

# SUSTAINABLE DEVELOPMENT ON THE LOCAL COMMUNITY LEVEL

PRETHODNO PRIOPĆENJE/PRELIMINARY COMMUNICATION

UDK: 502.131.1:332.14

JEL: Q56 ; H76

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**ABSTRACT**

Sustainable development starts with changes in our personal values and continues with the transfer of those changes to all areas of our life. Democracy, transparent behaviour and responsible management on national and local levels are the necessary foundation for the realisation of sustainable development. The participation of all social stakeholders in making decisions through advisory processes, dialogue and creation of partnerships is one of the key implementation tasks. A significant place in such a sustainable development concept is taken by special plans and strategic development documents of the local community, for which it is necessary to ensure the participation of all the parties interested in the decision-making processes, from the national and local authorities, civil society organisations to the business sector and promotion of dialogue and gaining of trust in order to develop social capital. In order for the local community to integrate it all in its system, it is necessary to make strategic thinking and planning with the aim of efficient connection of different sector policies, place concrete, realistic and measurable goals in medium and long-term plans and establish partner relations. This paper presents the results of the empirical research of the interested and informed public, including what their positions are with regard to the sustainable development principles and if they are applied and recognised in the process of creation and adoption of local community physical and development plans. A quality research on a target sample has been implemented by the deep interview method and participant observation. In the analysis of empirical material, the method of founded theory was used, and the quantification of qualitatively processed and encoded material was made. The majority of the examinees express a negative view and are of the opinion that the sustainable development principles are not sufficiently applied and recognised in the procedures of creating and adopting local community physical and development plans.

**KEY WORDS:** local community, sustainable development, informing the public.

**1. INTRODUCTION**

International documents and declarations of sustainable development reinforce the local community by promoting its rights, enhancing environmental management systems, advising on financial mechanisms that will support local investment and innovation for sustainability, learning and strengthening of an indigenous and public voice in national and international political processes. However, difficulties in achieving equal acceptance and implementation of the three pillars of sustainable development, i.e. an environmental, economic and social approach to sustainability, are experienced in various areas. The participation of all social stakeholders in decision-making through the processes of consultation and dialogue and the creation of a partnership is one of the key tasks for the implementation of the principles of sustainable development. Spatial plans and strategic development documents of the local community hold an important place in this concept of sustainable development, and it is, therefore, necessary to ensure the participation of all interested parties in decision-making processes, from national and local authorities to civil society organisations to the economic sector, while promoting dialogue and gaining confidence in order to generate social capital. In order for the local community to integrate all this into its system, strategic thinking and planning are needed with the aim of effectively linking different sectoral policies, setting concrete, realistic and measurable goals in medium- and long-term plans and establishing partnerships. Local communities therefore adapt the principles of sustainable development to their environment, with an emphasis on the use of energy and water, waste management, protection of natural and cultural values, where all three sectors work together to create a sustainable society. Decarbonisation, the abandonment of fossil fuel policies, the use of renewable energy sources, water management systems and food production, waste and

wastewater management practices, sustainable traditional practices should be the basis for planning local community development. Change takes time, change comes from many different directions, so involving all local community governance structures as the driving force of this proposal is necessary for feasibility and success. The growing amount of produced municipal waste and the demand for clean water needed for maintenance today has reached a serious infrastructural critical point of urban but also rural agglomerations. Development documents in local communities, therefore, propose the introduction of an organised but decentralised system of integrated management centres that approach water and waste in a comprehensive and synergistic way of sustainable development.

The lack of a strong expert team dedicated to shaping public policy and advising legislators on how to apply proposed sustainable development measures that correspond to differences in local culture and tradition may result in inflexible or poorly conducted implementation in local plans. Since this is a multifaceted approach facing the society, the primary responsible stakeholders should be the state and local government. However, public contracting is a common method of implementing many of the proposals we integrate into our framework, which should present opportunities for the participation of private companies offering services or products that can provide governments with needed materials and expertise. In the implementation of the environmental, economic and social dimension of sustainable development, the emphasis is on the synergy of the public, economic and civil sector. Environmental democracy implies that all those affected by a particular decision must be involved in addressing an environmental issue, and not just the state bodies and the economic sector (Ofak, 2009). It is clear that most countries employ a nationalised, public and regulatory method to boost investment in energy, the establishment of a waste management system, agriculture, tourism, etc. Private companies will also play a role in the development of innovative technologies that are also cost effective. Encouraged by public investment, start-ups and laboratory spin-offs will serve as a means of conducting laboratory research in the real world. The local community is examined as a focal point for establishing a commitment to environmental sustainability and, thus, community dynamics play a central role in decision-making, stakeholder identification and public participation. The goal of early involvement and continuous public participation in the process is creating the preconditions that allow the public to significantly affect the outcome of the process (Cox, 2013). A risk analysis and the recognition of a possible crisis also play an important role. The rules for effective communication during a crisis are: determining the goals of crisis communication, developing sincere equal relationships with important organisations and groups, a crisis management organisation must recognise all stakeholders as partners, including the media (Tafravlahović, 2011). Sustainable development through spatial planning documents at the local level links the responsibilities of public authorities and environmental protection and focuses on democratic co-operation with the public in the new process of information and implementation of international treaties (Pfeffer, 2010).

In his paper "The politics of stakeholder theory: some future directions", Freeman points out that stakeholders are well aware of how an economic activity is organised and how it could be organised (Freeman, 1994). They have knowledge of the general facts on how the corporate world functions. They know that there are or might be transaction costs, externalities and positive contracting costs in the real world, they are not sure why there are other social institutions but are aware of the scope of these institutions. They do not know whether there is a government to pay for any externalities or whether there will be watchdogs as in the libertarian theory. They know the stories of success and failure of companies around the world. Freeman emphasises the doctrine of fair contracts and introduces six fundamental rules or principles: a) the principle of entry and exit; b) the principle of governance; c) the principle of externalities; d) the principle of contracting costs; e) the agency principle; f) the principle of limited immortality. These principles, according to Freeman's recommendations, would guide actual stakeholder groups in devising a corporate constitution or charter, and the governing bodies would be required to act in accordance with a particular constitution or charter. Clearly, if the doctrine of a fair contract and its corresponding background stories has an effect on actual changes, there must be a need for changes allowed by the laws of the country. Freeman further proposes three principles that should serve as constituent elements of any attempt at corporate law reform: the stakeholder-enabling principle – corporations shall be managed in the interests of stakeholders, defined as employees, financiers, customers and the community; the principle of director responsibility – directors of the corporation shall have a duty to make reasonable decisions to define and direct the affairs of the corporation in accordance with the stakeholder-enabling principle; the principle of stakeholder recourse – stakeholders may bring an action against the directors for failing to perform the necessary obligations. It is clear that there is more work to be done to establish these principles in terms of a legislative model with regard to how business ethics should advance. They are trying to capture the intuitions that drive liberal ideals. It is equally clear that corporate constitutions that meet conditions such as the doctrine of fair contracts should allow directors and executives to manage the corporation in accordance with the same liberal ideals. Much of the business ethics has advanced under the influence of the separation thesis.

Freeman points out that business theorists did not want to delve into what they consider the intellectual swamp of moral theory, but fortunately this scenario has changed with the increase in dialogue between philosophers, business academics and managers. Still, the shadow of the separation thesis lies across everything. Unless business can be invented

anew, he and his associates remain open to accusations of reserving a special place for business ethicists. Thus, our task is to take metaphors such as the concept of stakeholders and incorporate them into a story of how human beings create and exchange values. In order to see the role of business ethicists as those who re-create the corporation and describe the complex people working in the corporation, one must become pragmatic. The question for the pragmatist is not so much “what is truth?” as it is “how should we live?”, or better yet “how does this story allow us to live?” or “how does this way of speaking allow us to act?” Therefore, on the pragmatic basis, for example, the idea of stakeholders is a part of the story of how we live and how we could live, how we could experiment with various institutional arrangements and how we organise and how we could organise a sphere of our lives built mainly around something that we call “work”. To see the idea of stakeholders as replacing some hackneyed business metaphors with new ones – such as shareholders with stakeholders, people as economic beings with people as moral beings and a whole range of corporate laws with the doctrine of fair contracts – is to deny finding a moral cornerstone for business. Finding such cornerstones required by the separation thesis is, according to Freeman, particularly unsuccessful on the pragmatic basis, because there is no foundation for either business or ethics. He emphasises that all we have is our own history, culture, institutions and our imagination. For pragmatists, “just us” is worth more than “justice” or “justification” in every sense of the cornerstone. The financial value of our metaphors and stories is precisely the way they allow us to live, and the proof is in life.

The process of aligning and satisfying the interests of different beneficiaries with often opposing interests, which have a spatial dimension, is a political process, which also adds political features to spatial planning (Bilen, 2011). Undertaking activities in space management is one of the most visible activities of the government, which is directly manifested in the local community and thus felt most directly by the residents, while decisions on the utilisation of space, i.e. its use, are made in political institutions in a complex process of political decision-making. In formulating space management policies and making decisions in relation to spatial planning in the Republic of Croatia, the local government is dominant compared to other participants, and a well-organised civil sector, primarily citizens with a stronger cognitive engagement (knowledge, interest, a sense of satisfaction that encourages them), can with various incentives and motivation, resources and existing social capital strongly affect certain solutions in the public sphere, especially those concerning public spaces (Radman, 2009).

The aim of this paper is to determine the level of information of the target groups and sector groups *according to the differences in information and attitudes between the interested public and the public about whether the principles of sustainable development are applied and recognised in the procedures of drafting and issuing spatial and development plan documents of the local community.*

Based on the obtained results of the empirical research, a **general hypothesis (H<sub>g</sub>)** was established as follows:

*there are significant differences between the target groups and sector groups according to the differences in information and attitudes between the interested public and the public about whether the principles of sustainable development are applied and recognised in the procedures of drafting and issuing spatial and development plan documents of the local community*

## 2. MATERIAL AND METHODS

The qualitative study was carried out using a purposive sample and the methods of in-depth interview and participant observation. The method of grounded theory was used in the analysis of the empirical material. Three basic types of coding were applied: open or initial coding, axial coding, selective coding. The initial coding included the first rearranging and sorting of the data, noting similarities and forming response groups. Final analysis and categorisation of the key concepts created the conceptual matrix with the content of qualitative empirical material in the integrated theoretical framework (Holton, 2007; Charmaz, 1990). Inductive and deductive methods were used on the data, as well as the method of analysis and synthesis, comparison method, classification method, and the descriptive method (Silverman, 2006). The study was conducted in 2014. Respondent selection was done according to previously set criteria: a target sample of participants in the empirical study who are involved in the procedures relevant to the research either professionally or voluntarily (Pletikosić, 2012). The sample was defined with 100 entities, 46 males and 54 females. The average respondent age was 52.1 years. Respondents were divided into 10 subsamples (target groups) which were qualitatively defined with 10 entities:

1. STUDY MAKERS – persons authorised by the Ministry of Environmental and Nature Protection;
2. DEVELOPERS – investors;
3. MINISTRY OF ENVIRONMENT/COMMITTEE – representatives of the governing body conducting the process, and members of committees for study evaluation;

4. CITIES – representatives of the employees of the city administration for environmental protection responsible for conducting public debates, and spatial planning representatives;
5. COUNTIES – representatives of the employees of the county administration for environmental protection responsible for conducting public debates, and spatial planning representatives;
6. ASSOCIATIONS – representatives of non-governmental environmental associations;
7. CIVIL INITIATIVES – representatives of NGOs and civil society who are involved in the process, but are not environmentally oriented;
8. ECONOMIC ASSOCIATIONS – representatives of the Croatian Employers' Association, Croatian Chamber of Commerce, and other economic interest associations;
9. POLITICAL PARTIES – representatives of political structures which are included in the process;
10. SCIENTISTS/JOURNALISTS – representatives of academic institutions and journalists who are involved in the process.

Three new qualitatively defined control groups (clusters) were classified based on the above subsamples:

1. PUBLIC SECTOR – 40 respondents from target groups: MIN. OF ENVIRONMENT/COMMITTEE, CITY, COUNTY, SCIENTISTS/JOURNALISTS;
2. CIVIL SECTOR – 30 respondents from target groups: ASSOCIATIONS, CIVIC INITIATIVES, POLITICAL PARTIES;
3. ECONOMIC SECTOR – 30 respondents from target groups: STUDY MAKERS, DEVELOPERS, ECONOMIC ASSOCIATIONS.

Research material consisted of two dependent (grouping) variables according to the criteria of the target group, the criteria of the control group, and one independent variable. The respondents were asked to state their opinion on whether there were differences between the public and the interested public in environmental impact assessment procedures. The responses related to the two independent variables were coded with a measuring scale from 1 to 3. We calculated the following descriptive parameters: frequency and cumulative relative values of the responses in the whole sample, and in the predetermined focus and control groups. Processing was carried out using the Statistica Ver.11.00 software suite (Petz et al., 2012).

### 3. RESULTS

Quantitative processing of the variable and entity matrix was based on the given responses qualitatively defined by the question:

*Do you believe that the principles of sustainable development are applied and recognised in the procedures of drafting and issuing spatial and development plan documents of the local community?*

The respondents expressed their attitudes and opinions about whether the principles of sustainable development are applied and recognised in the procedures of drafting and issuing spatial and development plan documents of the local community.

The respondents' responses were defined in three levels:

The *first group* was classified according to negative responses and represents those entities that replied:

No, the principles of sustainable development are not applied or recognised in the procedures of drafting and issuing spatial and development plan documents of the local community. Spatial planning is the strongest instrument of political power at the local level, as shown by the fact that after the local elections changes to spatial plans that favour individual interests rather than general and social interests are regularly made. It is unclear what the public interest is and politicians try to present everything as a contribution to sustainable development while they actually have no vision for the development. Public participation in the entire process is insufficient, the procedures are non-transparent, the civil sector is ignored.

Quantitatively, these negative responses were coded as zero (0), for the upcoming statistical data processing.

The *second group* replied that it did not have enough information, did not know or was not sure how to respond, was undecided, and stood by the following positions:

I am not sure, I am not familiar, I am partially familiar. I cannot estimate it because I do not know the details of the practical implementation of the procedure.

Quantitatively, these undecided responses were coded as one (1), for the upcoming statistical data processing.

The *third group* of entities responded affirmatively, and argued its views as follows:

Yes, the principles of sustainable development are applied and recognised in the procedures of drafting and issuing spatial and development plan documents of the local community, as confirmed by significant financial resources obtained from EU funds. In order to obtain the support from EU funds for the local community, one of the main criteria is to demonstrate the principles of sustainable development and planning of these projects in the spatial planning documentation. The interested public and the civil sector are involved in the process from the very beginning and their participation lasts throughout the process until the adoption of a spatial plan.

Quantitatively, these affirmative responses were coded as two (2), for the upcoming statistical data processing.

The name of the response to a question in the statistical process was defined using a codenamed variable that reads: principles of sustainable development\_local spatial plans.

Table 1 shows the frequency of all instances of entities and the variable *principles of sustainable development\_local spatial plans*.

**Table 1.** Absolute and cumulative relative frequencies of the variable *principles of sustainable development\_local spatial plans*, N=100.

Responses	Frequency	Cumulative relative frequency
0	72	72.00
1	11	83.00
2	17	100.00

**Legend:** 0 – no; 1 – I do not know, I am not sure; 2 – yes.

A total of 72% of respondents believe that the principles of sustainable development are not applied or recognised in the procedures of drafting and issuing spatial and development plan documents of the local community.

11% of respondents remained indecisive regarding this question, while 17% of entities expressed a positive attitude that the principles of sustainable development are applied and recognised in the procedures of drafting and issuing spatial and development plan documents of the local community.

Table 2 shows the frequency of the variable *principles of sustainable development\_local spatial plans* in the 10 predefined target groups.

**Table 2.** Frequencies of the variable *principles of sustainable development\_local spatial plans*, N=100.

Responses	SM	DE	ME	CI	CO	AS	CI	EA	PP	S/J	Total
0	7	8	8	6	3	10	7	5	10	8	72
1	1	2	0	0	0	0	3	4	0	1	11
2	2	0	2	4	7	0	0	1	0	1	17

**Legend:** 0 – no; 1 – I do not know, I am not sure; 2 – yes.

**SM** – STUDY MAKERS – persons authorised by the Ministry of Environmental and Nature Protection;

**DE** – DEVELOPERS – investors;

**ME** – MINISTRY OF ENVIRONMENT/COMMITTEE – representatives of the governing body conducting the process and members of committees for study evaluation;

**CI** – CITIES – representatives of the employees of the city administration for environmental protection responsible for conducting public debates and spatial planning representatives;

**CO** – COUNTIES – representatives of the employees of the county administration for environmental protection responsible for conducting public debates and spatial planning representatives;

**AS** – ASSOCIATIONS – representatives of non-governmental environmental associations;

**CI** – CIVIL INITIATIVES – representatives of NGOs and the civil sector who are involved in the process, but are not environmentally oriented;

**EA** – ECONOMIC ASSOCIATIONS – representatives of the Croatian Employers' Association, Croatian Chamber of Economy, and other economic interest associations;

**PP** – POLITICAL PARTIES – representatives of political structures which are included in the process;

**S/J** – SCIENTISTS/JOURNALISTS – representatives of academic institutions and journalists who are involved in the process.

Table 2 shows the difference in the frequency of the variable *principles of sustainable development\_local spatial plans* depending on the target group, so some subsamples differ completely according to defined responses. Namely, the representatives of non-governmental environmental organisations (*ASSOCIATIONS*) and the representatives of political structures involved in the process (*POLITICAL PARTIES*) gave the maximum number of negative responses and expressed their opinion that the principles of sustainable development are not applied or recognised in the procedures of drafting and issuing spatial and development plan documents of the local community.

The representatives of the employees of the county administration for environmental protection responsible for conducting public debates and spatial planning representatives (*COUNTIES*) are the only target group that mostly expressed a positive attitude that the principles of sustainable development are applied and recognised in the procedures of drafting and issuing spatial and development plan documents of the local community.

Qualitative analysis of the frequency of the variable *principles of sustainable development\_local spatial plans* is shown in Table 3.

**Table 3.** Frequencies of the variable *principles of sustainable development\_local spatial plans* according to the sector group, N=100

Responses	PUBLIC SECTOR	CIVIL SECTOR	ECONOMIC SECTOR	Total
0	25	27	20	72
1	1	3	7	11
2	14	0	3	17
total	40	30	30	100

**Legend:** 0 – no; 1 – I do not know, I am not sure; 2 – yes.

**Public sector** – *MINISTRY OF THE ENVIRONMENT/COMMITTEE, CITIES, COUNTIES, SCIENTISTS/JOURNALISTS;*

**Civil sector** – *ASSOCIATIONS, CIVIL INITIATIVES, POLITICAL PARTIES;*

**Economic sector** – *STUDY MAKERS, DEVELOPERS, ECONOMIC ASSOCIATIONS.*

63% of the public sector representatives expressed a negative attitude and pointed out that the principles of sustainable development are not applied or recognised in the procedures of drafting and issuing spatial and development plan documents of the local community, while 35% expressed the opposite attitude.

The civil sector and the economic sector also mostly gave negative responses for the variable *principles of sustainable development\_local spatial plans* according to the sector group with the relative share of 90% (*ASSOCIATIONS, CIVIL INITIATIVES, POLITICAL PARTIES*) and 67% (*STUDY MAKERS, DEVELOPERS, ECONOMIC ASSOCIATIONS*) of the total number of respondents.



**Table 4.** The results of the post hoc analysis of the variable *principles of sustainable development\_local spatial plans* between the *target groups*, N=100

	SM	DE	ME	CI	CO	AS	CI	EA	PP	S/J
SM		0.99	1.00	0.99	0.12	0.84	1.00	1.00	0.84	1.00
DE	0.99		1.00	0.64	0.01	1.00	1.00	0.95	1.00	1.00
ME	1.00	1.00		0.95	0.05	0.95	1.00	1.00	0.95	1.00
CI	0.99	0.64	0.95		0.64	0.24	0.84	1.00	0.24	0.84
CO	0.12	0.01	0.05	0.64		0.00	0.02	0.24	0.00	0.02
AS	0.84	1.00	0.95	0.24	0.00		0.99	0.64	1.00	0.99
CI	1.00	1.00	1.00	0.84	0.02	0.99		0.99	0.99	1.00
EA	1.00	0.95	1.00	1.00	0.24	0.64	0.99		0.64	0.99
PP	0.84	1.00	0.95	0.24	0.00	1.00	0.99	0.64		0.99
S/J	1.00	1.00	1.00	0.84	0.02	0.99	1.00	0.99	0.99	

**Legend:**

**SM** – STUDY MAKERS – persons authorised by the Ministry of Environmental and Nature Protection;

**DE** – DEVELOPERS – investors;

**ME** – MINISTRY OF ENVIRONMENT/COMMITTEE – representatives of the governing body conducting the process and members of committees for study evaluation;

**CI** – CITIES – representatives of the employees of the city administration for environmental protection responsible for conducting public debates and spatial planning representatives;

**CO** – COUNTIES – representatives of the employees of the county administration for environmental protection responsible for conducting public debates and spatial planning representatives;

**AS** – ASSOCIATIONS – representatives of non-governmental environmental associations;

**CI** – CIVIL INITIATIVES – representatives of NGOs and the civil sector who are involved in the process, but are not environmentally oriented;

**EA** – ECONOMIC ASSOCIATIONS – representatives of the Croatian Employers' Association, Croatian Chamber of Economy, and other economic interest associations;

**PP** – POLITICAL PARTIES – representatives of political structures which are included in the process;

**S/J** – SCIENTISTS/JOURNALISTS – representatives of academic institutions and journalists who are involved in the process.

The Table 4 results of the post hoc analysis of the Tukey HSD test of the variable *principles of sustainable development\_local spatial plans* between the target groups show that there is a statistically significant difference between the six target groups except for the representatives *STUDY MAKERS* – persons authorised by the Ministry of Environmental and Nature Protection, *MINISTRY OF ENVIRONMENT/COMMITTEE* – representatives of the governing body conducting the process and members of committees for study evaluation, *CITIES* – representatives of the employees of the city administration for environmental protection responsible for conducting public debates and spatial planning representatives and *ECONOMIC ASSOCIATIONS* – representatives of the Croatian Employers' Association, Croatian Chamber of Economy, and other economic interest associations.

Based on the obtained results of the empirical research, a general hypothesis (HG) which reads:

*there are significant differences between the target groups and sector groups according to the differences in information and attitudes between the interested public and the public about whether the principles of sustainable development are applied and recognised in the procedures of drafting and issuing spatial and development plan documents of the local community is fully confirmed and accepted.*

## 4. CONCLUSION

This paper presents the results of empirical research conducted with the target groups and sector groups according to the differences in information and attitudes between the interested public and the public about whether the principles of sustainable development are applied and recognised in the procedures of drafting and issuing spatial and development plan documents of the local community. A total of 72% of respondents believe that the principles of sustainable development are not applied or recognised in the procedures of drafting and issuing spatial and development plan documents of the local community. 11% of respondents remained indecisive regarding this question, while 17% of entities expressed a positive attitude that the principles of sustainable development are applied and recognised in the procedures of drafting and issuing spatial and development plan documents of the local community. The representatives of non-governmental environmental organisations (*ASSOCIATIONS*) and the representatives of political structures involved in the process (*POLITICAL PARTIES*) gave the maximum number of negative responses and expressed their opinion that the principles of sustainable development are not applied or recognised in the procedures of drafting and issuing spatial and development plan documents of the local community. The representatives of the employees of the county administration for environmental protection responsible for conducting public debates and spatial planning representatives (*COUNTIES*) are the only target group that mostly expressed a positive attitude that the principles of sustainable development are applied and recognised in the procedures of drafting and issuing spatial and development plan documents of the local community. 63% of the *public sector* representatives expressed a negative attitude and pointed out that the principles of sustainable development are not applied or recognised in the procedures of drafting and issuing spatial and development plan documents of the local community, while 35% expressed the opposite attitude. The civil sector and the economic sector also mostly gave negative responses for the variable *principles of sustainable development\_local spatial plans* according to the sector group with the relative share of 90% (*ASSOCIATIONS, CIVIL INITIATIVES, POLITICAL PARTIES*) and 67% (*STUDY MAKERS, DEVELOPERS, ECONOMIC ASSOCIATIONS*) of the total number of respondents. The results of the post hoc analysis of the Tukey HSD test of the variable *principles of sustainable development\_local spatial plans* between the target groups show that there is a statistically significant difference between the six target groups except for the representatives *STUDY MAKERS* – persons authorised by the Ministry of Environmental and Nature Protection, *MINISTRY OF ENVIRONMENT/COMMITTEE* – representatives of the governing body conducting the process and members of committees for study evaluation, *CITIES* – representatives of the employees of the city administration for environmental protection responsible for conducting public debates and spatial planning representatives and *ECONOMIC ASSOCIATIONS* – representatives of the Croatian Employers' Association, Croatian Chamber of Economy, and other economic interest associations.

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## ODRŽIVI RAZVOJ NA RAZINI LOKALNE ZAJEDNICE

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### SAŽETAK

Održivi razvoj počinje s promjenama naših osobnih vrijednosti i nastavlja se prijenosom tih promjena u sva područja našeg života. Demokracija, transparentno ponašanje i odgovorno upravljanje na nacionalnoj i lokalnoj razini nužan su temelj za ostvarivanje održivog razvoja. Sudjelovanje svih društvenih dionika u donošenju odluka putem savjetodavnih procesa, dijaloga i stvaranja partnerstava jedan je od ključnih zadataka provedbe. Značajno mjesto u takvom konceptu održivog razvoja zauzimaju posebni planovi i strateški razvojni dokumenti lokalne zajednice, za koje je potrebno osigurati sudjelovanje svih zainteresiranih strana u procesima donošenja odluka, od nacionalnih i lokalnih vlasti. Organizacije civilnog društva do poslovnog sektora i promicanje dijaloga i stjecanje povjerenja kako bi se razvio društveni kapital. Da bi lokalna zajednica sve to integrirala u svoj sustav, potrebno je strateško razmišljanje i planiranje s ciljem učinkovitog povezivanja različitih sektorskih politika, postavljanja konkretnih, realnih i mjerljivih ciljeva u srednjoročnim i dugoročnim planovima i uspostavljanja partnerske odnose. U radu su prezentirani rezultati empirijskog istraživanja zainteresirane i informirane javnosti, te njihova stajališta o principima održivog razvoja te njihova primjena i prepoznavanje u procesu kreiranja i usvajanja prostornih i razvojnih planova lokalne zajednice. Kvalitativno istraživanje na ciljnom uzorku provedeno je metodom dubinskog intervjua i promatranjem sudionika. Pri analizi empirijskog materijala uvažavane su teorijske spoznaje te je napravljena kvantifikacija kvalitativno obrađenog i kodiranog materijala. Većina ispitanika izražava negativno stajalište i smatra da se načela održivog razvoja ne primjenjuju i ne prepoznaju u postupcima izrade i usvajanja prostornih i razvojnih planova lokalne zajednice.

**KLJUČNE RIJEČI:** lokalna zajednica, održivi razvoj, informiranje javnosti.