

Communication Skills in Achieving Sustainable Economic Development Goals¹

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يهدف هذا البحث إلى تسليط الضوء والتركيز على طرق مهارات الاتصال سواء عن طريق المنظمة أم من خارجها كواحدة من أهم المهارات في تحقيق أهداف التنمية الاقتصادية المستدامة وقد لاحظنا الأهمية الحقيقية في دور الاتصال سواء كانت المنظمة طرف فيه أم غيره في الوصول إلى تحقيق التنمية الاقتصادية بكافة أشكالها فهو ليس مجرد نقل الرسالة وإنما يتبع ذلك عمليات عدة من التأثير والإقناع والتغذية الراجعة وهذا متوقف أصلاً على المهارة في استخدام ذلك وأن أي بحث نوعي كان لابد من الجمع بين المنهج الاستنباطي الذي حاولنا من خلاله الإجابة على إشكالية الدراسة و المنهج الوصفي في عملية التحليل والاستنتاج والوصول إلى النتائج والتوصيات وبذلك طبقت الطريقة العلمية التي تستخدم الطريقة الاستقرائية والاستنتاجية.

Definition of Sustainable Development

Based on the foregoing discussion of the concept of development and the distinctions among its various forms, the present study adopts the following integrated understanding of sustainable development, drawing upon the diverse definitions presented in the management literature:

1. Sustainability represents a way of thinking about the future.
2. Sustainable development encompasses a wide range of processes and pathways aimed at creating a better world through sustainable agriculture, sustainable production and consumption, good governance, and responsible resource management.
3. It meets the needs of the present generation without compromising the ability of future generations to meet their own needs.

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4. Sustainable development is fundamentally a long-term development process in which the time dimension constitutes a central element.
5. It relies on assessing present capabilities while planning for the longest possible future time horizon.
6. It operates in harmony with ecological systems and environmental limits.
7. It seeks to utilize and continuously develop the Earth's available resources in a manner that ensures their sustainability, thereby achieving balanced development for both present and future generations and supporting long-term human well-being.

Dimensions of Sustainable Development

The dimensions of sustainable development can be summarized as follows:

1. Environmental Dimension

The environmental dimension focuses on respecting ecological limits and preserving natural ecosystems. International concern for environmental sustainability has highlighted the need for coordinated global efforts to protect green areas, safeguard international water resources, combat all forms of desertification, conserve biodiversity, and ensure the sustainable use of natural resources.

2. Social Dimension

The social dimension emphasizes the development of human resources, recognizing that human beings constitute the core of sustainable development. It seeks to satisfy basic human needs, improve quality of life, promote social justice, reduce inequality, and encourage active community participation in development activities.

3. Economic Dimension

For developed economies, the economic dimension emphasizes reducing excessive consumption of resources and energy while encouraging more sustainable consumption patterns and lifestyles.

For developing economies, it focuses primarily on improving living standards, reducing poverty, generating employment opportunities, and promoting sustainable economic growth through the efficient utilization of available resources.

4. Technological Dimension

Technological advancement has become an essential pillar of sustainable development. Investment in technology contributes to upgrading

infrastructure, promoting innovation, accelerating digital transformation, improving productivity, and preparing societies to meet future challenges. The strategic use of technology plays a vital role in ensuring a better quality of life for future generations across all sectors.

After carefully examining these dimensions, the study concludes that, in terms of implementation priorities, the **economic dimension** should receive primary attention because it directly influences the achievement of development objectives. The **technological dimension** follows due to its role in supporting economic transformation and innovation, while the **social dimension** comes next through its contribution to human development and social well-being. Finally, the **environmental dimension** remains indispensable for preserving natural resources and ensuring the long-term sustainability of development outcomes.

Objectives of Sustainable Development

Every development initiative is guided by clearly defined objectives.

Understanding these objectives enhances the effectiveness of planning and organizational processes. The principal objectives of sustainable development include the following:

1. **Environmental Objectives:** Monitoring emerging environmental challenges, assessing their implications for countries, exchanging successful experiences in environmental protection and waste management, and strengthening environmental sustainability.
2. **Economic Objectives:** Achieving economic prosperity through the efficient utilization of natural and human resources while responding effectively to emerging economic developments.
3. **Agricultural Objectives:** Promoting afforestation, expanding green areas, protecting agricultural land, and combating desertification.
4. **Energy Objectives:** Supporting the production, dissemination, and utilization of clean and renewable energy sources.
5. **Governance and Democratic Objectives:** Strengthening democratic practices, promoting transparency, enhancing public participation, and reducing implementation gaps within societies.
6. **Poverty Reduction Objectives:** Eliminating poverty, improving living standards, protecting natural resources, and promoting inclusive economic growth.

7. **Human Development Objectives:** Enhancing the value of human resources through improvements in education, healthcare, social welfare, equality, and the provision of a decent standard of living.
8. **Water and Food Security Objectives:** Ensuring adequate water supplies, protecting water resources, promoting sustainable land and forest management, and guaranteeing long-term food security.
9. **Technological Objectives:** Reducing the technological gap between developed and developing countries by promoting scientific research, innovation, and technology transfer.
10. **Social Welfare Objectives:** Improving social well-being through poverty reduction, enhanced social services, equitable distribution of opportunities, and comprehensive human development.

Answer to the Main Research Question

How Can Communication Methods Be Utilized to Build a Culture of Sustainable Development and Effectively Contribute to Achieving Its Objectives?

One of the principal findings of this study is that communication constitutes a strategic instrument for promoting a culture of sustainable development and facilitating the achievement of its objectives. Among the most effective communication methods that enable organizations and local communities to support sustainable development and provide appropriate information are the following:

1. Complaint Systems

Complaint systems represent an effective mechanism of social interaction. Complaints often contain valuable information, observations, and suggestions that should not be ignored. Instead, organizations should carefully analyze complaints to identify implementation obstacles, detect operational deficiencies, and generate practical solutions that contribute to achieving sustainable development objectives.

2. Interview Systems

Interview systems enhance constructive interaction between managers and employees when they are properly utilized as instruments for persuasion, problem-solving, employee engagement, and emotional support. To achieve effective outcomes, interviews should be realistic, objective, and based on open dialogue rather than authority.

3. Meeting Management

Meetings should be organized primarily for exchanging experiences and information, discussing unresolved issues, and identifying practical solutions.

Effective meetings require:

- Clearly defined objectives.
- Well-prepared agendas communicated in advance.
- Appropriate selection of participants.
- Encouraging participants to express opinions and propose solutions.
- Allocating sufficient time for each agenda item.
- Strong leadership capable of guiding discussions toward specific decisions and measurable outcomes.

The effectiveness of meetings should be evaluated by the quality of decisions reached rather than by the duration of discussions.

Contribution of Communication Methods to Achieving Sustainable Development Goals

1. Complaint Systems

Organizations, regardless of their field of activity, should give serious consideration to every complaint received. Complaints should be examined, analyzed, and interpreted to determine the underlying causes that hinder the implementation of sustainable development initiatives. Furthermore, complaints frequently include valuable suggestions for overcoming implementation barriers and therefore constitute an important indirect communication mechanism capable of generating practical solutions.

2. Interview Systems

Interviews should never be conducted randomly. Instead, organizations should observe the following principles:

1. Interviews should be carefully planned in advance and begin with introductory questions designed to identify the interviewee's knowledge, perceptions, and opinions regarding sustainable development and its anticipated benefits for society.
2. Every interview should have clearly defined objectives. Interviews conducted without predetermined goals provide little practical value. Interviewers should approach the process as an opportunity for exploration and learning rather than as an examination.
3. Individual interviews are preferable to group interviews because they encourage more detailed discussion and facilitate the acquisition of scientific knowledge.

4. Successful interviews contribute to increasing interviewees' self-confidence while stimulating creativity, innovation, and professional achievement.
5. Interviews help eliminate confusion and anxiety caused by misinformation or inaccurate perceptions.
6. They also contribute to correcting preconceived negative attitudes among participants and promote mutual understanding after development objectives have been properly explained and organized.

3. Meeting Management

Meeting management represents one of the most effective forms of interpersonal communication for promoting sustainable development. To maximize effectiveness, the following principles should be observed:

1. Provide sufficient time for every participant to express opinions and contribute ideas.
2. Invite individuals directly responsible for implementing sustainable development initiatives in order to prepare realistic implementation plans, establish schedules, and coordinate execution activities.
3. Begin each meeting by emphasizing the benefits and positive societal impacts of sustainable development before presenting implementation plans. From a psychological perspective, introducing positive outcomes first encourages greater acceptance and reduces resistance among participants who may initially lack sufficient knowledge about sustainable development.
4. Build confidence in the chairperson, as trust in leadership significantly influences meeting effectiveness.
5. Meeting leaders should avoid imposing personal opinions through authority or coercion and instead employ modern brainstorming techniques and participatory decision-making approaches.

Research Findings

Based on an extensive review of the relevant literature, data collection, and application of the adopted research methodology, the study reached the following conclusions.

Research Question	Scientific Finding
What is the difference between communication and interaction?	Communication may sometimes be interpreted as a one-way process, whereas interaction is reciprocal and indispensable for effective management.

Research Question	Scientific Finding
What are the functions of communication?	Communication performs informational, persuasive, and cultural functions by transferring information, influencing behavior, and transmitting cultural values.
What are the major types of communication?	Communication may be external, formal, or informal. The effectiveness of each type depends upon the nature of the administrative situation.
What communication methods support sustainable development?	Verbal, written, non-verbal, and electronic communication all contribute to sustainable development when appropriate information is delivered at the right time and effective feedback mechanisms are established.
How does sustainable development differ from other forms of development?	Sustainable development differs from political, economic, social, and environmental development by integrating all dimensions within a long-term framework aimed at meeting present and future needs simultaneously.
What is the difference between development and sustainable development?	The distinction lies primarily in their treatment of human needs, behavioral patterns, improvement processes, and the participation of stakeholders in achieving long-term sustainability.
What are the dimensions of sustainable development?	Sustainable development is based on four interrelated dimensions: environmental, social, economic, and technological.
What are the principal fields of sustainable development?	Major fields include social welfare, natural resources, technology, human resources, water resources, and poverty reduction.
How can communication methods contribute to sustainable development?	Complaint systems, interview systems, and meeting management provide effective mechanisms for social interaction, information exchange, participation, and collaborative problem-solving, thereby facilitating the achievement of sustainable development goals.

Research Recommendations

Based on the findings of the study, the following recommendations are proposed:

1. **Strengthen the use of social media platforms** to enhance communication with the public by organizing awareness campaigns, seminars, workshops, and educational programs that promote the concepts and objectives of sustainable development.
2. **Increase investment in information and communication technologies (ICTs)** because they accelerate progress toward sustainable development goals by facilitating information exchange,

promoting knowledge sharing, supporting technical cooperation, strengthening institutional capacity, modernizing educational systems, and preparing future generations of scientists and researchers.

3. **Enhance the role of universities, schools, research centers, and non-governmental organizations** in disseminating sustainable development culture through specialized communication programs, continuous training, and systematic utilization of feedback during planning and implementation.
4. **Develop innovative communication approaches** capable of providing comprehensive coverage of national and international sustainable development initiatives while increasing public awareness of their benefits and contribution to improving quality of life.
5. **Establish specialized sustainable development teams** within government ministries and non-governmental organizations, particularly in the health, environmental, and consumer sectors, to communicate directly with the public and explain sustainable development objectives.
6. **Benefit from the experience of regional and international organizations** through effective planning, cooperation, and the exchange of best practices in sustainable development.
7. **Promote continuous research and development in communication and sustainable development**, supported by adequate financial resources, ensuring that research activities remain systematic, evidence-based, and responsive to rapid environmental, technological, and societal changes.

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