

# SUSTAINABLE MANAGEMENT AND PROMOTION OF TERRITORY:A CHALLENGE FOR THE RURAL AREAS IN THE WORLD

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## Abstract

The authors present at the first part some considerations about the relevance new approach about the modern governance of territory an its promotion.

In the face of the global crisis which involves manufacturing, financial, social and moral aspects, a continual process must be initiated that must go beyond the options of sustainable development, green economy and a third industrial revolution, in order to give tangibility to the two guidelines of the World Summit on Sustainable Development in Rio de Janeiro in 2012 (Rio +20) for an operational implementation of the Strategy of Sustainable Development and Fight against Poverty in the World.

The territory in its widest and most holistic form, together with man with his capacity to analyse, choose and operate together with the “humanity” which distinguishes him from all other living creatures, should be brought back to the center of strategies used by any development model by using a concrete, operational parameter in order to create the basic conditions for an indefeasible “NEW RENAISSANCE”.

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