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In the thematic monograph *Legal Insights into Environmental Sustainability*, the concept of sustainable development has been analysed as a legal and economic category, aiming to explore the way that changes in the socio-economic model impact public policy and normative framework. The results could serve as guidelines for policymakers to enhance states' efficiency in achieving the sustainable development goals, and define standards in terms of sustainable development. The themes covered in the monograph are internationally relevant, advocating best-practice approaches in the field.

Dr Mirko Vasiljević, Professor Emeritus

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LEGAL INSIGHTS INTO ENVIRONMENTAL SUSTAINABILITY

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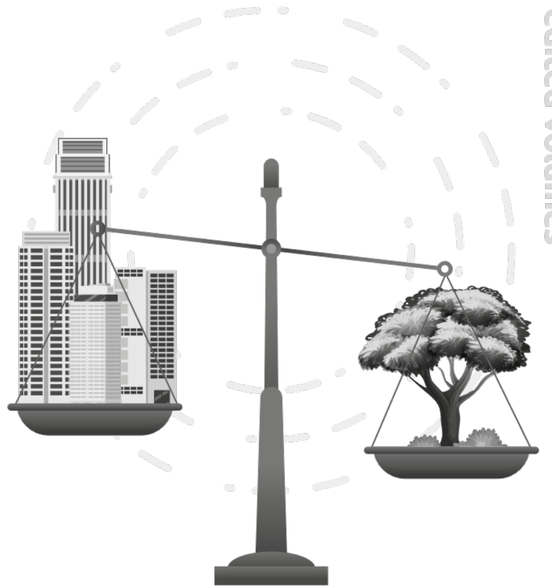

EDITORS: SANJA STOJKOVIĆ ZLATANOVIĆ, RANKO SOVILJ, IVANA OSTOJIĆ, MILKA DIMITROVSKA

LEGAL INSIGHTS INTO ENVIRONMENTAL SUSTAINABILITY

Exploring the intersection of various traditional legal disciplines – labour, business, and ecological law, with sustainability issues aims to offer valuable insights into the significant academic uncertainties about the future of a multilateral, globalized, and digitalized world, with law as an integral part of it. Global environmental protection issues are undoubtedly linked to economic development, societal progress, and finally, the exercise of fundamental human rights. Thus, legal, economic, and scientific reflections regarding the reconceptualization of basic notions/institutes by improving and/or adjusting the applied methods in various social science disciplines could contribute to the ongoing national and international debate at the public policy level, to implement theory in practice. This thematic monograph comprises eight research papers where legal ones dominate in Part 1 of the monograph related to the topics of Law and Sustainability, while the last two papers in Part 2 of the monograph deal with economic issues of sustainable development.

LEGAL INSIGHTS
INTO ENVIRONMENTAL SUSTAINABILITY

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ИНСТИТУТ ЗА
СОЦИОЛОШКИ И
ПОЛИТИЧКО
ПРАВНИ
ИСТРАЖУВАЊА

CONTENTS

PART B
ECONOMY & DEVELOPMENT

Preface

Humankind has been grappling with profound technological, societal, demographic, and climate changes, endeavoring to reshape the very concepts and ways of work and living. Understanding the paradigms of social and environmental justice in a transformed world of business and work requires a deeper examination of notions such as environmentalization, datafication, and platformization. The concepts of social and environmental justice need to be unified and considered together, acknowledging that the social environment is responsible for ecological, social, and economic crises and should be analyzed as a cross-cutting issue across traditional legal disciplines.

Exploring the intersection of various traditional legal disciplines – labor, business, and ecological law, as well as sustainability issues – aims to offer valuable insights into the significant academic uncertainties about the future of a multilateral, globalized, and digitalized world, with law as an integral part of it. Alongside these efforts, attempts have been made to introduce novel legal disciplines such as Digital or Internet law, Sustainable Development law, or even EU Climate law as normative responses to the

greatest scientific and technological revolution ever, i.e., the Fourth Industrial Revolution. Some academics go a step further by exploring the theoretical foundation for the interrelationship of science, technology, and law – "integrating technological materiality into a legal doctrine" in the era of digitalization and focusing on so-called "normative expectations," as they apply general legal principles and rules instead of "digital expectations" and constructions of society. Others advocate for the introduction of novel institutions and rules of law based on existing ones, integrating digital culture into digital law as an emerging legal discipline.

While social sciences, in general, are at a crossroads, lagging far behind the technical and natural ones, their role and involvement as a 'partner' in supporting enormous and rapid technological progress by controlling and impeding possible misuse and wrongdoings cannot be neglected. This is particularly true in terms of the legal consequences of ongoing changes.

Global environmental protection issues are undoubtedly linked to economic development, societal progress, and finally, the exercise of fundamental human rights. Thus, legal, economic, and scientific reflections regarding the reconceptualization of basic notions/institutes by improving and/or adjusting the applied methods in various social science disciplines could contribute to the ongoing national and international debate, at the public policy level to implement theory in practice. The interconnection between hard and soft law instruments is most visible in the field of the environmental legal landscape when focusing on raising awareness of the negative influence of today's humans on the future of the next generation and planet Earth, considering also the impact of business and economic activities on environmental degradation and vice versa. Furthermore, business activities take place in workers' environments, influencing workers' health and safety, while the work environment impacts the environment in general. Hence, economy, law (both traditional and emerging legal disciplines), and public policy are the key overlapping areas of research interest in terms of dealing with sustainable development goals in a digitalized world.

This thematic monograph comprises eight research papers where legal ones dominate in Part 1 of the monograph related to the topics of Law and Sustainability, while the last two deal with

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Market Economy and Sustainable Development: Example of Japan*

Abstract

The attitude of market economies towards environmental protection is in line with the definition, goals and principles of sustainable development prescribed by the United Nations. Each country includes areas such as preserving peace, reducing economic inequalities and poverty, increasing innovation, as well as reducing waste and the risk of climate change in its green economy strategies. This should provide future generations with a healthier and better working and living environment. There is growing talk of a strong industrial policy, based on the knowledge society, digitalization, competition and sustainable consumption with the intention of reducing industrial pollution and industrial waste management. The country that has consistently worked on respecting green goals and principles is Japan. The most striking example of aligning the United Nations Sustainable Development Goals for 2030 (SGS) with a company's sustainable development goals is Toyota. This company sees sustainable development as a part of its mission, in the development and production of cars, but also as a model of global, market and social sustainability.
Keywords: Sustainable development goals, United Nations, The role of the state, Japan, Toyota

Introduction and literature review

Developed market economies have been considering the issue of sustainable development for many years. The United Nations (UN) has set goals for sustainable development, with which developed market economies try to harmonize their economies and societies, and many international conventions, such as the Kyoto Declaration and the Paris Agreement, have been accepted as binding.

* This paper was written as part of the 2024 Research Program of the Institute of Social Sciences with the support of the Ministry of Science, Technological Development and Innovation of the Republic of Serbia.

However, the countries not considered to be developed, include environmental protection and a kind of "human protection" in their strategies on green economies. This should provide future generations with a healthier and better working and living environment. Through a partnership of all national actors, such as governments, the private sector, civil society and citizens, an inclusive agenda leading to the progress of society is possible. From the economic point of view, both growth and development are indicators of the economic well-being in a country, but the concept of sustainability introduces the component of the justification of the use of natural resources, or the opposite of the ujustified excessive consumption of natural resources (Miint & Kruger, 2011). In any case, the green economy should be low-carbon and inclusive – the use of resources should ensure such economic development that is equal "for all".

The aim of this paper is to prove the great importance of sustainable development and green economy in market economies, as they have been dealing with these problems for a long time. Also, the aim of the paper is to emphasize that market economies in their industries insist on smart growth – the economy based on knowledge and innovation; sustainability – promoting a more efficient, greener and competitive resource economy; and technological development – for economic and social benefits. The consequence is a change in traditional occupations, and the solution to this is sought in education for new jobs in sectors such as digitalisation, industry, agriculture, services, administration and green building. Human resources, in this concept, play a significant role, and it has always been like that when there were major socio-economic changes, because the speed of those changes depends on people's willingness to retrain and acquire additional qualification. The term human resources itself "... means that organizations have conscious knowledge about human potential as an innovative component, along with the possession of intellectual and biological potentials without which the work process cannot take place" (Maksimović, 2004: 13).

The following research methods were used in this paper: observation method and descriptive method. The research of the problem is based on theoretical, scientific and applied facts. This article gives an original contribution to science, emphasizing the topic of sustainable development in the theoretical concept, but

also testifying to its latest application in an international company. The examples of Japan and Toyota is cited for this. The goal is actually to improve the efficiency and economy when it comes to the use of factors of production, without destroying the environment. The essence is in reducing the negative effects on the environment and enabling the survival of people, flora and fauna on the planet Earth. The literature used in this paper includes scientific monographs and papers, as well as the official websites of the UN and Toyota.

And finally, a statement could be heard at the 2019 UN Annual Conference organized by the European Center for Peace and Development (ECPD) in Belgrade: "Without Human Security, there is no development, Without development, there is no peace, without peace, there is no rights, If you want Peace, educate for Peace." "Trust in key public institutions is a very important economic, sociological and political issue that significantly determines the functioning of a society and the well-being of citizens" (Matijević, Ostojić & Jovanović, 2022: 98). From this follows the question: Are the issues of sustainable development and environmental protection, issues of peace?

Research

Market economies have aligned their environmental goals with the definition, goals and principles of sustainable development prescribed by the United Nations – the UN Sustainable Development Goals (SDGs). This is a collection of 17 goals designed to be "a blueprint for a better and more sustainable future for all". The global goals are: (1) No poverty, (2) No hunger, (3) Good health and well-being, (4) Quality education, (5) Gender equality, (6) Clean water and sanitation, (7) Accessible and clean energy, (8) Decent work and economic growth, (9) Industry, innovation and infrastructure, (10) Reducing inequality, (11) Sustainable cities and communities, (12) Responsible consumption and production, (13) Climate action, (14) Life under water, (15) Life on land, (16) Peace, justice and strong institutions, (17) Partnerships for goals. UN experts expect that UN members will keep their promise and take actions in environmental protection that will lead to the cessation of deforestation by 2030 and consequently reduce methane emissions by 30%.

The relevant documents include: the 2015 Paris Agreement and the UN Framework Convention on Climate Change (UNFCCC). These documents call on the member states to intensify their efforts to tackle climate change, in order to prove themselves responsible, and to take the lead in combating climate change and its harmful effects on the planet. The Paris Agreement recognizes that climate change affects all of humanity, and when taking action to address it, countries must respect, promote and take into account their obligations regarding human rights, health, indigenous peoples, local communities, migrants, children, people with disabilities and people in vulnerable situations, as well as gender equality (UN: COPF26, 2021). Both documents also emphasize that economic and social development, poverty reduction and food security are among the top priorities of developing countries.

Prior to that, the Kyoto Protocol was adopted on December 11, 1997 in Kyoto, but entered into force on February 16, 2005, and currently has 192 signatory countries. In short, this Protocol obliges industrialized countries and economies in transition to limit and reduce greenhouse gas emissions, and to adopt policies and measures to mitigate the harmful impact on nature. According to the Protocol, countries must achieve their goals primarily through national programs and measures. However, the Protocol offers additional means to achieve environmental goals through three market mechanisms: International Emissions Trading, the Clean Development Mechanism (CDM) and Joint Implementation (JI). This is taken into account by the UN Secretariat for Climate Change, based in Bonn, Germany, which keeps an international transaction log to verify that the transactions comply with the rules of the Protocol. Replacing technology helps countries in reducing the harmful effects of climate change (What is the Kyoto Protocol? 2022). It is necessary to improve practical and relevant knowledge, build capacity and transfer technical knowledge on planning green economy projects and policy making in response to climate change and persistent poverty in mountainous countries. “Mountainous countries, with their rich water, biodiversity, including agrobiodiversity, and traditional knowledge, are largely following the path of low-carbon growth in their development policies and programs. However, persistent poverty, social and gender inequality, and

increasing disaster risks call for new actions to build resilience in all sectors" (Green economy in the context of sustainable development and poverty eradication, 2022).

Sustainable development is particularly important in ecology and geography (environmental protection and conservation of natural resources); then in biology (in the context of the survival of life and the human species on earth).

"In the economy, sustainable development refers to the rational use of natural resources in the process of creating sustainable economic (industrial) development and the possibility of creating new jobs; employment and human resource management. Such jobs are called green jobs. In addition, it is considered in economics from the point of view of sustainable development in tourism, then as technological development in industries, then as sustainable development in agricultural economics and application of agrotechnical measures, and in investment policy and international economy" (Maksimović, 2020: 245).

Sustainable development is a matter of qualitative improvement, while sustainable growth is a matter of qualitative increase. The concept of sustainability is the one that connects the environment, economy and society (Maksimović, 2020). The impression is that market economies were the first to study the issue of sustainable development, and for these reasons it is defined in the following way:

"Market economy is one in which individuals and private companies make major decisions about production and consumption. The system of prices, markets, profit and loss, incentives and rewards determine what, how and for whom to produce. Companies produce the goods that bring the biggest profits (what) using the cheapest production techniques (how). Consumption is determined by the decisions of individuals on how to spend the wages and income of the owner, acquired through work and ownership of property (for whom). The extreme case of a market economy, in which the state does not interfere in economic decisions, is called laissez-faire economy" (Samuelson & Nordhaus, 2005: 8).

There are still many definitions, but mostly they all come down to the fact that within the market economy, production and consumption are adjusted to the customer, that prices are

determined based on supply and demand, innovation is rewarded, investments are focused on product quality, and actions that lead to the reduction of unprofitable activities and giving a chance to profitable activities are emphasised. At the same time, competition is what encourages the mobilization of resources, for the benefit of society. "In the modern economy, success will be guaranteed to those organizations that are able to adapt quickly, are agile, bear responsibility with the expertise of their employees" (Maksimović, 2004: 5). However, it is the green economy that should lead to the reduction of environmental catastrophes, thus introducing a more colourful and safer life for people, and to the reduction of excessive exploitation of nature. In any case, efficient markets consist of institutions, implying the separation of the economy from politics and the rule of law. Thus, the industries of certain countries differ according to the development of institutions, technology and organization of companies. Therefore, it is said that there are three growth factors, namely: basic economic determinants (for example, market, consumer, price), institutional framework and cultural heritage of society, although the mainstay on which dynamic economic change rests is the continuity of interactions between institutions and organizations (North, 1997). Thus, "(1) the institutional framework will shape the direction of acquiring knowledge and skills and (2) that direction will be a decisive factor for the long-term development of that society. If a firm or other economic organization invests in knowledge that increases the productivity of physical or human capital or improves the knowledge of entrepreneurs and then the results, increasing productivity is also in line with economic growth" (North, 1990: 78).

Therefore, it is economic sustainability that requires decisions to be made in the most fiscally sound way, while social sustainability requires institutional stability and includes cultural identity. Institutions and institutional mechanisms as drivers of economic growth represent "a key factor in explaining the differences in achieved rates of economic growth between developed and less developed countries" (Ostojić, 2020: 135). The ultimate goal of social sustainability is poverty alleviation. Accordingly, the 2030 Agenda has five main themes, known as the Five P's, namely: people, the planet, prosperity, peace and partnerships. The UN calls for a partnership of government, private sector, research institutions, academies and civil

society organizations to encourage the improvement of the lives of future generations, but also to preserve the resources of the planet (Mensah, 2019). This is also an explanation of the concept of green economy, for which there is no universal definition in the literature. The concept of green economy is included in the reindustrialization of society, in addition to sophistication and advancement of technology. While the green economy should improve the well-being of people and contribute to the protection of the natural environment, the green industry is the one that does not cause damage to nature, or endanger human health. The first is responsible for the well-being of society, and the second for more efficient and responsible use of raw materials. Today, economies are committed to the policy of conservation of water resources, but also the development of technologies, protection of intellectual property, development of industries that depend on environmental resources (agriculture, forestry, tourism) and development of work skills to avoid structural gaps (Maksimović, 2020). In economic theory, in the section on economic growth, the paradigm of green development has long been present. Green development implies redirecting development policy to sectors such as energy efficiency, renewable energy, clean technologies, sustainable agriculture, green transport and water management, waste management, forestry, and tourism. In addition to the changes taking place in the market, the bearer of changes is also the state. It is precisely in the green development, as well as in the concept of "green industries", that small countries should see their chance for reindustrialization (Pokrajac & Josipović, 2015). "A green economy that includes social and economic the well-being of the environment is actually the way to sustainable development. It became a reality through the struggle to stop exhaustion resources of the planet Earth, as well as to try to eradicate poverty." (Maksimović, 2022: 61–62). Green jobs include those that ensure decent work, preserve the quality of the environment, provide adequate income, social protection and respect for workers' rights. The green jobs are being developed in green sectors such as agriculture, forestry, construction, manufacturing or transport, the bioenergy sector. It is obvious that new strategies are needed that will integrate the issues of energy, environment, policy, work of institutions, education and skills development, and thus encourage dignified work, while adapting to

climate change. “Considering its importance, it can be said that sustainable development has become a kind of scientific and technological enterprise” (Maksimović, 2020: 260).

The concept of sustainable development includes economic goals, such as good supply and distribution of goods, and customer satisfaction; but also political and social goals. Stability of the social and economic framework is needed in order to implement these goals. To achieve stability, the focus is on economic development policy, promotion of capital creation, better educational and health conditions, population, and development of financial and social institutions. Development policy refers to a number of measures needed for the development of a country, while development assistance is assistance to developing countries (for example, interest-free loans or low-interest loans). Today, this development assistance is called development cooperation, and it can be provided by one country, groups of countries or international institutions (Hemmer, 2008).

Each country includes in its strategies the green economy, and areas such as maintaining world peace, reducing economic inequalities, increasing innovation and reducing the risk of climate change. For example, in today’s Germany, the most important strategy is that of the creation of prosperity, i.e. creating a business environment that encourages innovation and prosperity based on creation. In this context, the concept of sustainability, which has been present in Germany for several decades and built into the model of social market economy, is being observed. “After the Second World War, the model of the social market economy began to be valid for the German peculiar way of running the state and the economy, called special way” (Maksimović, 2021: 85). In Germany, the term sustainability was first used in forestry, and meant that fewer trees were to be cut down than grown. Anglo-Saxon philosophers John Locke (1632–1704) and John Stuart Mill (1806–1873) initiated a debate on sustainability, arguing that resources should be used in such a way as to keep future generations in mind. The concept of sustainability remained in use in Germany during the 18th, 19th and 20th centuries, and is still used today. In the twentieth century, the key to its survival was the report of the UN Council and its Commission for Environmental Development in 1987 and the consideration

of a common future, known as the Brundtland Report. The three known pillars are ecologically, socially and economically connected. "Development is sustainable if it is appropriate to the needs of the present generation, without compromising the potential of future generations to see their own needs and choose how they want to live" (Hasse, 2008: 448). Therefore, what is ecologically and socially sustainable, must also be economically sustainable, and only in that way will it be financed on a long-term basis, with a balance of interests of present and future generations. The concept of sustainability leads to a change in the priorities of politicians, the economy, consumers and citizens, and therefore it is not easy to fit it into the concept of democracy of the state and market economy. Its implementation in the concept of market economy takes time, but therefore a sustainable economy becomes even more competitive (Hasse, 2008). It could be said that this issue has become a global problem, when in this case the task was given to economic policy to modify certain previous patterns of behaviour, and lead to harmonization of the concepts of sustainability, market economy and democracy.

Another example is the Kingdom of Denmark, a leading country in accepting innovations in economic diplomacy, and emphasizing sustainable development in its foreign policy, in addition to the concept of digitalization, further development of technology and IT sector (technoplomacy). In addition to technological diplomacy, the Kingdom of Denmark has included green diplomacy and climate diplomacy in the organizational scheme of its Ministry of Foreign Affairs. The goal has been to ensure the best positioning of Danish companies on the international market, the improvement of digitalization, but also the creation of new jobs. What is particularly important is the export strategy that develops trade and enables the creation of new jobs (Ministry of Foreign Affairs of Denmark 2021). Green diplomacy belongs to the domain of economic diplomacy, and "in a multipolar system, economic diplomacy is a useful tool to achieve national interests peacefully" (Maksimović, 2023: 199). Other market economies and countries, after many years, are talking again about a strong industrial policy, based on the knowledge society, digitalization, competition, and sustainable consumption, all with a view to reducing industrial pollution and promoting industrial waste management.

The next example is Japan. The country is a positive example of good business practice of environmental sustainability, emphasizing the expanded responsibility of producers and consumers of industrial products, which is reflected in the collection, sorting and storage of industrial and any other waste. The Japanese model of market economy development is one of the most authentic in the economic literature. It is a model in which the government participates in economic development by drawing up plans, and even controlling some prices. The government can also engage in economic development, in terms of curbing inflation, maintaining high employment rates, social stability and national security. It is companies that make business decisions by analyzing information from the market and then, under the influence of the government, achieve broader economic goals (Zhang & Zhao, 2011). Today, the biggest problem in the Japanese model is how to connect employees' motivation with performance evaluation, with all the diligence, zeal, loyalty, intelligence and teamwork for which the Japanese have been known in the world. Japan's further development is seen through a business model that includes technological innovations such as the IoT (Internet of Things), Big Data and artificial intelligence, as well as sensor robots that make agriculture the sixth industry. In order to attract the world's best human resources, Japan will become one of the first countries to introduce a "Japanese green card for highly qualified foreign experts", which is the fastest such system in the world (Japan Revitalization Strategy, 2016).

Japan's international climate policy has been influenced by the emergence of international climate documents: first the 1988 Intergovernmental Panel on Climate Change (IPCC), followed by the three most important international climate agreements: the 1992 UN Framework Convention on Climate Change (UNFCCC); Kyoto Protocol COP – Quantified emission limitation and reduction objectives for developed countries of 1997; and Paris Agreement of 2015 (189 countries and EU, USA, Russia and Serbia ratified). So, Japan is a country that has consistently worked on respecting the mentioned green goals and principles. The pillar of Japanese government's growth strategy include: creating a "virtuous cycle of environmental protection and economic growth" and "making the best efforts to achieve a green economy". Japan further advocates

and implements energy efficiency improvements, as well as nuclear policies with security in mind as a top priority, and advocates for stable energy support. Japan has approached the issue of changing the policy on coal-fired power plants in a "drastically different way". It strives for transformational changes in industry and the economy through aggressive climate policies. The Green Growth Strategy focuses on 14 areas, some of which are hydrogen, the nuclear and automotive industries, battery supply, infrastructure, food and agriculture, homes and buildings, and the circular economy. At all the summits, Japan promises to reduce greenhouse gas emissions to zero by 2050 and become a decarbonised society. Many companies have committed themselves to that, such as: Tokyo Gas (2019), Toyota (2015), Nissan Motors (2009), Oil Holdings, Fuji Film Holdings, Fujitsu, Mitsubishi Electric Corporations, Otsuka Pharmaceutical, Sumitomo Chemical, Toshiba... Japan sees its "green recovery" from Covid-19 through a sustainable recovery, better economic and social building and a major reset (Takamura, 2021).

The company of Toyota is one of the most striking examples of aligning the United Nations Sustainable Development Goals 2030 (SDGs) with the Sustainable Development Goals. This company sees sustainable development as part of its mission, not only for the development and production of cars, but also as its model of global, market and social sustainability and responsibility. The five most important principles of Toyota according to SDGs are: "a) finding the spirit and technology cultivated through production, respecting and empowering human resources, making safe cars of high quality at a reasonable price and maintaining a stable business base; b) transformation into a mobile company through building a future mobility society, tackling climate change and promoting the use of new energy sources; c) contributing to the resolution of social issues through business that is safe and reliable in accordance with UNSCRs 3, 9, 11, 12, 13, and 17; d) activities of social contributions to people in accordance with the objectives of the UN SDGs 3,4,11,12,15,17; and e) enhancing human rights issues and promoting diversity, and sports – Waku-doki" (Toyota SDGs Initiatives, 2022). Also, this company has decided to align its business with the changes in the Japanese society, thus defining the Toyota Environmental Challenge 2050 with its six main changes, namely:

1) Live cycle zero CO_2 emission Challenge, in accordance with the SDGs 12 and 13; 2) New Vehicle Zero CO_2 emissions Challenge in accordance with the SDGs 7 and 13; 3) Plant Zero CO_2 Emissions Challenge in accordance with the SDGs 7, 9, and 13; 4) Challenge of Minimizing Optimizing Water usage in accordance with the SDGs UN 6; 5) Challenge of Establishing a Recycling based Society and System in accordance with the SDGs UN 9 and 12; and 6) Challenge of Establishing a Future Society in Harmony with Nature in accordance with the UN SDGs 12 and 15. In addition, it defined Initiatives at the New Toyota R&D Center: Promoting Harmony with Nature and Local Communities in line with the objectives of the SDGs UN 14, 15 and 17. The technology should be such as to contribute to zero CO_2 emissions, and Toyota's contribution to this is to promote electrification and electric vehicles. The production of electric vehicles, namely hybrid (HEV), plug-in hybrid (PHEV), battery-powered (BEV), and fuel cell (FCEV), is in line with the objectives of the SDG UN 3, 9, 11, 13 (Toyota Six Challenge, 2022). There is a tendency for electrified vehicles to become "standard" cars, where great importance is attached to vehicle safety. In this regard, a software application of a virtual model of the human body has been developed, which enables computer simulation and analysis of human body injuries caused by vehicle collisions. This software is known as the "Total Human Safety Model" or "THUMS" aligned with the principles of the UN SDGs 3, 9, 12, 13, and 17.

The company's contribution to society implies the creation of "ever better cars", which has enabled Toyota to achieve the sustainability of its business activities. Toyota has evolved from a carmaker to a mobility company, and Toyota's ultimate challenge is: zero deaths and injuries in road accidents. One important goal in this company is "a friendly relationship between vehicles and drivers where they protect and take care of each other." In the future, this company will also use the data obtained from the camera installed in the customers' vehicles, in order to understand "situations in which accidents cannot be prevented" and make artificial intelligence to learn them in order to make better judgments. This is in line with the objectives of the SDGs UN 3, 9 and 12. In practice, Toyota's global challenge remains the promotion of electric vehicles to reduce CO_2 emissions. Furthermore, when it comes to global

efforts to protect biodiversity, Toyota has strived to preserve the Earth's complex and diverse ecosystem, as well as to combat climate change. In 2016, Toyota formed a partnership with the International Union for Conservation of Nature (IUCN) to raise awareness of the global biodiversity crisis with the goal of enriching the IUCN Red List of Endangered Species, which has become a true Barometer of Life (Toyota SDGs Initiatives, 2022).

The company's contribution to society is the creation of "ever-better cars", and that allows Toyota to do business successfully. So, she strives to make safe cars with which the number of traffic accidents will be reduced. When using image data, it is important to pay attention to the privacy of all road users. This is in line with the objectives of the SDGs UN 3, 9 and 12. In practice, Toyota will offer the use of a free license for approximately 23,740 patents for vehicle electrification technologies.

Through these activities, Toyota wants to contribute to the creation of a rich society with its business activities, and the ultimate goal is becoming a reliable corporate citizen in the international community.

Discussion

As the common and accepted concept of sustainable development is divided into three basic dimensions: ecological, economic and social sustainability, which fits into the seventeen UN development goals, all international conventions and all national documents are in accordance with these postulates and principles. Therefore, international conventions are adopted first, and when states have ratified them, strategic guidelines are sent to business entities for harmonization through national development plans and policies. The role of the green economy is to unite the aforementioned three principles (ecological, economic and social) in the way referred to as goal alignment, and all changes must be multiple and multidimensional. This means that technological changes also imply social changes, and that takes a certain amount of time. Changes in the concept of sustainable development cannot happen at the same time in all countries, because the speed, level and breadth of changes depends on the economic development of the country, as

well as on the financial capabilities of the company, and the educational level of the human resources.

Only those industrial policies that are based on the sustainable development and green economy principles, knowledge society, entrepreneurship, digitalization, competition, as well as sustainable consumption with the aim of reducing industrial pollution and promoting industrial waste management, can hope to attain progress. "Today, entrepreneurship as a kind of "soft" power tries to exist as an independent social phenomenon on a global level, and it is often precisely from its economic field that various wars are started and permanent truces are established, although this again testifies to the permanent and "fatal" connection between entrepreneurship (business, economy) and politics in their permanent dispute over the distribution of the cake of power, where again, completely paradoxically, they cannot do without each other, even though they don't really like each other very much" (Cvetićanin, 2018: 47).

The country that has consistently worked on respecting green goals and principles is Japan, and the most striking example of harmonizing with the United Nations Sustainable Development Goals for 2050 is the company of Toyota. Also, the European Union, which began its process of reindustrialization of strategic resources during the Covid-19 pandemic, is taking all steps to reduce its strategic vulnerability, but now struggling with the real military (wars), economic (recessions and depressions), or health (pandemics and epidemics) instability. "Therefore, in the time of global of the return of geopolitics, its old role as the guardian of the global balance remains strength, once intended for her by De Gaulle" (Cvetićanin, 2021: 82).[1] The reduction of strategic vulnerability is also reflected in the reversal of the instability into a stable economic growth and employment stability. The role of the state is evident here, as it must insist on the implementation of accepted international obligations and the implementation of the production process itself. Simply put, sustainable development should encourage the development and application of the technologies that do not pollute the environment,

[1] "Politically speaking, the twentieth century has not ended at all, as the aforementioned theorists thought, but it is still going on, to a large extent, "politically", because it actually represents the last episode of political Modernity" (Cvetićanin, 2017: 246).

but also work in parallel on the education of human resources. This refers to the reduction of poverty and inequality in society, increasing equality in education, better health care, but also the protection of human rights. The rule "dignified life for all", that is, a life full of meaning for all, was proclaimed a long time ago. Therefore, human sustainability is also necessary. The role of the state is to preserve peace and stability, in every aspect, including in terms of energy efficiency. "We are inclined to believe that peace and stability at the global level will occur sooner or later (as always in the past), only at this moment it is not clear whether this will be only after a more noticeable social, political and geopolitical global conflict or things though will not go that far" (Cvetićanin, 2017: 212).

"Changes in the level of employment occur in terms of redistribution of labor, transformation of the workplace or structural changes. Significant potential for job creation lies in the renewable energy and green industry sectors. Investing in human capital saves the use of physical and natural resources, but also benefits employees by creating a better standard of living and well-being. Investments in vocational education contribute the most to economic growth. Through education, it is necessary to create equal opportunities for all people, some to continue to progress, and those "vulnerable" groups to have an equal opportunity not to remain poor". (Maksimović, 2020: 260).

Inequality most often affects the poorest strata of the society, and the most vulnerable are the disadvantaged, not adapted structurally to the needs of the labour market, followed by the female population and young people. Thus, on the one hand, we have an inadequate labour force on the market, and on the other, an increased number of inhabitants, and this has been tried to be solved through industrialization and the conversion of protected green areas and habitats into arable land, or even worse, through excessive housing construction.

It can also be concluded that the transition to a green economy represents an energy transition, seeking to reduce the use of oil and gas and harmful emissions on the planet earth, and reduce the greenhouse effect. But the big question is what will happen to oil and gas companies, with the reduced consumption and decarbonisation being required of them? The answer is that oil and gas

remain an important part of the energy supply, especially in developing countries and regions. It is well known that the United States, India and China are the three largest emitters of greenhouse gases, but they should also strive to decarbonise the energy system. Are they ready for it? Reducing the use of oil and gas contributes to a greater use of fossil fuels, renewable energy and material recycling, all of which reduce costs, as well as pollution. It also depends on how much each country is willing to invest in a green economy (Johnston, Blakemore & Bell, 2020). Consequently, the question has arisen of whether all countries want to implement the green agenda in their own economies equally, thus reducing the harmful effects on nature, including pollution. Is the approach to sustainable development and the application of the green economy different in countries that have raw materials and are exporters of energy than in those who do not have oil and gas, so they need to import them? At what speed would former, and at what the latter accept the energy transformation? Should energy companies themselves take a greater part in decarbonisation?

Conclusions

Green growth aims at an economically sustainable development that prevents environmental degradation. Several conclusions can be drawn from the above. First, a proper and realistic economic policy can protect the development and introduction of new technologies that would reduce waste production. The impact of digitalization will also be evident. Secondly, in addition to this environmental sustainability, "human sustainability" is also very important, i.e. the protection of human resources through better insurance, respect for human rights, as well as work that does not endanger the dignity of the employee. Third, it is necessary to emphasize the role of international conventions and agreements that need to be implemented and thus launch innovations in society, but also provide funds for environmental change. The fourth conclusion is that the role of the state and institutions, as well as of non-governmental organizations, which together should be the bearers of environmental changes, should be emphasized. Fifth, visibility needs to be attained of the importance and role of

companies, especially multinational companies as carriers of economic development, but also environmentalists. Sixth, everything should be done to preserve the natural order, and restore it where it has been disturbed. And seventh, the achievement of the set goals needs to be constantly monitored in terms of progress in the implementation of the principles of sustainable development and environmental protection. Having in mind the above, this topic will certainly remain relevant in the next two or three decades, in which we will try to protect human health and nature itself. This leads to a change in the economy (in those sectors that are marked as "green", with the promotion of environmentally safe products), as well as in the society (a more active role of institutions), and in the political milieu (respect for those standards related to sustainable development that are adopted by international organizations, harmonizing national policies with them, concluding international agreements that are in line with the Green Agenda), but it also reshapes the cultural milieu, forcing us to think in an "ecological way".

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