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**THE PROCESS OF INTELLIGENCE USAGE AS A
FUNDAMENTAL PROBLEM OF RATIONALIZING THE HUMAN
USE OF EARTH'S NATURAL RESOURCES**

All Earth's natural resources are used exclusively to their certain extent by living creatures, who make up the active component of the circulation of resources and the consequences caused by this natural change cycle.

In the list of the living creatures a special place is taken by humans and their activity, ability to use all other resources of the planet, their irreversible transformation, constant generation of new changes and the accumulation of both positive and negative consequences of their implementation.

The problem of radical reengineering of the relationship between a human and nature is on the agenda as a result of generating an existing order and state of these relations by quite obvious threats both for each individual human and for humanity in general.

However, the majority of proposals concerning ways of achieving the desired level of welfare and security of human and

humanity with the simultaneous realization of their desire to live in harmony with nature are facing huge problems in the fulfillment of these needs and contradictions in the ability of their accomplishment. The source of the occurrence of all these needs and contradictions serve both the human intelligence and the intelligence of human natural resources. Therefore, the ideas generator concerning the possible fulfillment of needs without the simultaneous creation of future problems and the aftermath of this fulfillment results should also be the human intellect. That requires new approaches to management of effective and efficient use of this natural resource.

However, "the national ideology [...], which defines the world-view position of an individual and society regarding the essence of the relations about the use of the available natural, environmental and other resources "[1, p. 4], the place and the role of human resources of our state are traditionally viewed, according to dominant and recent stereotypes in society and science in the powerful collective work of the group of famous Ukrainian scientists «Scientific bases of national strategy for sustainable development of Ukraine".

Let's pay attention to the fact that in this work Chapter 2 entitled "Rational use of natural resources," the scientists placed the recommendations regarding the proper use of "mineral", "land", "water", "wood", and even "secondary" resources. However, there are no recommendations regarding the use of the main Earth's natural resource "intellect" inherent for each human being.

However, it is the rationalization of the intellectual activity of human resources of the mother nature today requires special attention to science via the prior considering modern imperatives of global

development. As such imperatives the author of the study [2, p. 7] has defined:

- a) objectively existing patterns of global development;
- b) contradictions between humans of opposing interests;
- c) development challenges, appearing from the existing contradictions;
- g) formal regulatory decisions and agreements required for the performance by subjects in the process of nature usage.

It is obvious that the establishment of "patterns", comprehended fixation, analysis and attempts to level the "emerging differences of interests and challenges", as well as generating the formalized decisions are the result of purely human intellectual activity, the quality of which determines the quality of the received by them "intellectual products", and then further predetermines the quality of their implementation while using the nature and consequences of the use of natural resources by humanity in the form of: a) the welfare of people and b) the level of conservation-and-restoration/destruction-and-loss of natural resources.

In the works [3 and 4] this intellectual activity is called "intellect usage" and is defined as the process of organization and management of proper intelligence resources use, morally valuable references, innovation, quality and dynamics of which are determined by the economic, social and environmental outcomes and effects of nature usage.

After all, if nature usage will be held solely by the criteria of satisfying and receiving benefits (without proper involvement of intellectual resources, intellectual support and maintenance on the basis of using the so-called. "environmental" options), the consequences

of nature usage are in the best case miserable, and in the worst are disastrous and locally and/or globally dangerous.

Thus, both thoughtless and unconscious, as well as consciously predatory and criminal nature usage, the examples and horrible consequences of which we can observe today concerning all the resources of nature as well as all over the world and in Ukraine, is the consequence of improper use of human intelligence and organized human communities because of intelligence lack by representatives of their governing elites.

Good examples of such intellectual attitude to nature and natural resources today is uncontrolled "amber fever", which has already destroyed more than 3,5 thousand hectares of forest in several regions of Ukraine [5]. The other example is a criminal deforestation in the Ukrainian Carpathians, which causes floods and droughts, destruction of fauna and flora [6], one more example - coal in the East of Ukraine as a "... social, energy and corruption problems simultaneously "[7], another example - this garbage dump under the City of Lviv as "the last "garbage" warning for the entire country" [8] and not only.

In order to avoid the apocalyptic consequences of unconscious, irrational or patently criminal nature usage in different spheres of vital human activity in both local and global scales, the integral intelligence of international scientific community should concentrate on search, identification, theoretical comprehension and practical implementation of management technologies in the processes of managing people and their communities, the aim of which is to use intellectual resources effectively. In this case, the governing society elite of such intellectually oriented management technologies should be formed by the initiators and leaders.

Only in this case any processes of nature usage would necessarily be preceded by proper management organization of intellect usage. The result of the proper intellect usage of the governing elites will be the generation of the following intellectual products on the possibilities, directions, methods and purposes of the use of any other nature resources (subtle, spiritual and etc. fields) by humanity as well as making decisions concerning their implementation with getting totally economically justified and financially harmless results (tight , physical and other fields).

Thus, without learning the society to use intellect rationally, we will not be able to form "...on the basis of activating the processes of thinking in the direction of finding cost-effective ways of social nature production in order to achieve sustainable development "[9]

Just the ongoing transition of humanity to use the economic concepts of sustainable development, knowledge economy, intellectual or informational economy, forming the network society, etc. with the use of appropriate management technologies and tools oriented to activate and motivate the intellect (individual, group, collective, synthetic, integral, etc.) for its new functioning and search for effective innovative forms of human economic activity in nature witness about the increasing role and enhancement of the thinking processes.

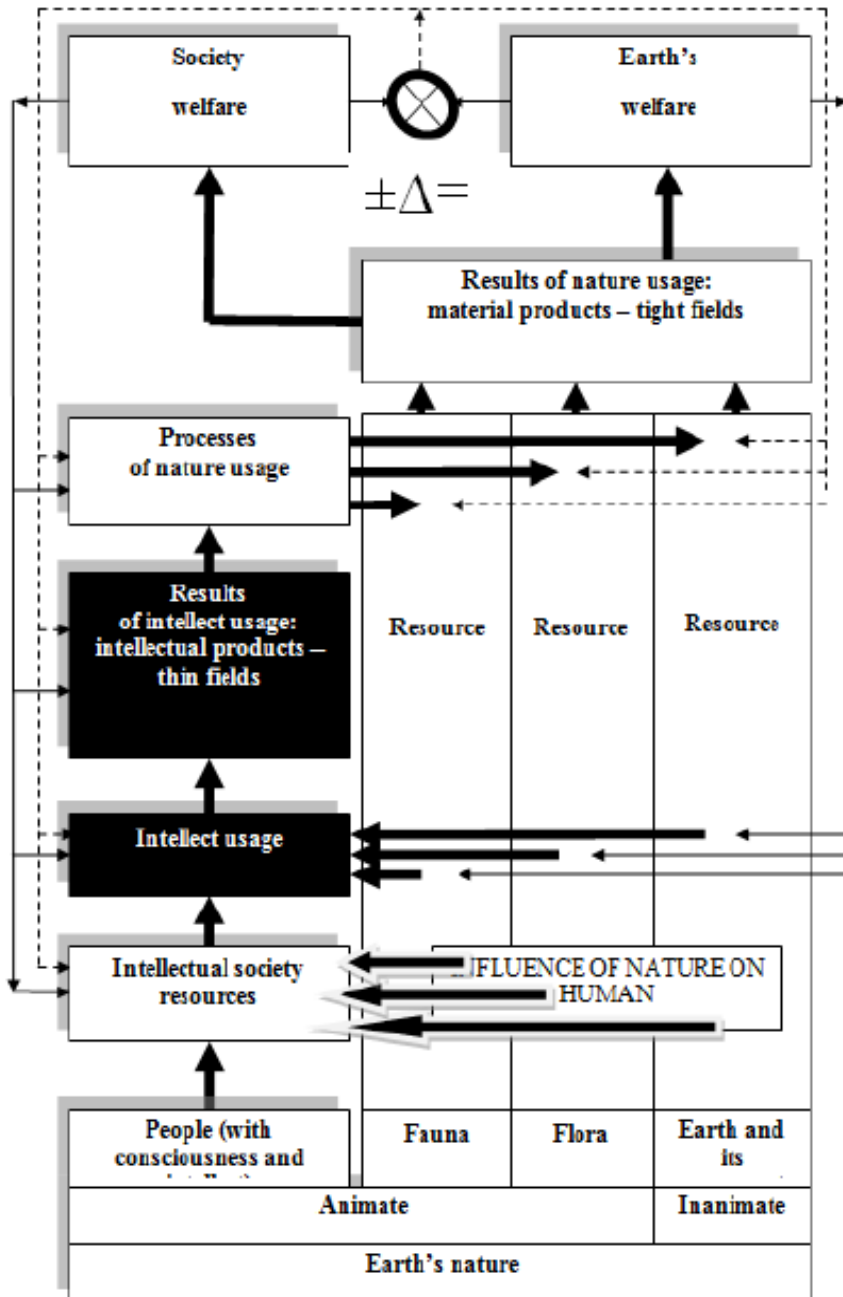
Positive examples of generation and practical approbation of such approaches have always existed and are present today at different levels of the world hierarchy of continents, states and intergovernmental organizations, regions and territories, transnational and transregional companies, individual businesses and their clusters, etc. However, the scale and consequences of their use is clearly insufficient for forming visible positive changes in the natural environment of the modern human, the condition of which continues to worsen dynamically.

In Figure 1 we proposed a scheme of organizing the process of nature usage in any field of human activity as a way of solving the problem of rationalizing the use of the Earth's human resources, provided the priority of its intelligent software by implementing the processes and procedures of intellect usage in management practice, in other words to provide intellectualization of the management of environment.

The scheme is based on the traditional division of Earth's nature into animate and inanimate, each component of which is characterized by the specific resource and potential of usefulness in case of its human use.

It is obvious that the welfare of society must not be achieved at expense of loss of the planet's welfare. This requires implementation of continuous monitoring requirements of the balance of two components of the common welfare, which forms a deviation from the point of balanced state (item of comparison $\pm \Delta = 0$) and obligatory feedback for those who use the resources, and for those who restores, conserves, protects, conflicts (if necessary) with customers.

That is, if human welfare equals the welfare of its natural surroundings, the deviation of the system of human-nature from the balanced condition ($\Delta = 0$), the same culture of nature usage is provided. It acts as a form of rationalizing of economic relations and integrates effectively environmental and economic aspects, and its dominant value becomes a high quality of life of present and future generations that definitely ensures the functioning of the new economic model, known in the practice of nature usage as "constant development".



Thus, intellect usage is the basis of such ecological culture of nature usage that lies in understanding, forming and maintaining economic relations, the evaluative prerogative of which is rational behavior of the subjects of economic activity with surrounding natural environment with simultaneous obtaining of constant economic benefits. Focused on the sustainable development the culture of intellectually consistent production of essential goods and services to mankind will base either on complete production rejection of needed, but environmentally problems-contained products (permanent natural resources destroying, environmental pollution, waste production and consumption), or the use of the intellectual potential of the same people to avoid the need to destroy or exhaust natural resources, the need to obtain economic wealth, the total value of which determines the level of economic growth but is not able to replicate the loss of nature.

Thus, the global nature usage requires organization and global intellect use. In this connection the particular interest in the context of our topic forms the so-called concept of rationalism in nature use. It views the culture of the global nature use through the prism of socially, environmentally and economically intellectual human activity.

Under the intellectual nature usage, we understand providing a reasonable balance between economic and environmental interests ($\Delta = 0$), which is achieved by the realization of socio-economic and environmental laws. The author of the study [10] stressed that the socio-economic activity has necessarily to be a balanced and adequate to environmental situation, must not contradict natural laws, lead to negative and irreversible degradation processes in nature, which fully corresponds to the place and the role of intellect use and intellectualization in the course of nature usage.

Thus, process, technology and tools of intellect use and proper management of modern leaders should be viewed as nonalternative condition of any of the processes of nature usage with getting economically efficient, socially responsible and environmentally sustainable results that are necessary for humanity.

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