Abstract. The authors assume that alterglobalization is a process of global alternative economic, political and cultural integration, aimed at diffusion of global transnational influence, ecological-local stability and human-centeredness.

To show the today prospect of alterglobal inclusive development, the authors demonstrate the connections between environmentally related taxes, percentage of the total tax revenue, real GDP per capita, and percentage of recycling in Germany, Poland, the Czech Republic, the USA and the Netherlands. Combinations of the abovementioned indicators show the extent of the presence of ecologically oriented model of development with the use of new technologies in different countries. The highest connections among the chosen indicators have been found out in Poland and the Czech Republic which determines strong prospect for the successful implementation of the inclusive circular businesses in the countries. The situation in the Netherlands is

1 Sea star wasting syndrome (disease) is a general description of a set of symptoms that are found in sea stars. «Typically, lesions appear in the ectoderm followed by decay of tissue surrounding the lesions, which can lead to eventual fragmentation of the body and death. A deflated appearance can precede other morphological signs of the disease. All of these symptoms are also associated with ordinary attributes of unhealthy stars and can arise when an individual is stranded too high in the intertidal zone (for example) and simply desiccates. «True» wasting disease will be present in individuals that are found in suitable habitat, often in the midst of other affected individuals. Current thinking is that there is likely a pathogen involved, but environmental factors may also play a role, and contributing factors might vary regionally» (UC Santa Cruz, 2019).
somewhat different from the one in other countries due to the size of real GDP per capita and a higher level of
corporate and state contribution in the development of the circular strategy. It is argued that economic globalization causes delocalisation and disability of local communities and economies. Meanwhile, alterglobalization involves the benefits from the uniqueness, diversity and comprehensiveness of its participants. The alterglobal imperatives of the development of «network society» have been singled out. The authors stress that alterglobalism does not contradict globalization in general, but it offers other, more human-centered projects of globalization with lesser impact from the side of multinational corporations and central governments. It has been concluded that economic growth of both the national and global economies needs new momentum (plan «B») that is acceptable to most of the participating countries in the face of global competition and numerous signs of the metaphoric «sea star wasting syndrome». In spite of the absence of a single centre for global decision-making, there is a danger that the future political regime of governance may be rather authoritarian than democratic, and decisions on global problems will be taken by a limited number of subjects of international relations. Under such economic and political threats, inclusivity and circular economy are seen as processes capable of delivering benefits to humanity without harming the environment and the human being.

**JEL Classification:** D85; F63

**Keywords:** Alterglobalization; Inclusiveness; Circularity; Circular Economy 2.0.; Inclusive Growth; Innovation; Technology 4.0.; Technological Mode; Fourth Industrial Revolution

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1. Introduction

Globalization constitutes a danger to countries and, at the same time, creates new opportunities, as the balance of positive and negative effects is constantly changing. The reality is that globalization is an objective and an absolutely inevitable phenomenon of the present that can be slowed down by means of economic policies (which happens in some cases), but cannot be stopped or canceled because it is an imperative requirement of scientific and technical progress and modern society. Countries must respond to globalization processes adequately, adapting to the new conditions and taking advantage of internationalization of the world economy. There are difficulties in adapting to the challenges of globalization for developing countries and transition economies due to the lack of funds and the imperfection of national legal, economic, administrative systems and mechanisms. This forces countries with transition economies and developing countries to adopt the rules of the game offered by stronger players in the world economy. The crisis contributes to rethinking the modern model of globalization and encourages the development of new strategic decisions and a new model of economic and world development. The crisis of the changing world order has revealed the shortcomings of the current economic system and the urgency of alternatives to the existing patterns of world development.
G. Pleyers (2013) claims that alterglobalization provides a comprehensive account of critical global forces and attempts to solve one of the major challenges of our time - building of a fairer, sustainable and more democratic co-existence of human beings in a globalized world. D. Held focuses on elucidating leading theoretical approaches to understanding and explaining globalization, reflecting on both its current and potential forms (McGrew & Held, 2007). U. Beck examine competing explanatory theories of globalization in its contemporary form, and look at competing prescriptions regarding the future of globalization and risk societies taking into account the risks and hazards of ecological sphere (Beck, 1991, 1992, 2000; see also a study by Jarvis, n. d.). An argument in favour of F. Fukuyama’s thesis is the democratic peace theory, which argues that mature democracies rarely or never go to war with one another. This theory has faced criticism, with arguments largely resting on conflicting definitions of «war» and «mature democracy» (Fukuyama, 1992). K. Schwab and X. Sala-i-Martin (2016) in the study for the World Economic Forum research how to build a more prosperous and inclusive world for everyone. As a flagship effort of the economic growth and social inclusion, they research the global competitiveness as a tool for public-private collaboration on long-term competitiveness agendas.

It is worth noting that there exists a critical view regarding theoretical constructs of industrialization and globalization in Europe and its practical outcomes for Europe itself and for the world (see, for instance, Barjot, 2019).

Developing countries have certain potential for implementing an adequate economic model, appropriate both for society and the environment. The implementation of the circular economy paradigm is the implementation of a production model aimed at supporting economic development. It is an idea about the overall efficiency, rather than how to reduce inefficiency and lose production. If one really integrates a holistic, circular economy for business development, one should ensure inclusive initiatives and access benefits of such development. A true circular economy includes entrepreneur, as a separate link in the chain, creating a circle in which there is no superfluous. To back our considerations, let us mention an international study on prospects for the developing countries in inclusive circular economy undertaken by the researchers from the Chatham House, the Royal Institute of International Affairs (UK). They investigate a system of organizational and financial support for the inclusive circular economy development in the world, systematize the instruments and policies already present in the developed countries and make proposals regarding their implementation in the developing countries. A survey of experts from 28 countries (among which 25 are emerging and developing economies) has been realized which helped to get a first glance on understanding the essence and prospects of the inclusive circular economy at the national level (Preston, Lehne, & Wellesley, 2019).

2. Brief Literature Review

Academic studies relate to the fact that new principles, practices and technologies have allowed industry 4.0. to unlock the potential of the circular economy. It is evident that the combination of the circular economy and industry 4.0. leads to the newest philosophy of the so-called green economy (see, for example, an extensive study by the Spanish and Italian researchers Garcia-Muñia et al., 2018).

It is worth noting that the vast majority of literature that provides research on development and industry 4.0. is optimistic. The focus is on sustainability, which is manifested through the use of new technological capabilities combined with new business models. Improved smart product tracking through the entire supply chain during the product use phase allows the manufacturer to continuously optimize productivity, as well as resource efficiency.

In the description of the concept of inclusive and circular economy, there is a concept of «inequality». Let us review how this concept has changed and what the path to it was. In 1955, an economist Simon Kuznets developed the idea that a certain level of inequality was necessary for economic growth at least initially, using what we now call «the Kuznets curve», which points to the inequality associated with the stages of economic development (Figure 1). He theorized that both per capita income and income inequality increase in the early stages of development, as certain sectors of the economy and the population benefit from new forms of economic growth. However, at some point in time, inequality decreases, since the benefits of this economic upswing are spread wider. From this, Kuznets himself, along with other famous scholars (for example, Kaldor, 1955), came to the conclusion that the initial inequality is both a natural by-product of growth and a necessary factor stimulating growth.
Since the last few decades, researchers have challenged the idea of the Kuznets curve both theoretically and empirically, and some note almost a complete lack of evidence to support the idea (see a discussion on different aspects of the issue by Bourguignon, 2015). The growth of prospects for the poor population suggests that growth alone will not bring benefits, therefore growth strategies should be focused on reducing poverty. Such a perspective arose as a reaction to the experience of the macroeconomic restructuring of the 1980s and 1990s in developing countries in order to restore fiscal balance and economic efficiency (as well as secure repayment of debts to international financiers). It was simply excessive to ignore the distribution loss, which lead to a review of the new social security policy and development of more equitable growth strategies as well as creation and implementation of welfare state criteria and instruments which regardless various doubts and disproportions has its continuation in today’s public policies (see, for example, the studies on welfare policies and outcomes in Europe by Whiteford (2006); on French welfare reforms by Palier (2004); on pro-poor and poverty reduction state budgeting in the African, Balkan and other countries enrolled to the Poverty Reduction and Growth Facility (PRGF) of IMF by Gupta et al. (2003)).

According to Ali and Son (2007), in addition to assessing the poverty rate among the poor, a second line of research which focuses on inclusive growth has emerged. There are many similarities between growth of the poor and inclusive growth, and for the first time. Consequently, the use of the word «inclusive» in relation to growth occurs in the description of developments among either the poor or the minors. Inclusive growth, however, goes beyond the growth of the poor with regard to several strands. A theoretical generalization and summary of definitions of inclusive growth given by different researchers is made in the study by Ranieri and Ramos (2013) from International Policy Centre for Inclusive Growth of UNDP.

We distinguish the following traits of inclusive development:

- It goes beyond simple dimensions of growth, which means that attention should be focused not only on the poor, but also on the relative conditions of the poor and the values of society.
- All members of society should be able to promote economic growth and enjoy its benefits.
- At least some variants of inclusive growth are considered both as process and as result (de Mello & Dutz, 2012).

This opens up a scope of consideration of the above-mentioned political and social aspects.

For those authors who study inclusive growth as a result (Thorat & Dubey, 2012), the main emphasis is placed on the concept that growth should be beneficial for all members of society. This tends to be reflected in a reduction in income inequality. Nevertheless, such researchers may also include non-profit welfare measures for groups of people with disabilities, such as education and access to health services (Figure 2).

A particularly interesting method for measuring inclusive growth for these types of structures was to develop an idea of functioning of social opportunities that measures the distribution of population opportunities, with a special focus on educational and medical capabilities (Ali & Son, 2007).

Such an integrated approach can help understand how to maximize potential benefits, prioritize and offer different welfare models that can be obtained in a healthy environment. Ultimately, an
inclusive, circular economy must provide not only jobs and revenues, but also health, a sound environment and the future of the whole population (Figure 3).

According to the study by the World Economic Forum (2018), the most inclusive countries are Norway, Iceland, Luxembourg, Switzerland, Denmark, Sweden, the Netherlands, Ireland, Australia and Austria (Figure 4).

3. Purpose
The purpose of the article is to determine the role of inclusivity and circular economy in the context of alterglobalization as the processes capable of delivering benefits to humanity without harming the environment and the human being in the context of global challenges and threats.

4. Results
The transition to a circular economy means changes in thoughts and actions. This requires a systematic approach and affects how business models, governance, law, logistics, housing, agriculture, etc. will be organized and structured. A circular economy is a system in which raw material flows are effectively managed and processed, performed entirely on the basis of
renewable energy sources, and any actions that do not have a negative impact on human life and ecosystems within the framework of the formation and functioning of global value added circuits (Figure 5 and Figure 6).

In accordance with the authors’ study of the paradigm of the global inclusive circular economy, the authors propose to consider the new circular life cycle of the product as a prerequisite for the effective implementation of the policy of circular economy 2.0. This evolutionary path involves certain metamorphous changes, or even the shift from the philosophy of recycling to the philosophy of the economic circularity. This, in turn, generates the so-called imitating models in the form of global value added chains aimed at reducing the consumption of energy and materials, as well as the use of additional investments for the transition to circular models (for example, 3% of GDP per year in Poland and the Czech Republic).

The effects of climate change, such as rising sea levels and many other frequent and more intense extreme weather events are now evident throughout the world. Currently, we are facing the possibility of crossing the point of overthrow, beyond which severe consequences become inevitable and irreversible. Many of them include feedback loops that increase the risk of serious gaps and climate impediments. Forecasts from climatic scientists are now being observed or even exceeded, including the rise of the sea level, the Arctic melting, ocean circulation and increasing extreme weather events such as flooding and heat waves.

When reviewing the practical needs for the implementation of the paradigm of the circular economy, it is worth mentioning that the elimination of child labour is an indicator of the global inclusive circular economy.

More than 350 companies representing ten different industries are now participating in the Responsible Minerals Initiative, promoting a wide range of tools and resources, including the process of providing responsible minerals and sources of supply. Extraction can unlock the human potential and catalyze economic activity that lasts long after the exhaustion of metal or mineral resources. Recognizing that resources are disadvantaged, countries are working to stimulate economic development during the active life of the mine, which will continue after its closure, that is, to incorporate into the process of a global inclusive circular economy. From boosting inclusive economic development in local communities and promoting diversification of national economies, the Responsible Minerals Initiative members are committed to work with others in order to ensure sustainable economic opportunities (ICMM (2019); Krysovatyy, Mokiy, Zvarych, R., & Zvarych, I. (2018); Reznikova, Zvarych, R., Zvarych, I., & Shnyrkov (2019)).
Figure 7 and Figure 8 demonstrate the connections between environmentally related taxes, percentage of the total tax revenue, real GDP per capita, percentage of recycling in Poland, Germany, the Czech Republic, the USA and the Netherlands. Such combinations show that the highest connection is in Poland between environmentally related taxes such as the percentage of the total tax revenue and the percentage of recycling, which demonstrates the true basis and successful implementation of smart business (inclusive circular business) in this sphere. A similar situation is observed in the Czech Republic. The situation in the Netherlands is somewhat different due to real GDP per capita. It can be explained by a higher level of economic and state contribution in the development of the circular strategy. Moreover, the Netherlands is the best example of the implementation of a circular economy. This is confirmed by Figure 8 which demonstrates a combination of environmental indexes for the Netherlands, including environmentally related taxes (%) and GDP per capita.

**Figure 5:**
People at risk of poverty or social exclusion (cumulative difference from 2008, in thousands)
Source: Compiled by the authors based on [https://ec.europa.eu/eurostat/data/database](https://ec.europa.eu/eurostat/data/database)
A lot of products that we use every day are produced with the use of child labour (see Table 1, latest official data as of 2016). In 2017, over 40 companies have set up the Responsive Mica Initiative (RMI), obliging their members to reach a responsible supply chain of mica within the next five years. The initiative aims to work closely with manufacturers to implement the practice of sustainable collection, processing and source search, as well as to improve supply chain tracking. Through this initiative, companies invest in community development efforts to address the underlying causes of labour-related violations.

For example, a member of the RMI L’Oréal works with a limited number of suppliers who are committed to seeking mica in legal mines, where conditions of work and human rights, including the prevention and elimination of child labour can be controlled by independent auditors. Stakeholders hope that the legalization and regulation of this industry will increase the level of wages and life of workers, and the use of child labour will be reduced significantly (L’Oréal, n. d.).

In order to achieve rapid economic growth of all Central Eastern European countries, including Ukraine, a sharp reorientation and change in the philosophy of thinking are required due to the implementation of the circular economy 2.0. by applying inclusive-circular business models.

The global circular economy is implemented at the expense of the four main stages aimed at overcoming the gap of circularity:

- creation of a global circular coalition of countries of the world with a common philosophy and the mandatory inclusion of Ukraine;
- development of a global goal and procedure of action;
- achievement of global goals by taking local actions;
- introduction of circular systems.

The transition to a new model begins with the recognition of the systemic nature of changes, in particular during the period of technological innovations of Revolution 4.0.

The introduction of a «responsible cobalt» policy, which is the Responsible Minerals Policy: (in 2017, the China Chamber of Commerce and Industry for importers, importers and exporters of metals, minerals and chemicals launched the «Responsive Cobalt» Initiative to unite companies, including Apple, Samsung, HP and Sony, which agree to follow the OECD rules regarding the elimination of children's labour from their supply chains).

The implementation of circular economy 2.0. (inclusive and circular business models) assumes:

- inclusion of the population;
- formation of human values;
- maintenance of well-being of people;
- decreasing waste and poverty.

Introduction of inclusive and circular business models needs:

- active involvement of people as proactive citizens, not as consumers only;

Figure 6: Severely materially deprived people
Source: Compiled by the authors based on https://ec.europa.eu/eurostat/data/database
**Figure 7:**
Combination of environmental indexes: environmentally related taxes and GDP per capita
Source: Compiled by the authors based on data by Eurostat (2019)

Matviychuk-Soskina, N., Krysovatyy, A., Zvarych, I., Zvarych, R., & Ivashchuk, I. / Economic Annals-XXI (2019), 179(9-10), 4-21
transparency of data and consumer protection;
• inclusiveness to the informal sector of economy;
• decisions concerning the role of women both in society and economic development;
• authorized ecosystem players;
• political interference or geographic «transfer of ideas».

The suggested outcome is the following: a smart enterprise which will be socially oriented, responsible, eco-style, inclusive and circular.

4.1. The potential tectonic shift of the alterglobal paradigm

Globalization processes increase the dependence of the global economy on institutional transformations, changing the role of the state as an institution for the organization of the vital functions of society. Advocates of globalization see it as further progress in the context of development of the information and technological revolution. Critics warn about the dangers for national cultural traditions and the deepening of social inequality. Alterglobalization is based on the attitude to globalism on the principle «us/them», while both of these systems have become the answer to the crisis of the prior ideologies. By studying objective alternatives to the global dominance of capital, it is possible to intensify positive substitution processes without going beyond the boundaries that transform

Table 1:
Children in total employment, total % of children aged 7-14 years old

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Source: Compiled by the authors based on data by WB (https://data.worldbank.org/indicator/SL.TLF.0714.ZS)
the subjective factor of progress into subjectivism (provoking regression). The process of economic correction and regulation takes place vertically (from bottom - to top) and dynamically, since today’s economy requires a new system and new ideas. It is important to pay attention to both conceptual and practical alternatives, such as new principles that create the basis for a viable system that works not for corporate profits but for people and the environment, the idea of reclamation of common natural goods and resources which were previously used by all nations, and now, to a large extent, they are privatized, the concept of a considerable shift of power (from global to local), direct management, in which the global economy dramatically affects local economies in terms of energy resources, oil, transport, production, agriculture, media, etc. (Figure 9).

The organization principles that should be understood to be the basis for the movement described as «anti-corporate globalization» or «proglobal justice», with some similarity among different groups, thousands of individual leaders, and hundreds of different important issues that can be defined as «the movement for justice». These principles contrast sharply with the economic globalization, which, in the narrow sense, satisfies the needs of a small number of entities employing the environment and a large number of people. Economic growth is the main objective of the IMF, the World Bank and the WTO, and the expansion of international trade and investment flows are their ultimate goal.

The global ideology of the past fifty years has defined free trade and investment as a factor of prosperity and a guarantee of democracy. Corporate and government leaders have convinced societies that in order to be competitive in the global economy, governments should weaken government regulation and create a favourable climate for foreign investment (mainly through workers’ rights and environmental integrity). Today, it is time to create healthy and sustainable communities that work for everyone. Healthy sustainable communities can be the salvation of power in institutions that measure their productivity through their contribution to the long-term wellbeing of people, community and nature and the redistribution of energy on an equitable basis among all stakeholders in society. Such communities measure the essential qualities, above all, the welfare of all people. Every sustainable community, like a nation, seeks to achieve a decent level of self-sufficiency in meeting basic needs, including food, housing, clean water, energy, education, health, participation in political life and culture. Self-sufficiency of the community in meeting basic needs is important for providing livelihoods, civil liberties as well as a sense of identity of each of its members. Evolving of the territorial development policies in the EU countries and shift of the paradigms towards inclusive development and, as a result, creation of sustainable communities is opened up, for example, in the study by P. O’Brien, O. Sykes and D. Shaw (2015).

The global growth of the ratio of middle-class representatives in developing countries to the ratio of the population both in absolute terms and in percentage terms can be considered to be the potential tectonic shift of the alterglobal paradigm. In the long run, a growing tendency is observed as well. Military and technical products are becoming more affordable, especially weapons for surgical strikes, cyberattacks and bioterrorism, which creates opportunities for individuals or groups to commit large-scale acts of aggression that used to be exclusively controlled by the state.

It is likely that the share of the USA, Japan and Europe in the production of the total global product will decrease from 56% to 50% in 2030. In 2008, the PRC outpaced the USA and became

Figure 9:
The tectonic shift of the alterglobal development
Source: Compiled by the authors
a global leader in the volume of gold and foreign exchange reserves, and in the next five years, the share of financial assets of developing countries can double. In 2012, the age of the population of Japan and Germany exceeded the median age (45 years). It is assumed that the population of most European countries, as well as the Republic of Korea and Taiwan, will also exceed this limit in ten years. As a result, labour migration will become global, because both developed and developing countries are suffering from a shortage of manpower.

Currently, cities have about 50% of the world’s population; by 2030, this figure will be 60% (4.9 billion people). Countries in Africa will gradually outpace Asian countries in terms of urbanization and urban centres will be the source of economic growth at the level +80%. Modern technologies and physical infrastructure of the optimized exploitation of exhaustive resources will become more accessible. By 2030, demand for food will increase by at least 35%, for drinking water - by 40% (WEF, 2018). Almost half of the world’s population will live in regions with a severe shortage of fresh water. Africa and the Middle East are predicted to be at the greatest risk of an increase in drinking water and food shortages; the People’s Republic of China and India will be sufficiently vulnerable too.

Potential «black swans» of the global economic development include hard-to-predict events and those rare ones that have major implications. The main reason for their unpredictability is the certainty that an event cannot occur. N. Taleb (2010) emphasizes that humankind is not able to successfully predict their future, and confidence in their knowledge outstrips the knowledge itself and causes the phenomenon of «excessive confidence». Although such a metaphor has been known in philosophy for a long time, it is N. Taleb who uses it to refer to rare and unexpected events with serious consequences. At the same time, «black swans» can be both negative events and unpredictable «successes». N. Taleb described several types of errors which lead to excessive confidence in the ability to analyze the future: narrative (a delayed search for the cause of an event during its description), game (use of game analogies in modelling); retrospective (belief in the successful prediction of future events based on an analysis of past events). In the context of the object of our study, there are also certain potential events that pose a major threat to the current global economic order and that can be encountered when implementing the paradigm of alterglobal development. Such events include pandemics, climate change, economic crises, wars, large-scale man-made disasters and geopolitical changes.

It is difficult to predict the place and type of a pathogen that can spread. A new respiratory disease agent, which easily spreads, kills or deprives more than one percent of its victims of the mental and physical capacity, is one of the most likely devastating events. Such a pandemic outbreak may, over a period of six months, lead to the suffering and death of millions of people in the world. Dramatic and unpredictable climate changes are happening at a faster pace than expected, so it is almost impossible to predict them. Rapid rainfall changes, the monsoons in India and Asia, can dramatically reduce the level of food supply for the population.

The Great Britain’s exit from the European Union and the uncontrolled exit of Greece or another country from the Eurozone may cause great damage and trigger an even greater crisis in the European Union. In addition, the signing of an association agreement with the EU by countries such as Ukraine, Georgia, Moldova, Kosovo, Bosnia and Herzegovina, or the presence of such official candidates as Albania and Macedonia, as well as negotiations with Serbia, Turkey and Montenegro create additional threats to the stability of the European Union. In turn, the threat of a crisis or the diminishing US influence can also lead to a long period of global anarchy if there is no such country as the United States to guarantee the international order.

The limit of income per one person in the amount of 15 thousand US dollars at purchasing power parity is an important barrier to the democratization of society. According to the forecast by WEF, in the PRC, after overcoming this limit, a new period of growth may begin, along with democratic change. On the one hand, democratic China can become more nationalistic, and, on the other hand, the economic crisis will trigger political tension and crisis processes in the global economy (WEF, 2018). However, the course for natural democratization may be suppressed by the military communist forces. The suspension of international sanctions and the completion of Iran’s isolation will create the preconditions for a more liberal regime. Iran, which will abandon nuclear ambitions and focus on economic modernization, can maintain stability in the Middle East. A similar scenario could take place in the DPRK, Russia and other countries on which sanctions have been imposed, and it may cause some imbalances in the global economy development. Russia and Pakistan, as well as the candidate countries for membership in the nuclear
club (Iran and the DPRK), regard nuclear weapons as a guarantee of national security, thus increasing the risk of its use. In addition, there is a growing threat from non-state actors that might carry out a cyber-attack or use weapons of mass destruction. Solar geomagnetic flashes can deactivate satellites, power grids, electronic gadgets and devices that threaten the energy, financial and economic security of states. Severe geomagnetic storms have occurred more and more frequently in the last century and they are becoming a significant threat, provided that the global economy dependence on energy resources increases.

The crisis background of the global economy reflects the threat that global instability and economic contradictions can lead to the destruction of the existing economic order. Metasystem characteristics of the global economy do not mean that there is no dependence on megaregional and national economies with different rates of development. Such disproportions are especially noticeable after the global financial and economic crisis in 2008. The disharmony in the rates of development of the economies of the mega-regional entities exacerbates global imbalances and creates significant barriers to governments and international organizations. The main dilemma is whether such imbalances will lead to global destruction and collapse, or new «centres» for the growth of developing countries will ensure the sustainability of the global economy development. It should be noted that the lack of a powerful economic centre could also provoke the instability of the global economy.

The most acute problem is whether new technologies will increase the efficiency of labour for preventing a long-term slowdown in economic growth. The prospects for global development will largely depend on the development of the countries in the East and the South. Developing countries account for more than 50% of the total world economic growth and 40% of the volumes of investment; the contribution of these countries to the world growth exceeds 70%. The economies of developing countries require the formation and development of infrastructure, housing, consumer goods, as well as new factories and equipment, which, accordingly, can increase the volume of global investment up to a level that has not been observed over the past forty years. At the same time, volumes of global savings may not be consistent with this level, which makes the burden on long-term interest rates rise.

Gradually, people make technological breakthroughs that improve economic efficiency and find solutions to the problems of a rise in the population of the world, rapid urbanization and climate change. Available technology for transferring and processing data, the power of processors and large volumes of information storage simplify the global spread of cyber services and social media. Accordingly, there is a need not only for expanding the markets of information, but also for increasing the security of global networks, solving problems for the state and civil society. Types of applied production, such as 3D printing, three-dimensional modelling and robotics, etc., show great potential to modify labour patterns in both developing and developed countries. However, such technologies may have a reverse effect: low- and medium-skilled workers will not be employed in developed economies, which exacerbates social inequality. Technologies of safety of vital resources are necessary to meet the needs of the world’s population for food, drinking water and energy. Today, developing countries are facing some difficulties in the production and supply of basic food products, and the global climate change can intensify them. New health technologies should be actively functioning for maintaining physical and mental health, improving the quality of life. The highest figures in increasing the life expectancy of the population are observed in the countries where the economy is growing together with the number of middle class representatives.

Geopolitical aspects are among the top priorities when considering global risks. Global risks have long been a significant factor in social development due to their impact on economic dynamics, including financial crises. This implies high structural unemployment and underemployment, and it is accompanied by deep social instability. Global risks potentially affect society and require the protection of the socio-economic sphere in the long run.

4.2. Alterglobal imperatives of the development of «network society»

Alterglobal imperatives are classified according to the following features: the nature of origin (genetically predetermined, formed by the environment, artificial); the environment of development (natural, biological, technical, economic, social, managerial); reality (real objective and subjective problems, virtual problems, pseudo-problems); expectations (expected and unexpected); threats (safe, dangerous, catastrophic); the possibility to be solved (solvable, insolvable); the term of availability or influence (temporary, current, short-term, medium-term, long-term, strategic, permanent);
the time of onset or development (slow, fast, sudden); the term of origin (original, past, present, future); usefulness for the subject (useful, neutral, harmful); consequences or results (positive, without results (or ineffective), negative); the sphere of activity (food, raw materials, energy).

First of all, it is necessary to attribute the following to existing alterglobal imperatives: the limited knowledge about the universe, the origins of civilization, the purpose and role of man; the absence of effective mechanisms for progressive development of mankind; the impossibility to prevent imbalances in demographic, economic, social and managerial processes that lead to conflicts and wars; a negative technogenic influence on the environment of the system of human life; lack of resources; the need to master and use new technologies (Schwab & Sala-i-Martín (2016); Stiglitz (2015); Taleb (2010); Wallerstein (2000); Waters (2001)).

The global problem of social development generates global challenges - strategic targets, which, on the one hand, people are compelled to achieve and receive, and their willingness to do it voluntarily, on the other. These are the demands, signals, calls and motives for taking certain measures in the field of production, distribution, exchange and consumption on a global scale, which are responsible for transformational changes. The challenges are mainly conditioned by two reasons. Firstly, this is due to the unresolved, aggravating and increasing number of current problems and threats in society, which complicate the quality of human life. Secondly, this is because of the desire of people to improve their own lives, continue their race and provide a decent future to next generations. That is, people, on the one hand, are compelled to determine strategic targets they want to achieve and benefits they can get and, on the other hand, it is their ability to do everything voluntarily.

The essential imperative of global processes is the systematic changes in the nature, role and methods of communication processes. An avalanche-like rise in the amount of scientific knowledge and information and a qualitative change in its structure lead to an increase in the speed of information exchange, transforming both the quality and the structure of information and society, and these phenomena form an information society with the main resource of development - information. The speed of information influences society, causing a chain reaction of interconnections between the elements of the metasystem: man - society - nature. At the same time, informatization is peculiar to both developed societies and developing countries. The latest information and communication technologies transform social structures.

Some researchers use a special term, which is «network society», with distinctive features of decentralization and virtual social communication. An essential feature of a new society is the removal or weakening of social control and compulsion, since interaction in virtual reality complicates or even disables social control, which is particularly inappropriate to traditional Eastern societies, where public opinion is of crucial importance as a means of control. In this situation, the established values, moral and ethical norms and traditions, the foundations of a family collapse. The modern globalized society, on the one hand, is a result of an increase in the speed of information transmission. On the other hand, it independently changes not only the role of information, the ways of its dissemination, but also its content, quality and structure. Information is transformed into communication and, accordingly, into a commodity.

If it is impossible to avoid economic globalization, then the strategy of national development has to put emphasis on the paradigm of alterglobalization, as an additional component to globalization, which takes into account the interests of all participating countries. The imperatives of alterglobal development are of great importance in regulating the global economy. These imperatives are objectively predetermined by the principles of behaviour of the subjects of the global system, directions, forms and methods of management, mechanisms, tools and means of their implementation that are like patterns and are used within the institutional framework, which corresponds to general civilization interests.

Alterglobalization interprets the emergence of a «network society» («society of knowledge») from several points of view. Firstly, the phenomenon of knowledge points out the emergence of a resource, which is unlimited in its content. If we put aside the market form of knowledge and private ownership of knowledge (and alterglobalism requires this «abstraction» from the practical point of view), then it becomes a product that grows simultaneously with its consumption. Thus, the dissemination of knowledge and cultural phenomena leads to an increase in this knowledge and the progress of culture: when consuming knowledge, scientists increase it.

Secondly, in contrast to a hierarchy, a network is something flexible, mobile, open and accessible to the public (as the sea or airspace is open to all people, if it is not controlled by the military

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forces or pirates). There exists a view that market, commercialization and private property are the social forms that are badly compatible with network technologies and the world of knowledge (Schwab & Sala-i-Martín (2016); Stiglitz (2015); Taleb (2010); Wallerstein (2000); Waters (2001)), however, it is not necessarily so. The right balance of capitalist forms of ownership and modern networking abandoning hierarchical structures is possible and reachable at the today's stage of social and economic development which is widely supported by the modern representatives of the Austrian school of economics (Matviychuk-Soskina, 2017).

Thirdly, knowledge and networking organizations are democratic in nature: in this world, there is a place for everyone, and all people need this world. In this case, the world is necessary and useful for everyone in different ways. This is the world of universal accessibility of unique and individualized products (any knowledge is unique; any work of art is individualized). The unemployed, professionals, peasants and intellectuals can enter it and, in practice, they do enter this world. At the same time, everyone enters this world in different ways, although they often solve mutual problems.

Fourthly, the new principles of organization of activities and communications extend to the social sphere, even to the places, where there are no new technologies. Therefore, the productive activity of landless peasants in Latin America, based on traditional industrial and agricultural technologies, seeks to develop in the form of a network both socially and economically (Albrecht (2017); Castles (2010); McGrew & Held (2007); Fukuyama (1992)).

Consequently, we can assume that the «society of knowledge» («network society») by its nature involves the implementation of new principles of social organization, such as:

• unlimited resources and at the same time their uniqueness;
• accessibility, openness, flexibility of networks and their social forms;
• democracy and inter-organizational systems (not depending on whether they are professional, regional or social structures).

Generally, they are in fundamental contradiction to the principles of the modern socio-economic, and political and ideological system, which is called the global hegemony of corporate capital.

It is important to emphasize that alterglobalism does not oppose globalization in general, but it offers other projects of globalization which are deemed to be more humane. The protest of the alterglobalists is against corporations and states (not peoples) that are interconnected. The principal features of the movement are:

• non-hierarchical principles of interaction with each other;
• the denial of an ideological monopoly, freedom of discussion;
• orientation to extra-parliamentary methods of struggle, reliance on alternative state structures of society (social forums, autonomous cultural centres, mutual aid networks, association of fellow-countrymen, squatters, etc.);
• the emphasis on the development of «another culture» and new, humane, non-competitive relationships between one person and the other person, people and groups, people and nature.

In fact, we must admit that the growth of global social inequality destroys the social basis of political stability at both the national and world levels. It is the source of the spread of terrorism, organized crime, corruption, the merging of criminal structures with government and business, the spread of social diseases such as drug addiction, AIDS, alcoholism, prostitution, etc.

Let us consider the bipolar scenario of the world development, namely, the emergence of the bipolar East-West system in the late 1940s, which was accompanied by a double revolution in the military sphere. As a result, the spatial characteristics lost their value, turning the Earth into a single battlefield. Most politicians and economists recognize globalization as a real process that is rapidly evolving in all areas of public life, although now this concept is treated differently from the way it was defined 30-40 years ago. First of all, this is due to the collapse of the bipolar system.

Today, we can cumulatively identify two potential options for improving the institutional architecture of the world. In the first case, the initiative is seized by one of the participants in the system. In the second case, a new supranational global regulation institute is created, i.e. a certain global centre for making strategic decisions. If we classify the institutional arrangement according to the number of poles of power that coordinate world economic processes, it will be possible to single out three systems: a unipolar system, a bipolar or a tripolar system and a polypolar system.
The bipolar system presupposes the presence of two management poles, which, through consensus, make agreed decisions, the compliance with these decisions is mandatory for the rest of the participants in international relations. On the one hand, this system includes the intensification of international cooperation of the most developed countries of the world, which are ready to compromise in order to protect common interests. On the other hand, it presupposes the priority of decisions taken by the ruling elite for other participants in international relations. The theory of the bipolar world covers the following main directions of institutional provision of global transformations: coalitions of states and coalitions of regional integration associations.

To date, there is no clear core, around which the consolidation process could begin. The most likely variants are:

- five permanent members of the UN Security Council (it is possible to expand the composition);
- the group of seven (it is possible to expand the composition);
- a compromise: the United States, the EU, Japan, BRICS countries will form the «centre».

5. Conclusions

The main instrument of pressure on the «periphery» can be the conditions of economic, technological and information partnership with the «centre», which may be more or less favourable. The main task of the union is not subordination, but the opening up the opportunities for the emerging and developing economies (Preston, Lehne, & Wellesley, 2019). The coalition of regional integration associations lays the foundation for the future world order, which consists in the following:

- the formation of groups based on economic factors (a response to global transformations);
- the dominance of economic factors, which reduces the probability of the emergence of hierarchical institutional structures that make decisions, which are binding for member countries;
- the focus is primarily on the creation of peculiar «islands of a more liberal economic regime», and not on the construction of regional protectionist enclaves, but deepening the level of regional coordination of economic policy.

Thus, we can conclude that, in spite of the absence of a single centre for global decision-making, there is a danger that the future political regime of governance may be authoritarian rather than democratic. This may be due to the fact that decisions on global problems will be taken by a limited number of subjects of international relations, and the internal structure of many of them is based not on democratic principles, but on strict discipline. Hence, alterglobalization, inclusiveness and circular economy are the key factors of solving the «sea star wasting syndrome» which will be able to sustain human life in the new conditions, and it is our plan «B» for the planet.

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