

SUSTAINABLE DEVELOPMENT STRATEGY AS THE KEY FACTOR FOR COMPETITIVENESS OF TECHNICAL UNIVERSITIES

G. G. Pivnyak, Dr. Sc. (Tech.), Professor, rector@nmu.org.ua; V. Ya. Shvets, Dr. Sc. (Econ), Professor, vasil-shvetc@ukr.net; L. L. Palekhova, Ph. D (Econ.), Associate Professor, palehovall@gmail.com, SHEI «National Mining University»

Research methodology. The theoretical and methodological basis for this study were official documents, reports and research work related to competitiveness issues in the context of technical institutes of higher education for sustainable development. The study in this article applied the methods of analysis and logical aggregation of research papers by various authors and analysis of empirical experience in the field of University education for sustainable development. In particular, the authors relied on the results of their previous studies in the field of university education reforming for sustainable development.

Results. Research reaffirmed the role of universities as key element in realisation of sustainable development goals. In this regard universities have a triunique function: integration of sustainable development concept into education, disseminating ideas and professional training for providing sustainability.

Consistent implementation of a HESD strategy gives the university an opportunity to maintain such competitive advantages as: holistic approach, using the strengths of partners, outstripping development in market conditions, visibility for all stakeholders, and innovation of educational services.

HESD strategy is not ‘a frozen’ policy, and requires consistency in the efforts of universities and their stakeholders. Systematised research activities, analytical reviews of universities best practices’ results, publishing multi-author monographs on the problems of sustainable development, publishing books and manuals, designing other educational ‘green’ packages is getting highly relevant therefore.

Novelty. It was confirmed that the selection of methodological framework of a HESD strategy for technical university includes three mandatory directions: (1) ‘Greening’ of educational programs; (2) External partnership and responsibility; (3) Implementation of a breakthrough innovation in the internal organization.

Practical value. The HESD strategy involves the implementation of a breakthrough innovation – a radical transformation of educational products and services that are offered to the market. It is shown that internal initiatives are the ground for the extent and depth of the reforms

on the 'greening' of the university, thus being the beginning of implementation of University HESD strategy.

Keywords: education for sustainable development, sustainable development strategy for higher education, the affiliate network of universities, international co-operation.

1. UNESCO Roadmap for Implementing the Global Action Programme on Education for Sustainable Development. Resolution adopted on the report of the ED Commission at the 16th plenary meeting, on 19 November 2013 // United Nations Educational, Scientific and Cultural Organization, 2014, p. 37 [Electronic resource]: <http://unesdoc.unesco.org/images/0023/002305/230514e.pdf>
2. Schmidt M., Palekhov D., Shvets V., Palekhova L., 2015: Changing the paradigm of university education for sustainable development (In Russian: Изменение парадигмы высшего образования для целей устойчивого развития). In: Schmidt M. et al. (Eds.): Management for sustainable development in transitional economies: Monograph. Universities in Support of Sustainable Development, Vol. 1. PP Accent, Dnepropetrovsk, pp. 365-380. ISBN: 978-617-7109-91-3.
3. Schmidt M., Palekhov D., Shvets V., Palekhova L. Partnership between technical universities for promoting knowledge about sustainability standards within the curriculum of higher education // Науковий вісник НГУ. – № 2. – ДВНЗ «НГУ», 2016. ISSN 2071-2227.
4. Savyskyi M., Babenko M. Principles of creation the energy-efficient rural area communities with balanced material and energetic flows.. In: Prof. Dr.-Ing. habil. Sylvio Simon (Ed.) NESEFF- NESEFF-NETZWERKTREFFEN 2016. Brandenburgische Technische Universität Cottbus-Senftenberg.. P. 175–178. ISBN 978-3-940471-28-4
5. Shvets V., Palekhova L., Yakovenko T. Universities in facilitating transfer of science and technology in energy efficiency. In: Sylvio Simon (Ed.) NESEFF- NESEFF-NETZWERKTREFFEN 2016. Brandenburgische Technische Universität Cottbus-Senftenberg..– P. 98-103. ISBN 978-3-940471-28-4.
6. Катан Л. І. Діагностика рівня фінансового забезпечення сталого розвитку аграрної сфери регіону в контексті кластерного аналізу / Л. І. Катан // Агросвіт. – 2012. – № 8. – С. 15–19.
Katan L. I. *Diahnostyka rivnia finansovoho zabezpechennia staloho rozvytku ahrarnoi sfery rehionu vs konteksti klasternoho analizu* [Diagnostics /finance level guarantee sustainable development agrarian region sphere in context cluster analyses] L. I. Katan // Ahrosvit. – 2012. – № 8. – P. 15–19.
7. Shvets V., Palekhov D., Schmidt M., Palekhova L., 2015: Building up knowledge on sustainable development at higher education institutions. In: Scientific Bulletin of National Mining University 4: 137-141. ISSN: 2071-2227.
8. Shvets V., Palekhova L., Schmidt M., Palekhov D., 2015: International Experience of University Partnership in the Field of Greening Education and E-learning Development (In Russian: Опыт международного партнерства университетов в сфере экологизации образования и развития дистанционного онлайн обучения). In: Nakaznyi M.O. (Ed.) Innovations in Higher Education – Modern Communications and Collaboration at the University Using Specific IT. «Dniprodzerzhinsk State Technical University» (DSTU), pp. 170-180. ISBN: 978-966-175-114-8.
9. Elder J. L., 2009: Higher education and the clean energy, green economy. In.: EDUCAUSE Review, 44(6), pp.108-109.
10. Wals A. E. J., 2014: Sustainability in higher education in the context of the UN DESD: a review of learning and institutionalization processes. In.: Journal of Cleaner Production 62, pp. 8–15.