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**SELF-REALIZATION IN SUSTAINABLY DEVELOPED SOCIETY
IN VIEWS OF MODERN UKRAINIAN CONTEXTS**

Abstract. In the article personal self-realization in modern Ukrainian society as a condition for sustainable development and embodiment by a personality of its own subject-creative project within the harmony of society and itself is researched. Interpretation of the self-realization as subject-level creative development of the individual in a society of sustainable development is proposed. Proved that the sustainable development of society in its underlying sources coincides with the moral perfection of human being, rooted in the spiritual depths of human life. Ukraine can only ensure sustainable development through the effective use of all its resources and fulfillment of every individual in society, social justice and gender equality, effective employment and environmental safety.

Keywords: self-realization of the person, modern society, a society of sustainable development, self-improvement, self-projecting, self-actualization, consumer society, ecological civilization.

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Introduction. At the beginning of the third millennium, humanity looks for ways to implement the integration model of sustainable development. The transition to sustainable development has become an objective necessity, whose value is undeniable. Approved international documents and Sustainable development strategy "Ukraine-2020" [Stategiya 2015] finally determined the intention of all mankind and Ukrainians including switch to such development paradigm, which is central to the man, and key goals are intense and balanced economic development as well as responsible environmental management.

A place that takes every country in the world in the near historical perspective, will be determined primarily by the result of its own efforts, the degree of scientific validity and sensibility of its choice in an interdependent world. Ukraine, like other countries, has its own specific development problems which require urgent solutions, and their own possibilities of their solving.

Ukraine enters a new era of history and Ukrainian nation gets a unique chance to build a new Ukraine. By ratifying the Association Agreement between Ukraine on one hand, and the European Union, the European Atomic Energy Community and their Member States on the other hand, Ukraine received tools and roadmap for its transformation. Meeting the requirements of the Agreement allows Ukraine subsequently become a full member of the European Union. These requirements are matching the Copenhagen criteria - requirements to be met by the state-members of the European Union [Stategiya 2015].

At this stage man and his place in the world changes. Human capabilities and its resources are expanding. From the local national culture man moves into

the global information space becoming a cosmopolitan. A person has an opportunity to manipulate both the boundaries of his body and boundaries of his personality. A person can change their appearance, gender, create a virtual image, virtually live several lives. And in real life it turns into a bottomless sea of opportunities, in constant choice perspectives, building and implementing of endless self-projects.

Recent years have reflected around the world, including Ukraine, as a sharp kink in the political and socio-economic historical development. This brought a change in the fundamental principles on which society is based. New sociocultural processes are developing rapidly, lifestyles are dramatically changing and this presumes substantial changes in consciousness of the individual and society as a whole.

The importance of self-awareness, the ability to use these natural qualities, develop and apply them in practice grows. More and more people rely on themselves and do not expect help from others. In modern society choice of independent individual lifestyle is preferred and therefore bearing full responsibility for your own choice is a must.

Today, self-projecting is not subject to individual choice, but is a feature of modern life. Modernity replaces heteronomous determination of social status with self-definition as a must [Zabelin, Korten, Medouz 2003]. If a person wants to assert itself in the present unstable world, consisting of permanent risks and uncertainties, there is the only way - to meet the challenges and demands of the world and learn to change itself.

Self-realization has always belonged among the issues to varying degrees which were fundamental to society, to determine the nature, the essence of any historical model of that very society. Personality - founder of the most dynamic social reality that directly, every day develops itself and maintains their needs, abilities, knowledge, skills, strong-willed and emotional potential, in short, its own essential force. On how best organically and they will be fully involved in the social system depends not only the "face" of the system, but the prospects of its existence.

The situation of modern society is changing the content and meaning of such fundamental categories as self-knowledge and self-awareness, self-realization and self-projecting, reflecting the state of the person as a whole. It took fifteen years since within the framework of the dissertation: «Personal self-realization (social-philosophical analysis)» the author conducted a comprehensive study of the self-realization phenomenon, but now we see the urgent need and relevance to turn back to the issue of self-realization with current Ukrainian realities of recent years when the revolution of dignity and struggle for the freedom of Ukraine have created new opportunities and conditions for individuals self-realization and realization of the idea of integration model of sustainable development society in Ukraine.

Literature review and the problem statement. The relevance and importance of the problems of self-realization and sustainable development provided them a prominent place in the study of domestic and foreign scientists.

A significant contribution to the analysis of the self-realization was made by: Maslow, according to his "pyramid of needs" self-actualization is the highest human need [Maslou 1999]. E.Fromm raises the problem of the individual self as a way of overcoming the "alienation syndrome", from which any modern society suffers [Fromm 1998], K. Rogers concluded that the basis of human behavior is

"attracted to updating", that it is inherent in every human desire to implement their potentialities to save lives and become stronger [Rodzhers 2000].

Among the others were O. Asmolov [Asmolov 1986], B. Ananiev [Ananiev 2001], O. Bodalev [Bodalev 1988], B. Gershunskyy [Gershunskyy 2003], S.Deryabo [Deryabo 1996], V.Lohvynenko [Lohvynenko 2013], O. Stegnyy [Stegnyy 2014], V.V. Lyakh [Lyakh 2014] and others.

The concept of sustainable development researchers are S.Zabelin [Zabelin 2003], D.Korten [Korten 2003], D.Meadows [Meadows 1972], A. Ursul [Ursul 2001], A. Bartlett [Bartlett 1998], R. Dunlap [Dunlap 1994] and others.

The purpose of the article is critically analyzing the concept of sustainable development and characteristics of individuals self-realization in modern Ukrainian society prove that the success of these processes, their compliance with the needs of individuals and society makes it possible to implement the idea of sustainable development.

Research results. For the self-fulfilling individual, desire for perfection is inherent, he/she does best is what he/she is capable of. Self-realization basic condition for the full development of the individual and maintaining health and achieving maturity process of "development" in which the individual accepts responsibility for planning the course of his life [Olport 2002].

Self-realization has several dimensions which take different forms, depending on the ultimate goal: to succeed in business, to become wealthy, make a career. Under this type self-realization is in a narrow segment of practical needs.

Another dimension of self-realization occurs when a person is focused on the transfiguration itself, this is "orientation nature inherent in all living beings, unless they are not emotionally affected" [Fromm 1998].

Factors contributing to the self-realization can be divided into two groups: first - personal (internal) or people-dependent (values, commitment to self-forming, flexible thinking, will, talent, ability, etc.). The man who is self-fulfilling has such characteristics: the ability to freely respond to the situation and freely experience their reactions (stress-proof); open any experience going to live a full human life in its every moment; the ability of man to listen more to their instincts and intuition than to the mind and thoughts of others (lack of conformity); a sense of freedom in thought and deed; a high level of creativity. Personal self-realization promotes spiritual growth of man, responsible for the development of personal potential, responsibility, curiosity, sociability, diligence, perseverance, initiative, knowledge, creativity, morality, etc.

Second - social (external) (social, political, economic situation, quality of life, economic opportunities, ecological environment, etc.). External focused on individual expression in different spheres of life: profession, art, sports, education, political and social activities.

Professional self-realization is a socialized way of harmonious development of personality combined with the acquisition of vocational practical and spiritual experience in the specialist qualification (training) and improvement in terms of professional growth in the process of performance of professional roles and responsibilities that are an inherent part of the implementation of personal and professional potential. Professional implementation includes: professional self-definition, development in their chosen field, professional growth and competence development.

For the benefit of individual self-fulfillment work such social factors as: «information socialization» - increasing degree of informational focus on social

sphere; "raising the cultural level" - the development of the information environment, a prerequisite for raising the cultural level (access in the networks to the treasures of libraries, museums, etc.); overcoming the "knowledge elite" - predetermination and polarization of knowledge in society and its accumulation in the narrow "upper" social stratum - the elite; "leveling the hierarchy of power", - attracting more people into politics, creating conditions to improve their social status; "capacity" and as an alternative to this - "deskilling"; "new professions and skills," on the one hand, and on the other hand, the possible disappearance of many jobs.

In the age of information situation regarding the requirements of socio-economic system to the individual is somewhat different than it was in the industrial society. This new world is driven mostly by people whose primary ability is to use the information. These are people whose welfare is achieved not by physical effort but as a result of ideas, knowledge, talent and creativity [Lyakh 2014].

M.Kastels in his work "Information society and the welfare state. Finnish model" notes that the development of innovative environment to work with people involved in both research and production technology, organizational management. Therefore, the problem of forming creative minded workers is urgent for the whole society, not for individuals obsessed with self-realization. The government should take care of an extensive system of universities, high quality education, which should provide the main source of the new economy - human talent [Kastels 2006].

For the benefit of individuals self-realization work the benefits of modern society such as: «information socialization» - increasing degree of informational focus on social sphere; "raising the cultural level" - the development of the information environment, a prerequisite for raising the cultural level (access in the networks to the treasures of libraries, museums, etc.); overcoming the "knowledge elite" - predetermination and polarization of knowledge in society and its accumulation in the narrow "upper" social stratum - the elite; "leveling the hierarchy of power", - attracting more people into politics, creating conditions to improve their social status; "capacity" and as an alternative to this - "deskilling"; "new professions and skills," on the one hand, and on the other hand, the possible disappearance of many jobs.

The topic of our research requires introducing the first and second group of factors self-realization. For this reason, by self-realization we mean implementation by the personality of its own subjective project within the creative harmony with society and himself. This determination of self-realization is required by our study. In our view, a prerequisite for self-realization is the harmony of the inner world and society. In any process of transformation and mobility changes can be uncertain, and implies the existence of borders. These value-borders advocate world as regulatory principle of human existence. In terms of "fluid modernity" [Bauman 2008] and consumer personalization human relations extremely complicate, leading to a serious crisis of moral values.

Civilization remains viable until the desire for a new ideal supports the spirit of novelty, while moral tasks correlate with a high ideal. And here we must recognize that the current consumption ideal is not meeting the requirements of progress. Along with it there were signs of fatigue, boredom and frustration that say that the ideal of perfection of a different type is required. From this we see civilizational appointment of sustainable development strategy that sets a higher goal of human society, rather than the consumption ideal. Future civilizational

shift implies a decisive break with the cult of consumption, a gradual change in priority of material wealth to spiritual values of sustainable development, including concern for future generations. We know that material force is capable of paving the way to death if spiritual wisdom does not make it an opposition. Thus, each step of growth of material power should meet the same level of spiritual growth. This pattern, called the principle of material and spiritual equilibrium characterizes philosophical meaning of sustainable development as an expression of cosmic harmony.

Sustainable development as a form of social and natural co-evolution, understood as a process of survival of civilization that goes to sustainable socio-economic development that does not violate its natural basis and provides continuous progress of society. From this perspective, any transformation in the international community, the state, in every region, in every industry sector and type of social activity should be determined not only past and present but also the future, not natural and spontaneous, but intelligently managed development. Taking this into account, it is necessary create a model of civilization of information type, state, region, society, persons, etc., which would meet the "necessary" future, ensuring the survival of humanity and preservation of the environment [Zabelin, Korten, Medouz 2003]. It is clear that the future sustainable development must combine ecology with social and economic development so that they continued to exist in biosphere-compatible form.

The concept of "sustainable development" combines the following values: development is supported, regulated, balanced, optimized, harmonized, continuous for indefinitely long series of human generations. All these features of sustainable development are to be achieved through close international cooperation to optimize all human activities (socio-economic, technological, political, cultural, etc.) and a comprehensive rationalization of nature in the interest of human survival.

In this article we will mean by the creation of sustainable development: 1) sustainable economy that will satisfy human needs, but the extraction of resources and production of waste at the same time should be in an amount not exceeding the regenerative capacity of the environment; 2) social institutions that can guarantee security and opportunity to the social, intellectual and spiritual growth [Ursul 2001].

The idea of sustainable development, put forward at the international congress in Rio de Janeiro in 1992. In June 2012, Brazil hosted the World Conference Rio-20+, where the majority of the political leaders of the world once again attempted to reconcile the views on the purpose and possibilities of the future of the global community. The relevance of this theme for every inhabitant of the Earth is no doubt as to the development of modern information society we all witnessed the collision of two planetary level global trends - strategy conquest of nature for poverty eradication in the name of minority wealth and the concept of sustainable co-existence and development of man, society and nature. The above mentioned acquires special relevance in modern science and philosophy because it is directly linked "to the search for and substantiation of constructive strategy for further development of our industrial civilization and attempts to overcome the socio-environmental anomalies that it has initiated and gave birth in the previous stages of its formation and deployment. Still, "opposition to new and old ideas, old and new ways of civilization existence are manifested both at the national and global levels." And the fact is that in recent years the search for ways to move the international community to truly sustainable development has

been seriously slowed. The reasons are called different. Among them - the global economic and financial crisis, the political differences of different local civilizations.

It took twenty years after Rio, and today we have to admit the sad fact that today none of these objectives is achieved, moreover, rapidly deteriorating environment, growing poverty, widening gap between rich and poor countries still take place. But from this fact we should not and can not follow the conclusion to abandon the idea of sustainable development. This idea is as significant as, for example, the idea of democracy, the range related to the phenomenon of democracy is also very wide: from apologetic to absolutely negative. However, this situation does not reduce the value status of the ideal of democracy. Moreover, ambiguous and even cautious attitude to the ideal of democracy stimulates the search for new meanings and new edges of this phenomenon. Historical change of the content of a concept - something, generally speaking, quite normal. Life is different in choosing priorities of a concept.

Reflexive-critical understanding of sustainable development seems essential to us for the maintenance of its theoretical and practical value. By analogy with the evolution of the concept of democracy we can make the following assumption: status values of sustainable development firmly establish themselves in society only when it is perceived not as dogma but as a system of developing ideas about harmony, about the goals and values of social development. The idea of sustainable development is an expression of the deepest philosophical truth concerning the nature of things, namely Eidos of cosmic harmony. Sustainable development - a cosmic principle that expresses the dynamic balance of opposing entities and trends, balance, harmony and dimensional certainty of all things. Sustainable development of society is possible only if the harmonized relations within society and social relations with the environment. Sustainable development is the harmonious development and vice versa. In its quest for sustainable development humanity should organize social relations and relations of people to their natural environment, to get closer to the ideal environmental and social harmony. Although such harmony is unattainable in real life society ("eternal ghost"), it nevertheless is a strategic guideline ("eternal compass") for any human affairs; this moral ideal to which we should strive to implement the strategy of sustainable development.

The concept of sustainable development is generated at the level of ideas common to all mankind, is being actively promoted in every region, city, village and even house for its speedy implementation.

The international experience of the last decade shows that many countries have embarked on training its own, national concepts of sustainable development, where each in his own specified tasks of global and regional scale. For example, the United States, England, Netherlands, Belgium, Russia and Kazakhstan.

A powerful impetus to the development of Ukrainian own concepts, certainly, was the above-mentioned conference in Rio de Janeiro (1992), in which participated the Ukrainian delegation. At this point in Ukraine there is a gradually spreading wave of interest about the problems of sustainable development, amount of publishing materials on relevant issues grows significantly. The first draft of the national concept of sustainable development was published in Ukraine in 1997, the second - in 2000. The preamble of the document, first of all, notes "based on the basic ideas and principles declared at

the UN Conference on Environment and Development, Ukraine considers expedient transition to sustainable development, which ensures a balanced solution of socio-economic problems, maintaining a healthy state of the environment and natural resources to meet the vital needs of present and future generations" [Kontseptsiya 2000].

The latest Sustainable Development Strategy "Ukraine - 2020" approved by the President of Ukraine in 2015 and meets modern changes in Ukraine, when the revolution of dignity and struggle for the freedom of Ukraine created a new Ukrainian idea - the idea of dignity, freedom and future.

The aim of the Strategy is introduction of European standards of living in Ukraine and path to Ukraine's leading position in the world, will be implemented in the following vectors:

vector of development - a sustainable development of the state, structural reforms and, consequently, improve living standards. Ukraine must become a state with a strong economy and advanced innovations;

vector of security - a guarantee the security of the state, business and citizens, security investments and private property. Ukraine must become a country that is able to protect its borders and ensure peace not only on its territory, but also in the European Region.

vector of responsibility - is to guarantee that every citizen, regardless of race, color, political, religious and other beliefs, sex, ethnic or social origin, property, residence, language or other characteristics, will have access to high-quality education system health and other services in the public and private sectors;

vector of pride - is to ensure mutual respect and tolerance, pride for their country, its history, culture, science, sports.

Ukraine should take its rightful place among the leading nations of the world, to create adequate conditions of life and work for the education of their own talent and attracting the world's best specialists of various fields [Ukaz 2015].

Sustainable human development implies the harmony of the material and spiritual life. Today we see a clear advantage in our life factor materiality, as expressed in particular in the consumer lifestyle. Primitive utilitarianism becomes the value orientation of people. «We are not just passive victims of metapatology, - notes A. Maslow, - with deprivation caused by external valuation, we are afraid of higher values both in ourselves and outside us. They do not only attract - they also scare us». Free adherence to the highest values ensures human dignity and the opportunity to assess his higher purpose in the world. Only then people will be able to see his place in the universe as a representant higher form of existence.

Humanistic philosophy convinces us that true human self-actualization depends on its involvement in the world of higher existential values (to what exceeds it) [Maslow 1982].

Environmental, economic and other crises just exposed the depth of internal, spiritual crisis. Thus, humanity must spiritually heal first before it can cure the sick and wounded nature. Fatally mistakes the one who supposedly believes environmental problem can be solved regardless of the moral health of society.

A necessary condition for sustainable development is the presence of passionate, creative potential of individuals. The more powerful it is, the more abilities people will be able to develop for self-improvement and self-realization.

It is therefore important that all people have received equal access to benefits and resources that society has established the principle of fairness, that the rules of fair equality of opportunity compliance.

The concept of sustainable development extends the principle of justice for future generations, and this allows us to see the progress of the moral challenges that mankind sets for itself. The moral concern for future generations inseparably linked with the "environmental imperative" (M.Moiseyev), demanding such a lifestyle change people that would coordinate their needs with the possibilities of saving the biosphere.

Conclusions. Sustainable development of modern Ukrainian society is impossible without the support of dynamic equilibrium of individual and social, material and spiritual life. There is a functional dependence between resilience and moral spirit, between social stability and moral culture of society. In other words, sustainable development of society in its underlying sources coincides with the moral perfection of man, rooted in the spiritual depths of human life and is rising to the transcendental foundations of existence.

Our country can only ensure sustainable development through the effective use of all its resources and fulfillment of every individual in society, social justice and gender equality, effective employment and environmental safety.

Growth opportunities for self-realization in sustainably developed society still has some limitations, including the subordination of human needs and values of the information-technological production.

The problem lies in the fact that modern post-industrial civilization is not able to implement the ideals and values of sustainable development. In other words, the imperative of sustainable development is a requirement of civilizations change. We mean a gradual transition of mankind from technocratic to environmental civilization. Technocratic civilization "absorbing" space of nature and culture, causing unimaginable devastation. The increased instrumental and technical power of man combines with spiritual poverty of the "consumer society" it generated. Ecological civilization is apprehended as the ideal form of preserving the integrity of the whole system of life in order to ensure the sustainable future of humanity. Self-identity of the personality regardless of its importance being comprehended by society and the individual, stands by this civilization progress.

The proposed interpretation of the self-realization as subject-level creative development of the individual in a society of sustainable development allows researchers to focus their attention on the self-realization not only of the individual but also groups of people. You can express the idea of preparation for self-realization at the level of public awareness of society that is developing.

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