

SUSTAINABLE DEVELOPMENT AND THE SOCIETY OF A NEW RISK

Introduction

The article presents how the idea of sustainable development might function in the frames of a risk society. The contemporary society refers to the plate where all different changes occur. There is a new understanding of the world. People face a new form of risk. And a new morality rules over the attitudes of people. Generally there is no one common project for the world. On the other hand sustainable development proposes the idea of building global balance in the area of social, economical and ecological orders.

The idea of sustainable development

The idea of sustainable development is a global project of solution the most sensitive problems of contemporary society which appeared at the end of the twentieth century as results of rapid waste of natural resources, growth of environmental pollution, increase of human population, fast urbanization, unsatisfied basic needs of people and global destabilization of natural and socio-economical systems. The idea of sustainable development appeals to the unquestionable need of changing contemporary values focused on the ideology of consumption.

According to the Brundtland Report sustainable development is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it key concepts:

- the concept of needs, in particular the essential needs of the world's poor, to which overriding priority should be given,
- the idea of limitation imposed by the state of technology and social and social organization on the environment's ability to meet present and future needs (World Commission ... 1987, p. 43).

Although the Report was created by the committee of the World Commission, and it obviously has some inconsistencies and contradictions characteristic to such a process, it was prepared carefully to be flexible to various constitutions. It suggested that it was not a problem of choosing between environmental protection and social progress, but rather a question deciding on patterns of economic and social development agreeable with proper environmental stewardship. The matter was one, which should appeal to the countries of the North as well as to the South – to reflect growing environmental awareness in the former and urgent development concerns of the later (Meadowcroft 2000, p. 371.).

We may say that the idea of sustainable development plays a key role that helps to create a special surrounding for the growth which is supported by four basic conditions: (1) necessity of taking into account the needs of the present and the future generations; (2) reduction of natural resources exploitation; (3) acceptance of

intergenerational justice principle for distributing rights and obligations; (4) acceptance of the integrated attitude towards development and natural environment.

A risk society

One of the characteristic features of modern society it is a «new form of risk». Naturally, phenomenon of risk – in the sense of uncertainty as a result of man's decisions concerning daily activity – has been always a common element of social life ever since. The risk we are talking about comes out from negative events which are independent of our decisions (the threats of sickness, accidents, cataclysms etc). In our epoch, which U. Beck names directly «risk society», this phenomena receives a new quality. We are living in the world which accumulates risk that is a cost of contemporary civilization and technology.

Risk situation appears not only as a result of making decisions but it has much wider philosophical and historical context. Now it is clearly evident that the project of man's domination over the nature created at the time of Enlightenment has not been completely possible to be achieved. It was illusionary assessment that due to extraordinary abilities man's rationality in the sphere of science and technology humanity would be able to overwhelm all irrational elements of nature, which might occur dangerous to man's security and welfare. This conviction was leading to the believe that there were some unlimited possibilities in the instrumental reasoning which would enable man to rule over the world (Horkheimer, Adorno 2010). Whenever people wants to dominate over the nature it has always turned against them. The results of such domination are usually unpredictably catastrophic.

In postmodern society – as A. Giddens says – the profile of risk has changed in a meaningful way in an objective sense understood as global expansion of growing risks and in subjective sense comprehended as an increasing perception and consciousness of man in the face of appearing threats (Giddens 2006, p. 150–197). Global expansion of risk touches millions of people living all over the world in spite of ethnic belongingness and the and the results of its consequences are usually shown post factum, for example: after the explosion of nuclear reactor Soviet Union, spill of toxic substance from chemical factory in Bhopal, after tragic outcome of AIDS in Africa, after appearance of unchangeable effects of climate changes etc. In this sense risk becomes universal threat for rich as well as poor, politicians and casual citizens, show stars and the homeless. There is no escape it rises over the world as a fatality and touches everyone. Terrifying is the fact that global expanse of risk, and especially its consequences are out of control in local as well as in global dimension.

A conviction of the risk created by modern society should lead to a successful reflection concerning the necessity of anticipating, projecting, assessing, controlling and preventing growing dangers and threats which cannot be neglected when it we talk about the quality of life present as well as future generations. Technique that is one of the main generators of risk cannot be a neutral system because not all its effects are to be used with the most noble intentions of any acting subjects.

Conclusions

Contemporary technology lets people to act in so immeasurable space-time reality at the same moment allowing them to face its outcomes, that means that individualistic and traditional frames of ethic are not sufficient. It becomes

indispensable to make a new step towards sort of universal ethics and it seems especially very import to notice the role and meaning a principle of responsibility which would be comprehended widely, holistic – promoting values overcoming limits of traditional, individualistic and practically-materialistic anthropocentrism, building at the same time possibilities for implementation of sustainable development.

References:

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Maja Prudzienica, PhD
Wrocław University of Economics
Wrocław, Poland

MARKETING IN NON-PROFIT ORGANISATIONS – THEORETICAL DISCUSSION

In the last twenty five years the number of non-profit organisations has increased extremely. The scope of their activities has broadened as well. Such organisations are involved in almost every aspect of human activity throughout in Poland and in the world. The non-profit organisations don't see only as engaged in marginal activities of dubious quality. They play an important role in almost every society, assisting in providing health care, in development of education, social well-being, etc. [1].

While nonprofit organizations are not in business to make money, they still need to attract clients and customers, as well as funders, volunteers and attention from the community they serve. Many nonprofits struggle to market themselves because they have limited resources, which they prefer to spend on their programs and services. However, materials such as newsletters, websites and other marketing products can be helpful in sharing important information about their work. Create marketing materials for a nonprofit organization by balancing quality and budget to develop useful pieces of information for the constituents you want to reach [2].

Although researchers appear to largely agree that the adoption of a market oriented perspective as well as marketing tools is important for non-profit organisations, it can be argued that market orientation is not a relevant concept for non-profit organisations because their mission (product) is defined in advance and cannot be changed in dependence of market needs. However, there is a wide range of