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BRIDGING KNOWLEDGE AND INNOVATION: TOWARDS SUSTAINABLE DEVELOPMENT IN THE 21ST CENTURY

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Abstract:
Knowledge and innovation are seen as one of the main tools to take a step towards sustainable development in the 21st century, taking an important place in the life of modern society. This dependence is important not only in ensuring economic growth, but also in maintaining stability in the social, environmental and cultural spheres. To solve the biggest problems facing humanity – such as climate change, limited resources, economic inequality, the provision of social justice-it is imperative to create new knowledge and put them into practice. Therefore, the process of combining knowledge and innovation is at the heart of Sustainable Development Strategies in the 21st century.

Keywords: knowledge, innovation, strategy, resources, technology, globalization process, Environment, Company.

Today, the rapid development of globalization and digital technologies is facilitating the introduction of innovations in the fields of Science and technology. This situation necessitates the continuous creation of new knowledge-based innovations, increasing competition between countries and companies. At the same time, the principles of Sustainable Development tell us that technological progress should be directed towards improving the quality of life of people, without harming the natural environment. To reconcile these two principles, the focus is on innovating not only for economic benefit, but also for the purpose of ensuring environmental sustainability and social equality. The process of combining knowledge and innovation is reflected in many areas. For example, by creating green technologies in the energy sector, it will be possible to reduce the demand for conventional fuels. It helps not only to preserve the environment, but also to increase economic efficiency. And in the field of health, new discoveries in the fields of Medicine and biotechnology are creating opportunities for increasing life expectancy, early

detection and treatment of diseases. Thus, the practical application of scientific knowledge brings innovation and has a positive impact on society.[1]

For sustainable development, it is important to systematically collect knowledge and use them wisely. It is necessary to emphasize the role of the educational system in this process. Modern education should be directed not only to teaching facts, but also to the development of thinking skills, the formation of creativity and problem solving skills. Thus, teaching innovative ways of thinking to young people will increase the country's advanced scientific and technical potential and serve to achieve sustainable development. At the same time, public policy also serves as an important factor in the integration of knowledge and innovation. Effective public policy should be aimed at developing integration between the fields of Education, Science and industry, providing financial support for scientific research, as well as creating a favorable environment for the implementation of new ideas. Thanks to this, the introduction of modern technologies, the creation of jobs and economic stability are strengthened.[2]

Cooperation is important in the process of adapting innovation to sustainable development goals. At the international, regional and national level, various organizations, enterprises and scientific institutions are looking for ways to exchange experiences, consolidate resources and implement new programs. This makes it possible to achieve general solutions to global problems, to distribute scientific achievements faster. Therefore, the integration of knowledge and innovation is seen as an important task not only nationally, but also globally. To ensure progress in sustainable development, it is also necessary to strengthen dialogue and cooperation between all sectors of society, in particular enterprises, academic circles and civil society. Within this framework, the openness of data exchange, the increase in support for innovative projects and the creation of a positive environment for new ideas are important. Encouraging young researchers and inventors, and creating opportunities for their activities, are among the factors that ensure the stability of innovation in the future.[3]

The concept of sustainable development requires that economic growth should serve not only to increase income indicators, but also to social justice and environmental balance. In order to achieve this goal, it is necessary to maintain a balance in the

creation of innovative knowledge and technologies, they should be guided by social and environmental security. In this regard, it is necessary to conduct research, develop new approaches to reduce the side effects of technological development. Also, advances in ICT help ensure the rapid integration and efficient use of knowledge and innovation. The process of digital transformation accelerates scientific research, facilitating careful testing of new ideas and reaching a wide audience. At the same time, it expands the possibilities, bringing the learning process to an interactive and author-oriented form, which is also a supporting factor for Sustainable Development.[4]

Innovations being developed on the basis of knowledge in order to maintain a balance between nature and the human environment serve to develop "green" technologies. This leads to positive results in energy production without harm to the Environment, Waste Recycling, Water Resource Conservation, and many other areas. Thus, the rational use of Natural Resources will be more efficient and safe with the help of Science and technology. The role of education in the path of sustainable development is significant and raises the need to associate it with scientific research. Educational systems act as a tool in creating new knowledge and communicating them to society. At the same time, education differs in that it integrates knowledge-based innovation to increase economic and social stability. Therefore, the processes of applying innovative technologies in education, offering modern methods for students and teachers require special attention.[5]

Conclusion:

In conclusion, in the 21st century, the integration of knowledge and innovation in achieving sustainable development is perceived as the ultimate goal. This union helps to achieve balance in the economic, social and environmental spheres, improve the quality of human life and create stable conditions for future generations. Innovations are not just technological innovations, but practical expressions of scientific approaches. Therefore, at the global and national levels, it is important to strengthen integration between education, science and industry, develop effective public policies and develop innovative cooperation. Further harmonization of

knowledge and innovation as a solid foundation for Sustainable Development is the main bet for the future of our world.

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