

employment (such as full-time employment on the basis of a permanent employment contract). This phenomenon includes both low-qualified staff and managerial level personnel. It may be stated that the flexicurity policy is a concept of looking for a balance between flexibility of the labour market, increasing competitiveness of companies and the entire economy and social security of the staff (including the unemployed). The policy is reflected in EU documents (e.g. the Europe 2020 Strategy) which stress the need to popularise untypical forms of employment across Europe with simultaneous maximally possible social protection for «untypical employees» and using flexible forms of employment to increase the economic activity level of groups which are marginalised on the labour market. The flexicurity concept assumes a need to agree positions of trade unions and employers' organisations so that flexicurity solutions beneficial for and approved by the both parties could be popularised.

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SUSTAINABLE DEVELOPMENT IN THE POLITICS OF THE BRITISH NEW LABOUR PARTY¹

A conscious appeal to an axiological system, which supposed to express the needs and interests of modern society, was a characteristic feature of the *New Labour's* doctrine. With great conviction, Tony Blair emphasized that politics was a matter of values. The main purpose of the British socialist project was to undertake a thorough modernization of the state according to the values that were founded in the concept of «third way». The values which appealed to social, economic, and ecological order occupied a special place. Thus the idea of sustainable development had a meaningful role in Blair's policy.

¹ This is the summary of my recent book: A. Płachciak, *Rozwój zrównoważony w polityce brytyjskiej Nowej Partii Pracy*, Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2015, pp. 276.

The main purpose of the book is to show the place and importance which the idea of sustainable development plays within the policy of the British *New Labour Party*. In order to obtain this goal the following partial objectives were set:

1. Displaying how *New Labour* conceived the idea of market socialism and the concept of «third way» as a challenge to modernize the doctrine of the British *Labour Party*.

2. Presenting the origins and advancement of the idea of sustainable development.

3. Identifying the idea of sustainable development as a model for establishing a vision of global sustainability with the consideration of economic, social and environmental orders.

4. Presenting sustainable development as a principle in which the concept of equitable approach to attain developmental goals in the world is a fundamental value.

5. Submitting the idea of sustainable development in the policy of the British *New Labour Party*, both in the context of its domestic and international strategy.

There are three main research thesis included in the monograph:

1. The idea of sustainable development within the political practice of *New Labour* plays an important part, which indicates the possibility of effective solutions for the state and social problems in the era of globalization.

2. The reception of sustainable development within the *New Labour's* doctrine shows that it was a modern and competitive political party.

3. The system of values in the concept of «third way» was a stimulating factor, which gave a better chance of sustainable development implementation into the *New Labour's* political project.

The basic research method, adopted for elaborating this study, was based on the analysis of the source documents and the literature concerning the evolution of the British *Labour Party*, with a special focus on the idea of sustainable development within Tony Blair's concept of *New Labour Party*. An important source of information were English materials, but also written by Polish authors. A comparable perspective was adopted in defining and qualifying the concept of sustainable development.

The monograph consists of an introduction, five chapters, summarizing conclusions and the list of references. The first chapter presents the evolution of the British *Labour's* doctrine. The final section of the chapter is focused on the *New Labour's* policy, which supposed to be compatible with the needs of globalization. The main designer and executor of that project was Tony Blair. The second chapter shows the origins of sustainable development. The emergence of this noble idea was associated with the debate undertaken by some international institutions, especially the United Nations, about global threats in the second part of the twentieth century. An important event which initiated the idea of sustainable development was Gro Harlem Brundtland Report published in 1987. Third chapter begins with the attempt to recognize the idea of sustainable development between the concept of utopia and political programme. The next two sections of the chapter present the idea of sustainable development within the context of social justice. Chapter four points at the place of sustainable development within domestic policy of *New Labour*.

Especially important areas of the research were: devolution reforms, social and economic policies and the national vision of environmental policy. The fifth chapter shows the idea of sustainable development within international policy of the British *New Labour*. The topics included in this chapter deal with climate change policy, the attempt of constructing a vision of sustainable development which is comparable with the EU one, and the issues of the international development assistance.

The attempt to present the place and reception of sustainable development within the *New Labour's* political doctrine in this monograph is only an initial stage of the research. There is undoubtedly a need to present a comparative study in a wider perspective, especially in the context of promoting the idea of sustainable development by western social democratic parties. Yet, such research would require writing another book.

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RURAL CULTURAL HERITAGE AS AN INNOVATIVE TOOL OF ECONOMIC, SOCIAL, AND CULTURAL DEVELOPMENT

This paper attempts to present the concept of innovation from rural perspective. Based mostly on the literature studies, it begins with an overview of the link between innovation and rural areas, with a focus on innovations based on cultural heritage. This is followed by a presentation of practical solutions aimed at stimulating rural areas.

Innovation is usually perceived in categories of new technologies, products, processes and services. It was demonstrated that innovative solutions are widely available in urban areas in terms of easier access to modern infrastructure, technology, financial capital, better education, and richer sources of human and social