Socio-psychological factors affecting sustainable development

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Abstract. The article examines socio-psychological factors affecting sustainable development. Based on the analysis of the issues, these include: social norms and values, group dynamics, stereotypes, prejudices, empathy, mass media and communications, political context, education and training, psychological comfort, psychological barriers, motivation for a sustainable lifestyle. The research highlights ways to overcome stereotypes: education and information campaigns, creation of positive practices, increasing diversity, active participation and cooperation. The article notes that empathy and compassion motivate people to help and support those who need it in difficult situations. Platform owners decide what information to present, how to present it, and to which audience it will be directed. The political context of sustainable development is determined by the impact of political processes, decisions and strategies on ensuring sustainability in the economic, social and environmental spheres. The importance of education and training in the formation of a conscious approach to sustainable development is revealed through an understanding of the causes and consequences of environmental problems, an awareness of social inequality and an understanding of the economic requirements of sustainable development. Psychological strategies for overcoming resistance to changes in sustainable practices may include: raising awareness, involvement in the decision-making process, stimulation of positive emotions. The motivation for a sustainable lifestyle encourages people to change their lifestyle and consumption, while ensuring harmony between current and future needs.

1 Content of socio-psychological factors affecting sustainable development

In today's world, issues of sustainable development are becoming more and more relevant due to the growing problems of ecology, social injustice and economic inequality. Understanding the socio-psychological factors influencing sustainable development is critical to developing effective strategies and policies aimed at creating a sustainable, responsible and humane society.

The growing problems of ecology, social injustice and economic inequality make the issue of sustainable development extremely urgent.

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Socio-psychological factors are aspects of human behavior, mentality and interaction that influence the perception, understanding and implementation of the principles of sustainable development. These factors include social norms, values, interpersonal relationships, stereotypes, motivation, empathy, social responsibility, and other psychological aspects that determine people's perception and response to environmental, economic, and social problems. Understanding the relationship between the psychological and social aspects of sustainable development is key to achieving a sustainable society. Psychological factors such as motivation, empathy and social identity influence decision-making and citizen participation in sustainable initiatives. Perception of social norms, values, and stereotypes shapes attitudes toward sustainable development and determines society's readiness for change.

Understanding socio-psychological factors makes it possible to develop effective programs and strategies for involving the public in sustainable initiatives, as well as to create a favorable environment for the development of a sustainable society based on balanced development, environmental sustainability and social justice.

Socio-psychological factors affecting sustainable development are becoming especially relevant for Ukraine in wartime conditions. In such circumstances, the psychological state of society, the mentality of citizens and their social relations become important for ensuring the sustainable development of the country.

The war creates serious psychological stress for the population of Ukraine, which leads to aggravation of mental problems and deterioration of general well-being.

In the conditions of war in Ukraine, empathy and support become key factors in supporting and mobilizing people to implement sustainable initiatives and cooperation.

The war affects the values and beliefs of Ukrainians, changing their perception of the importance of sustainable development and environmental security.

Changes in social relations and interactions can play a key role in creating a favorable environment for sustainable development.

An important aspect is the mobilization of citizens' resources and initiatives to solve environmental problems and ensure sustainable development, despite the state of war.

In these conditions, the study of socio-psychological factors affecting sustainable development becomes extremely important for understanding the needs and opportunities of society, as well as for the development of effective strategies in the conditions of military conflicts. It should be noted that according to the rating of The Sustainable Development Report, Ukraine ranks 38th [1] and this is quite a good indicator, but it is necessary to try to improve it.

2 The scientific discourse of the study of psychological aspects in the context of the transition to a green economy

The problem of research of socio-psychological factors affecting sustainable development was dealt with by various scientists.

Annamaria D. In her research, she reflects on the contribution of psychology to resilience, sustainable development and well-being from the perspective of primary prevention. It concerns sustainability not only from an ecological, economic and social perspective, but also from the point of view of improving the quality of life of each person. The psychology of stability and sustainable development can, according to the researcher, contribute to well-being in organizations at all levels: from the employee to the group, the organization, as well as inter-organizational processes [2].

Svicher A. claims that the psychology of stability and sustainable development is a component of the science of sustainable development. The psychology of sustainable development is considered by the scientist as a stable basis for the recognition and integration

of the value of the psychological approach in the construction of processes related to sustainable development [3].

Cooper C. emphasizes the topic of leadership in the field of sustainable development [4].

Gifford R. claims that scientists dealing with issues of sustainable development, including environmental psychologists, can be Adam Smith's "invisible hand" that will determine the right direction [5].

In her research, Annamaria D. defines the foundations of the psychology of resilience and sustainable development. It takes a transdisciplinary approach to examine how the psychology of resilience and sustainable development provides a common language for building the well-being and quality of life of populations taking into account the natural, personal, social and organizational environments. The scientist also highlights the value of psychological variables in relation to the natural environment and other types of environment, which contributes to the preventive perspective [6].

Satsangi R., Jamwal1 D., Sharma S., Manani P., Satsangi D. question the traditional emphasis on income as the sole measure of well-being and emphasize the need for policies that promote a holistic sense of well-being. This approach of scientists contributes to the development of a sustainable policy that involves a comprehensive approach to assessing and improving the well-being of various social strata of the population [7].

3 The role of social norms and values in the implementation of the goals of sustainable development

Social norms and values in the context of sustainable development reflect defined standards of behavior accepted in society, rules and guidelines that contribute to ensuring environmental, economic and social sustainability in the long term. These social norms and values reflect the desired goals and ideals of society regarding the conservation of natural resources, environmental protection, justice, equality, inclusiveness and mutual respect between generations. They define what actions and ways are considered socially acceptable in the context of sustainable development, and form the basis for decision-making at different levels of society, including individual, group and political decisions. In this context, social norms and values contribute to the formation of environmental and social awareness, as well as determine the attitude and approaches of society to the problems of sustainable development.

Customs, rules and behavior patterns accepted in society determine social norms. These norms are formed on the basis of values that are important for this society. Such values reflect the ideals and beliefs of citizens and help shape their views on the world and common life. In the context of sustainable development, social norms and values play an important role in shaping environmental and social awareness, as well as in determining the perception of sustainable development.

Social norms and values determine society's attitude to nature and the environment. If the value of nature and environmental cleanliness prevails in the society, then the citizens adhere to the relevant environmental standards in their lives. For example, this may include the use of environmentally friendly technologies, rejection of single-use plastic products, rational use of resources, etc.

Social norms also influence the perception of responsibility for social problems, including issues of sustainable development. If society values public assistance and support for environmental and social initiatives, citizens will be more inclined to participate in solving these problems.

Social norms also influence how society perceives the concept of sustainable development. If the generally recognized values in society include resource conservation,

justice and equality, then the idea of sustainable development will be perceived as necessary and important.

Thus, social norms and values create a basis for the formation of environmental and social consciousness in society and determine its approaches to sustainable development. These aspects must be taken into account when developing strategies and programs in this area.

4 Group dynamics in the context of sustainable development

Group dynamics in the aspect of sustainable development reflects the process of interaction and mutual influence between group members in the context of ensuring sustainable development. Such a study of the interaction between individuals in group situations and its influence on decision-making aimed at achieving the goals of sustainable development is very important.

Group dynamics in the context of sustainable development is focused on achieving goals aimed at ensuring environmental, economic and social sustainability. This may include the development and implementation of strategies to conserve resources, protect the environment, increase energy efficiency, develop socially responsible business practices, etc.

Group dynamics can influence sustainable development decision-making through various mechanisms. For example, in group discussions, debates can arise between different points of view about the need for and ways to achieve sustainability. In addition, social influence in a group can change the attitudes and beliefs of individual participants, which affects their decisions.

Social influence and conformity can affect decision making in group situations. Group members may experience social pressure or desire to conform to the expectations of other members. This can lead to decisions that are not always optimal for achieving the goals of sustainable development.

Thus, the study of group dynamics in the context of sustainable development helps to understand how the interaction between group members affects decision-making and the implementation of sustainable development strategies. Taking these aspects into account allows group efforts to be more effectively directed towards achieving common sustainability goals.

5 Stereotypes, prejudices and sustainable development

Stereotypes are simplified ideas or generalizations about groups of people that can be based on race, gender, age, culture, occupation, etc. Prejudice is a negative feeling or view that can be based on stereotypes and lead to discrimination or inequality.

Stereotypes and prejudices can hinder the development of sustainable practices in society because they can affect the perception and acceptance of new ideas, technologies or changes. For example, prejudice against certain groups can lead to refusal to cooperate or use their innovations. Stereotypes can also deter individuals from adopting alternative, more sustainable ways of living and consuming.

Ways to overcome stereotypes include:

- education and information campaigns. Conducting educational events and information campaigns for conscious understanding and overcoming stereotypes;

- creation of positive examples. Promotion of positive examples and success stories that demonstrate the capabilities and achievements of different groups of people;

- increasing diversity. Encouraging diversity in media, culture and business to highlight the uniqueness and potential of each person;

- active participation and cooperation. Promoting the active participation and cooperation of different groups of people in the decision-making process and the development of sustainable initiatives.

Overcoming stereotypes and prejudices is an important step on the way to sustainable development, as it allows taking into account the needs and capabilities of different population groups and creating a more open, equal and sustainable society.

6 The role of empathy in achieving the goals of sustainable development

Empathy in the context of sustainable development is the ability to feel and understand the emotional state of other people, sympathize with their needs, sufferings and joys, as well as the ability to feel yourself in their place. Empathy helps people perceive the needs of others, as well as understand social problems and the need for sustainable development.

Compassion in the context of sustainable development is a sense of commonality with others that arises from awareness of their suffering or problems. Compassion motivates to help and support those in difficult situations, and also motivates to take action to improve living conditions and ensure sustainable development of society.

The role of empathy and compassion in the formation of social responsibility is that these qualities help people to be aware of their responsibilities to others and to nature. When people empathize with others, they are more likely to take responsibility for their actions and deeds, considering their consequences for other people and the environment.

The effect of compassion on the willingness to participate in sustainable initiatives is revealed by the fact that compassionate people are more likely to participate in sustainable projects and initiatives. Their ability to feel the pain and needs of others prompts them to actively help and support projects aimed at improving people's living conditions, protecting the environment and ensuring the sustainable development of communities. Thus, compassion can become a powerful catalyst for positive change in society and contribute to the achievement of sustainable development.

The role of empathy and compassion in achieving the Sustainable Development Goals is essential. This is manifested as follows:

1. promotion of social solidarity. Empathy and compassion motivate people to help and support those who need help in difficult situations. This involves participation in social support programs for vulnerable population groups or volunteer projects to support social initiatives;

2. conservation of natural resources. Empathy can lead people to be more careful with natural resources. Compassion for nature and other living creatures can lead to the use of environmental protection measures, such as reducing the use of harmful substances or supporting projects to protect natural places;

3. support of socially responsible business practices. Empathy encourages consumers to prefer companies that show social responsibility and take care of sustainability in their activities. This may involve ignoring goods made with cheap labor or environmentally harmful materials;

4. support of socially responsible policies. Empathy can influence voting and support for politicians who focus on social justice, environmental sustainability, and community development;

5. development of a culture of peace and cooperation. Empathy promotes understanding and acceptance of diversity, which can strengthen relationships between people and promote international cooperation to achieve the global goals of sustainable development.

Empathy and compassion therefore play a key role in building social responsibility and supporting initiatives aimed at achieving sustainable development, as they motivate people

to take action and make the changes that are needed to improve living conditions and preserve natural resources for future generations.

7 The role of mass media and communication in achieving the goals of sustainable development

Mass media (mass media) and communication platforms include all available channels of information and communication, such as television, radio, newspapers, magazines, the Internet, social networks, blogs, and others. In the context of sustainable development, these tools are used to spread information about environmental issues, social justice, economic development and other aspects related to sustainability. They are a key tool for raising awareness and mobilizing the public to take action towards sustainable development.

Media and communication platforms have a huge impact on the formation of awareness of sustainable development in society. Their owners decide what information to present, how to present it and which audience to target. Through the media, people get access to news, reports, documentaries and other programs related to environmental issues, social initiatives, community development, etc. This information helps to raise awareness and understanding of the complexity of sustainable development issues.

Information campaigns act as an effective tool for mobilizing public support for sustainable development. These may include Internet, television and radio advertising announcements, newspaper articles, social media posts, Internet publications and other forms of information dissemination. These campaigns are aimed at attracting attention to specific problems of sustainable development, emphasizing their importance and causing the public to want to participate in solving these problems. They can also encourage people to take specific actions aimed at supporting sustainable development, such as participating in environmental protection measures, supporting social programs or participating in public discussions and actions.

Mass media and communication play an important role in achieving the goals of sustainable development by disseminating information, attracting public attention and mobilizing society in support of sustainable development. This is implemented as follows:

1. information message. Mass media and communication platforms disseminate information about the principles and practices of sustainable development. It promotes public awareness of the importance of environmental conservation, social justice and economic stability;

2. attracting attention to the problems of sustainable development. The media focus on important environmental, social and economic issues related to sustainable development. It helps draw public attention to urgent issues and stimulates discussion about ways to solve them;

3. creation of positive examples of initiatives. The media highlight successful sustainable projects and development initiatives that inspire others to do the same. This can stimulate the development of new ideas and approaches to solving the problems of sustainable development;

4. mobilization of public support. Information campaigns through media and communication platforms can mobilize the public to support sustainable initiatives. They can call for action, including signing petitions, participating in community events and campaigns, and supporting environmental and social programs;

5. stimulation of participation and cooperation. The media can facilitate the exchange of ideas and experiences between different groups and communities working on sustainable development projects. This promotes the development of cooperation and mutual understanding between different stakeholders.

Consequently, mass media and communications play a key role in disseminating information, drawing attention to sustainable development issues, mobilizing public support, and stimulating public participation in sustainable development efforts.

8 Political context of sustainable development

The political context of sustainable development covers the study of the influence of political processes and the adoption of legislative acts on the sustainability of society. Policy decisions made at different levels of public administration can have a huge impact on environmental, social and economic sustainability.

For example, the development and implementation of environmental standards, energy policies, social programs and other aspects of legislation can contribute to reducing the impact of human activities on the environment, increasing the level of social justice and maintaining economic stability.

The role of political leaders in promoting or inhibiting sustainable initiatives is key to the implementation of specific sustainable development measures. Political leaders can be agents of change that support and facilitate sustainable initiatives, or hinder their development through lack of focus on sustainability, interest in short-term gains, or resistance to change. Their ability to mobilize public support, influence the adoption of legislative initiatives and shape the nation's development strategies has a significant impact on the sustainability of society's development.

The policy context covers various aspects of the interaction between politics and sustainable development, namely:

1. adoption of legislation and political strategies. Legislatures adopt laws and policy strategies aimed at achieving sustainable development goals. This may include legislation on environmental protection, social justice, development of renewable energy sources and other measures aimed at ensuring sustainable development;

2. political will and support for sustainable development. The involvement of political leaders in promoting sustainable development is determined by their goals, beliefs and strategies. Political will can be an important factor in implementing sustainable initiatives, setting ambitious goals and mobilizing resources to achieve them;

3. global cooperation and international agreements. Political processes also play a key role in global cooperation to achieve the global goals of sustainable development set by the United Nations and other international organizations. This includes participation in international conferences, signing and ratification of international agreements and treaties on sustainable development issues;

4. management of resources and infrastructure. Policy decisions also affect resource management and infrastructure development, which are key aspects of sustainable development. Effective management of natural resources, infrastructure projects taking into account the impact on the environment and social justice are important tasks for political bodies.

Summing up, it can be argued that the political context of sustainable development includes all aspects of political processes and decisions that affect sustainability in the economic, social and environmental spheres. This ensures that sustainable development is taken into account in the management of society and decision-making at levels from local to global.

Thus, studying the political context of sustainable development helps to understand how political processes and decisions affect the sustainability of society, as well as the role of political leaders in promoting or inhibiting sustainable initiatives.

9 Education and training in achieving the goals of sustainable development

Education and training in achieving the goals of sustainable development play a key role in shaping a conscious approach to sustainable development and contribute to the balanced development of society. Education and training in this context not only contribute to the transfer of knowledge, but also shape the values, attitudes and skills necessary to develop a sustainable life.

The importance of education and training in the formation of a conscious approach to sustainable development is that they contribute to citizens' awareness of the importance of environmental, social and economic sustainability. This includes understanding the causes and consequences of environmental problems, awareness of social inequality, and understanding the economic requirements of sustainable development. Education and training stimulate critical thinking, contribute to the development of the ability to make informed decisions and act responsibly.

The role of educational programs in raising ecologically and socially responsible citizens is that they form values and practical skills necessary for living in harmony with nature and other people. Educational programs may include the study of ecology, ethics, social responsibility, global issues, cultural diversity, and other aspects related to sustainability. These programs promote the development of skills and abilities such as understanding complex ecological systems, understanding difference and respect for other cultures, cooperation and constructive dialogue.

Therefore, education and training play an important role in achieving the goals of sustainable development, contributing to the formation of a conscious approach to sustainability and the education of ecologically and socially responsible citizens. This helps ensure the sustainability of society and the preservation of natural resources for future generations.

10 Psychological comfort in a sustainable environment.

Psychological comfort in a sustainable environment plays an important role in ensuring the emotional well-being and satisfaction of people in their environment. This is a feeling of inner peace, security and harmony, which arises as a result of the correspondence of the surrounding environment to the needs, values and expectations of a person.

When people feel comfortable in their environment, they are more likely to actively participate in sustainable initiatives and make decisions aimed at conserving resources and reducing negative impact on the environment. Psychological comfort stimulates empathy, social responsibility and the desire to act for the benefit of the environment.

Promoting health and well-being through a sustainable environment is another important aspect. A sustainable environment that promotes psychological comfort can have a positive impact on people's health and well-being. For example, natural landscapes, green areas, comfortable spaces for relaxation and interaction with nature contribute to reducing stress, improving mood and general well-being. This can be important for people's mental and physical health, helping to support their well-being.

Hence, psychological comfort in a sustainable environment influences participation in sustainable initiatives and sustainable decision-making by stimulating empathy and social responsibility. In addition, a sustainable environment contributes to people's health and well-being, providing positive emotions and psychological comfort, which are important components of a healthy lifestyle.

11 Psychological barriers that prevent the achievement of sustainable development goals

Psychological barriers that prevent the achievement of sustainable development goals may include the following aspects:

1. feeling of helplessness. Perceptions of the complexity of sustainable development issues and a sense of powerlessness can suppress motivation to act;

2. a sense of loss. Resistance to change may have consequences of experiencing loss as a result of implementing new sustainable practices or policies;

3. fear of the unknown. Ignorance of new methods and technologies that may be necessary for sustainable development can cause fear and resistance;

4. cultural barriers. Differences in cultural beliefs and values can lead to conflicts and resistance in the implementation of sustainable initiatives.

Identification and overcoming of psychological barriers that inhibit sustainable development requires a systematic approach and consideration of psychological factors:

1. education and information. Increasing education and awareness of the challenges and possible solutions to sustainable development can help overcome feelings of helplessness and fear of the unknown;

2. involvement of the public. Active participation of the public in decision-making processes and implementation of sustainable initiatives contributes to increasing the sense of control and influence over events;

3. psychological support and counseling. Providing psychological support and counseling for those experiencing stress or negative emotions related to changes in sustainable practices can help overcome these difficulties.

Psychological strategies for overcoming resistance to change in sustainable practices may include:

1. raising awareness. Understanding the reasons for resistance and the benefits of change can help reduce fear and resistance;

2. involvement in the decision-making process. Taking into account the opinions and beliefs of those facing change can increase their support and contribute to the successful implementation of sustainable initiatives;

3. stimulation of positive emotions. Emphasizing the positive aspects and opportunities that arise from change can reduce fear and resistance to new sustainable practices.

Taking into account these psychological aspects will allow to effectively identify and overcome barriers that prevent the achievement of sustainable development goals and contribute to the successful implementation of sustainable initiatives.

12 Motivation for a sustainable lifestyle

Motivation for a sustainable lifestyle plays an important role in adopting and maintaining sustainable habits and behaviors aimed at conserving resources and the environment. It encourages people to change their lifestyle and consumption, while ensuring harmony between current and future needs.

Studies of the role of motivation in the formation of sustainable habits and behavior indicate that motivation can be a key factor influencing the change of human behavior in the direction of sustainable development. This can manifest as follows:

1. self-sufficiency and competence. People who feel competent and self-sufficient in solving sustainability problems are more motivated to adopt sustainable habits;

2. personal values and beliefs. Motivation can be driven by personal values and beliefs, such as the desire to preserve nature for future generations or the desire for social responsibility;

3. social interaction. The influence of the social environment can have a significant effect on the motivation for sustainable behavior. For example, support from friends and family can increase motivation to make sustainable decisions.

Stimulating individual and collective motivation to make sustainable decisions requires a comprehensive approach, namely:

1. raising awareness. Informing about the benefits of a sustainable lifestyle and the possible consequences of counterproductive behavior can stimulate individual motivation;

2. creation of a favorable environment. Developing infrastructure and policies that promote sustainable consumption and waste reduction can encourage people to adopt sustainable behaviors;

3. involvement in joint initiatives. Collective efforts and participation in joint sustainable development projects can increase motivation and support for sustainable decision-making;

4. recognition and support. Recognizing and supporting those who demonstrate sustainable behavior can motivate others to follow suit.

Thus, the motivation for a sustainable lifestyle is determined by personal values, beliefs and social environment. Motivational support and encouragement are important for the achievement of sustainable development goals, and require attention to individual and collective needs and motivations.

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