Mieszaniec, Romuald Ogrodnik: The scope of innovation activity for the benefit of environment in mining enterprises	115
Romuald Ogrodnik, Jerzy Mieszaniec: Hard coal mining in the context of sustainable development.....	124
Agnieszka Ciechelska, Zbigniew Szkop: Economic instruments for municipal waste management – case study of the Landfill Allowance Trading Scheme in England	135

Part 2. Ecological policy and its tools

Elżbieta Broniewicz: Cost-effectiveness analysis of environmental policy – theory and practice overview.....	146
Agnieszka Ciechelska: Charge instruments using improvement in waste management – law adjustments proposals.....	156
Joanna Sikora: How to reduce the emission level of economy?	167
Agnieszka Lorek: Problems and conditions of municipal waste management in Silesian Voivodeship.....	177
Joanna Godlewska: Support instruments for local energy policy compatible with sustainable development principles	187
Małgorzata Karpińska-Karwowska: Creativity and entrepreneurship of citizens from town and community of Pisz in the light of analysis.....	198
Krzysztof Posłuszny: Labelling of tyres as a part of sustainable mobility policy in the European Union	209
Bartosz Bartniczak: Granting state aid in the context of sustainable development principles	219
Anna Dubel: Regional preferences concerning European Union subsidies to climate change adaptation at the regional level: case study of the Warta catchment.....	228

Part 3. Management in the spirit of sustainable development

Radosław Dziuba: Possibilities of implementation of ecology hotel assumptions on the example of ecological certification “Clean Tourism” in the region of Lodz. Partial research results	241
Barbara Kryk: Regional policy in the context of the challenge of effective use of resources	254
Agnieszka Panasiewicz: Environmental risk management as a tool of greener economy support.....	263
Ksymena Rosiek: Social enterprises as a response to the challenges of sustainable development.....	273
Agnieszka Rzeńca: Renewable energy clusters in Poland – a new form of cooperation in the area of environmental protection	284
Lukasz Szalata: Environmental management through the implementation of low-carbon city model as a way to sustainable urban development.....	293
Dorota Bargiel: Barriers in implementing the idea of Corporate Social Responsibility in company.....	302
Lidia Kłos: Ecological footprint as an indicator of sustainable consumption and production	313

Agnieszka Sobol: Ecoinnovations in municipal economy as a tool towards the policy of sustainable development – a case study of Bielsko-Biała city	322
--	-----

Part 4. Sustainable consumption

Robert Karaszewski, Małgorzata Gotowska, Grzegorz Hoppe, Anna Jakubczak: Corporate Social Responsibility and Consumers Social Responsibility – case study	333
Robert Karaszewski, Anna Jakubczak, Grzegorz Hoppe, Małgorzata Gotowska, Piotr Dudziński: The importance of Consumer Social Responsibility and Corporate Social Responsibility in sustainable development	342
Dariusz Kielczewski: Resource efficient economy and sustainable models of consumption.....	352
Monika Paradowska: Selected problems of creating sustainable consumer behaviour in individual transport.....	363
Irena Rumianowska: Eco-consumption as a condition for more effective use of natural resources and the awareness and behavior of Polish consumers	374
Sylwia Słupik: Determinants for the development of sustainable energy consumption in Poland	385

Małgorzata Gotowska

University of Technology and Life Sciences in Bydgoszcz, Poland

Mitsuo Shigenobu

DAIWAGIKEN AIR CONDITION COMPANY, Tokyo, Japan

DIAGNOSIS ACTIONS FOR SUSTAINABLE DEVELOPMENT – A COMPARATIVE STUDY: JAPAN AND POLAND

Summary: The objective of the study was to compare two countries: Japan and Poland. We evaluated the two countries in terms of basic indicators of sustainable development. In addition, the diagnosis was performed of sustainable development activities in both countries. We compared the countries in human development index and the measure competitiveness. They are measures of sustainable development. This study found that Japan was a highly developed country, where much had been done to make the development sustainable. This country has vast experience. It has a lot of success in this field, but also several defeats. Poland as a country which is trying to act according to the rules of sustainable development, should draw on the experience of Japanese society to make as few as possible the same or similar mistakes.

Keywords: sustainable development, human development index, competitiveness index.

DOI: 10.15611/pn.2013.318.01

1. Introduction

The concept and interest in the environment, and consequently in sustainable development appeared in the early 60s. One of the first concepts of sustainable development was presented in 1987 in the book “Our common future” issued by the World Commission on Environment and Development. We can read in the book that “Sustainable development is a kind of development that would meet the needs of present times in such a way that future generations can also meet their needs and expectations [*Our common future...* 1987]. It follows that sustainable development is the one in which the needs of the present generation are met without compromising the ability of future generations to meet their own needs. In 1992 at the Conference in Rio de Janeiro the Agenda 21 was adopted, a program to achieve sustainable development that contains a set of recommendations and guidelines for governments and

international organizations. The document addresses four areas: social, economic, environmental and institutional, which are the elements that contribute to sustainable development. Ten years later, great attention to the issues discussed was played by the World Summit on Sustainable Development in Johannesburg. There were two documents adopted: the Declaration on Sustainable Development and Action Plan covering such topics as: water, energy, health, agriculture, biodiversity and other issues. After this meeting specific tasks were set for local communities, local governments and the business sector.

In June 2012 in Rio de Janeiro the world's leaders meeting was held to reach a common agreement on global action to protect the future of our planet and the rights of future generations around the world to a healthy and fulfilled life. It is very important, because sustainable development today means not only protection of the environment, but also greater awareness of the life of 7 billion people. Changing their lifestyle will influence the presence and future of our planet.

The purpose of the study was to compare the two countries: Japan and Poland in terms of basic indicators of sustainable development. Anyone who observes the modern world and the directions of development knows a position of Japan – one of the most developed countries in the world, and Poland – a country of many wars, and constant financial problems. However, personal observations of co-author and her discussions during her stay in Japan indicate that despite huge differences in culture, we have a lot in common. Definitely we can learn a lot from each other, including sustainable development and help each other, even after the tragic crash and explosion of Fukushima nuclear power plant. This is where contaminated area is located, needing healthy food, which in turn is produced in Poland. Of course there are more examples of changes that can be given.

In connection with the ranking of main goals the authors defined research tasks, which include:

- Diagnosis for sustainable development in Japan,
- Diagnosis for sustainable development in Poland,
- Comparative analysis of basic indicators of sustainable development set for Japan and Poland.

For the accomplishment of the research tasks the “desk research method” was used, and the data source reports were published by the UNDP and Sol Ability.

2. Courses of action for sustainable development in Japan

Japan is a small country in terms of area, but as far as population is concerned Japan occupies the 10th place in the world. In 2012, the population was over 127 million living 336.31 km².

Such a large population also generates high GDP per capita which in 2010 amounted to 33828 USD at PPP. Their dynamically growing economy is also the major challenge for sustainable development. However, authorities and society of the country

seems to realize this and that is why even in small, mundane matters sustainable development is principle, both in economic, environmental, institutional and social terms. Social responsibility is principal, both in business and from a consumer perspective. These include changes in consumption patterns in Tokyo offices. In other prefectures the administration and corporations has also become more environmental friendly and more aware of environmental issues, ecology and sustainable development.

In the economic field Japan works very intensively, especially in the field of international cooperation providing financial assistance to many institutions and programs on global warming, biological diversity of marine environment and those related to the promotion of principles of Agenda 21. Japan joined in the financing of energy efficient technologies (hybrid technology in cars, Honda and Toyota), new and renewable energy sources, forest conservation and afforestation, and the prevention of new contamination of the air. Also the way of division of labor changed when we compare Japan with other countries. Japanese manufacturers increasingly produce a lot of their products abroad. For example in 2010 in Poland there were launched seven new companies with Japanese capital, including five in the manufacturing sector (Bridgestone, Canon, Lotte, Hitachi, Green Power Investment) and two trade (Muji, Toranoko). Consequently, at the end of 2010 in Poland operated 268 companies with Japanese capital, including about 80 in the manufacturing sector. Within 10 months of 2011, Japanese companies carried out the following six investment projects in Poland, including Toyota Boshoku Aishin Ai (TBAA) (production of seats for the new model of Toyota Yaris), Bridgestone (financial and accounting center in Poznan), Lotte (foam production marshmallow), Yamazaki Mazak (technology center in Katowice), Sumitomo Chemical (DPF filters for diesel engines) and Pilkington (production of car windows) [<http://www.ms.gov.pl/files/Informator%20ekonomiczny%20-%20pdf/Japonia/Japonia%2004.pdf>] [access: 30.04.2012]]. Of course these are just some examples of good practices of Japanese investment and trade that lead to the improvement of global economy.

Activity of Japanese society in the environmental area is also significant, especially in agriculture, which prefers safe food and solid food reserves based on domestic production. On the other hand, agriculture is not detrimental to the environment, especially water galleries. The society and their governments alike have realized the fact that resources are limited, especially their water resources. This country does not want to deal with the shortage of water, therefore every Japanese knows that water needs to be conserved. Japanese also protect the environment by reducing harmful emissions (carbon dioxide, carbon monoxide, nitrogen oxide and others) by promoting non-motorized transport, building bicycle paths and walkways for pedestrians. As a result of the increasing amount of wastes (most highly developed society in Asia), including dangerous wastes, Japan has prepared a program for sorting, collecting, transporting, recycling and disposing waste. In Japan, most of the waste is burned (to a large amount of waste disposal it is a good process, but not to all), so now the main problem of Japanese cities is the large amount of dioxins that enter the atmosphere

during combustion. This is a serious problem. Therefore Japanese use different forms of waste treatment such as composting. In the past in Kani, one of the Japanese cities (now in many cities in Japan) people solved the problem of community kitchen waste using the technology of Effective Microorganisms (EM). Organic waste from households is fermented in a special container Bokashi, and then picked up by relevant services. This very valuable fertilizer goes to green areas, private gardens and vegetable gardens. In the first year this system has reduced waste by 1,000 tons, and also reduced the amount of dioxin produced in incinerators.

Japan is also famous for many programs and activities in the area of sustainable development. Japan is a country where poverty is a marginal problem. Therefore Japan helps more than 150 developing countries and not just in financial terms, but also sending their technical experts and taking on the training of participants from other countries. The government is trying to fight against demographic problems, for example, by populating rural areas, including special protection of the elderly and the disabled. Three years ago, when Japanese government announced a drop in GDP, government felt responsible for the whole society. In such a “crisis” situation Japanese supports the society by offering allowances that should prevent Japanese society from reducing their standard of living. A large number of people in a small area is another demographic problem in Japan, and it creates problems with housing. This refers primarily to the rational management of land, and building environmentally friendly houses, the use of alternative energy, clean water circulation and recycling of waste, including organic waste. In cooperation with the United States, Japan has formed a global partnership program dealing with standard of living, health, environment, drug trafficking and economic development. Therefore, environmental education, and especially the realization of sustainable development strategies, is especially important. Because of that students are taught about sustainable development and increase their awareness on issues of sustainable consumption and production patterns.

3. Courses of action for sustainable development in Poland

As inhabitants of Poland we recognize our shortcomings and actions that do not have positive influence on sustainable development. Therefore, the study will address only the assumptions and principles for sustainable development contained in the strategy for Poland to 2025. Before Poland implemented the strategy, the government had passed the National Environmental Policy in 1991. It was not perfect, but it laid the foundation for the development and implementation of the strategy. Poland has already succeeded in:

- creating the necessary legal basis for the rational management of renewable and non-renewable environment, and protecting the environment from economic pressure from human activities;
- creating institutional structures for environmental management at central, regional and local level and monitoring the implementation of the law;

- economizing environmental activities based on the principle called “user and polluter pay” and the principle of “double benefit”(win-win strategy),
- significantly reducing inequality and quantity of pollutants released into the environment and a noticeable improvement in its condition,
- significantly increasing environmental awareness and creating a legal basis for its participation in the processes of environmental management [*Polish Sustainable Development ... 2000*, p. 13].

With these achievements, Poland could create a global sustainable development. Therefore, the strategy has been defined and accepted due to the rules under which we work towards sustainable development. These are the rules:

Rule number 1, establishing the human right to healthy and productive life in harmony with nature and defining a man as the subject of sustainable development.

Rule number 2, defining the sovereign right of nations to use their natural resources without causing damage in other countries.

Rule number 3, establishing equal rights for the development of current and future generations.

Rule number 4, defining the role of environment as an integral component of the process of sustainable development.

Rule number 5, including preventive actions against poverty in all its forms and pathologies of the processes of sustainable development.

Rule number 7, obligation to national action and cooperation for the equilibrium of ecosystems.

Rule number 8, obligation to change consumption and production trends.

Rule number 10, obligation of public participation in environmental and resource management and decision-making process in sustainable development.

Rule number 11, determining the directions of development of national legislation, integrating environmental and developmental aspects.

Rule number 13, responsibility and obligation to repair environmental damage and the reparations of damages caused to the victims of a degraded environment.

Rule number 16, obligation to incur the costs of pollution by the manufacturer of these pollutants and the internalisation of external environmental costs into product prices, which means the fees paid by users of the environment.

Rule number 17, the environmental impact assessment as a tool of management on the national and international scale.

Rule number 27, the duty of cooperation of governments and societies in good faith and a spirit of partnership to implement the principles of sustainable development [*Polish Sustainable Development 2000*, p. 13].

Full implementation of these principles can be possible only when Polish society is better educated and more aware. There are visible changes at the educational level, but they are still too small, especially in the context of science and technology. The state budget should increase spending on research and technology. However, Poland cannot be confined only to the consumption of foreign technologies. It should include

the transfer of technology in the context of regional and global levels that are expected on the market, and that are most profitable.

4. Measuring sustainable development – a comparative analysis

Sustainable development measuring indexes are not unified that is why a single measuring index has to be found that will fully represent the country to action for sustainable development. So far the authors have encountered such metrics as: GDP per capita, LPI – Living Planet Index, EF– Ecological Foot print and the HDI – Human Development Index [*The Global Sustainable ... 2012*]. The study presents two of them, HDI and Competitiveness Index.

Human Development Index is an indicator of social development. The UNDP report of 2011 shows that social development is defined as “expansion of the freedoms and opportunities of human life as we value and have reason to value”. It is an extension of choice. Freedom and the possibility are wider concepts than basic needs. “Good life” takes many elements that can be valued themselves, as well as instrumentally valuable we can appreciate, for example, biodiversity or natural beauty regardless of its contribution to the standard of our lives” [*Human Development Report ... 2011*]. This means that the social development of the country affects its level and greater awareness in order to observe the principles of sustainable development. Japan and Poland in terms of HDI are classified as highly developed countries. In 2011 this group included 47 countries worldwide. Japan took the 12th place and Poland the 39th. In terms of human development ranking the countries are 27 places apart, but on the other hand, when we look at HDI growth in individual years, Poland has the highest increase in the value of this index in researched studied years (Table 1).

Table 1. The evolution of social development in the years 1980-2011

Countries	1980-2011	1990-2011	2000-2011
Japan	0.47	0.41	0.33
Poland	-	-	0.50

Source: own study based on www.hdr.undp.org.

The second indicator evaluating the level of sustainable development in 176 countries, is Competitiveness Index. This is an indicator taking into account the long-term perspective of sustainable development, which in future will be decisive for the long-term competitiveness of the state. Therefore, countries are assessed in three areas: natural resources, resource efficiency, innovation and social cohesion, that is, in terms of those elements which constitute the pillars of sustainable development. In the ranking of all countries, Japan took the 9th place with a score of 56.0, while Poland was on the good 42nd place with a score of 46.6. On the basis of this indicator it can be concluded that the evaluated countries are similar in terms of social cohesion and

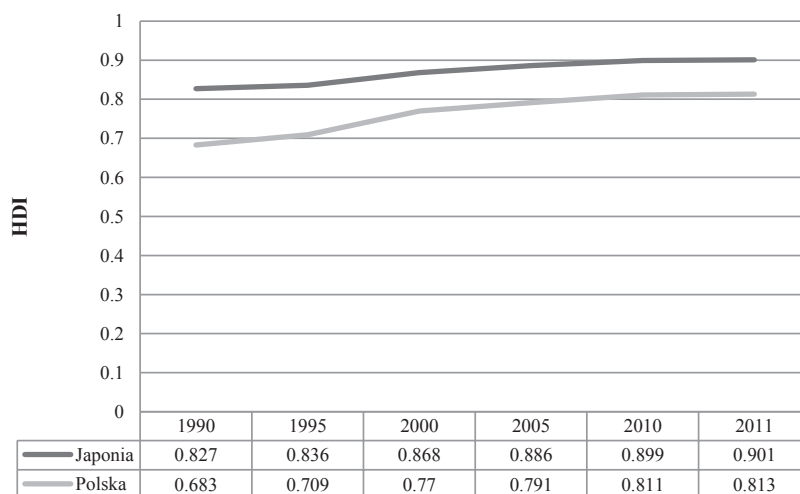


Figure 1. Comparison of human development index in Japan and Poland in the years 1990-2011

Source: own study based on www.hdr.undp.org.

resource efficiency. Yet the great distance separates them in the pillar of innovation, in which Japan is ranked 3rd and Poland only 50th (Table 2).

Table 2. Components of the index of competitiveness in Japan and Poland

Countries	Natural resources		Resource productivity		Innovativeness		Social cohesion	
	Ranking	Score	Ranking	Score	Ranking	Score	Ranking	Score
Japan	59	45.0	90	45.4	3	60.4	10	69.8
Poland	111	37.3	126	40.9	50	44.5	17	64.4

Source: own study based on *The Global Sustainable Competitiveness Index*. SolAbility, Ulsan, South Korea 2012.

The authors of the report also formulated the most important general conclusions from the World Competitiveness Ranking of Sustainable Development. On that basis they determined that:

- The highest competitiveness rate occurs in the Scandinavian countries and North-Western Europe;
- The amount of natural resources and their productivity is higher in countries with high biodiversity, favorable climate and adequate natural resources;
- Asian countries (Singapore, China, Japan, South Korea) are the most innovative in the field of sustainable development. Their problem, however, is the low productivity of local resources.

5. Conclusions

Comparative analysis shows that the problem of sustainability is very important for all countries around the world. This is because of limited resources and finding alternative sources. Highly developed country, such as Japan, and Poland, which is one of the leaders of developing countries (emerging markets), both deal with the issue of sustainable development. Despite this, both Poland and Japan can learn from each other certain patterns and solutions that work for sustainable development. The indicators (HDI and the index of competitiveness) indicate that Poland has still much to do in terms of sustainable development in comparison to Japan, although in terms of social cohesion and social performance Poland is not so far from Japan. Therefore we can state that it is a good example from which we can benefit, avoiding the mistakes that Japanese had committed before they became an economic and social leaders in the world.

References

- Human Development Report 2011. Sustainability and equality: A better future for all*, UNDP, Washington 2011.
- Our common future*, World Commission on Environment and Development, Oxford University Press, Oxford 1987.
- Polish Sustainable Development Strategy 2025*. 2000, http://www.urbanworks-toolkit.eu/pl/documents/Long-term_strategy_for_sustainable_development_-_Poland_2025.pdf
- The Global Sustainable Competitiveness Index*, SolAbility, Ulsan South Korea 2012.
- <http://www.msz.gov.pl/files/Informator%20ekonomiczny%20-20pdf/Japonia/Japonia%2004.pdf> (access: 30.04.2012).
- www.hdr.undp.org.

DZIAŁANIA DIAGNOSTYCZNE NA RZECZ ZRÓWNOWAŻONEGO ROZWOJU – STUDIUM PORÓWNAWCZE: JAPONIA I POLSKA

Streszczenie: Celem opracowania była próba porównania dwóch krajów: Japonii i Polski pod względem podstawowych mierników zrównoważonego rozwoju. Oprócz tego wykonano diagnozę stanu działań na rzecz zrównoważonego rozwoju w obu krajach oraz porównano je pod względem miernika rozwoju społecznego i miernika konkurencyjności. Są to mierniki zrównoważonego rozwoju. W wyniku przeprowadzonych badań stwierdzono, że Japonia to kraj wysoko rozwinięty, gdzie wiele zrobiono, aby rozwój był zrównoważony. Kraj ten ma ogromne doświadczenie w tym zakresie. Ma wiele w tym zakresie sukcesów, ale także kilka porażek. Polska jako kraj, który próbuje działać zgodnie z zasadami zrównoważonego rozwoju, i który powinien korzystać z doświadczeń japońskiego społeczeństwa i gospodarki, aby popęlić jak najmniej tych samych czy podobnych błędów.

Słowa kluczowe: zrównoważony rozwój, miernik rozwoju społecznego, miernik konkurencyjności.