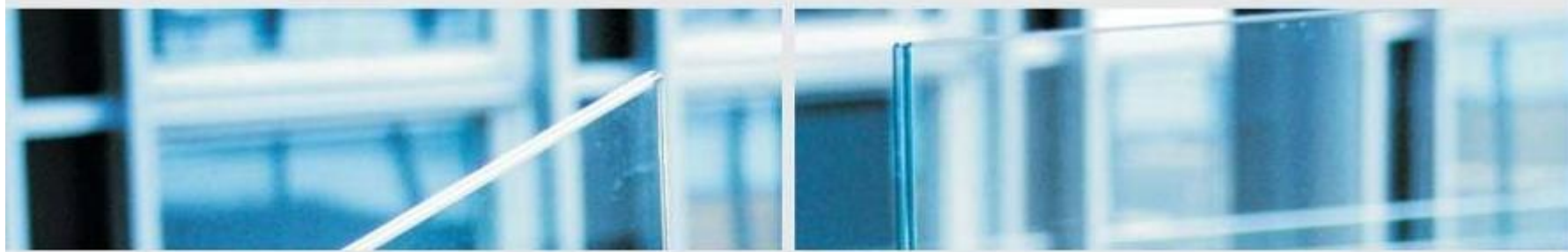


FUTUS2a Sustainable Futures

Environment, Culture, Society, Economy



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www.tse.fi/tutu

www.cereb.fi



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Sustainable Futures

2a. Environment, Culture, Society, Economy

- Course web pages:
<http://www.tulevaisuus.fi/keko/FUTUS2a/FUTUS2a.htm>
- The objective of this course is:
The students get acquainted with the concept of sustainability, specially with how this concept can be utilised in the development of the environment, culture, society, and economy in light of e.g. energy, climate, technological innovations, and population growth.

On this lecture:

1. Discussion
2. Information about the development of the term sustainable development



Sustainable development

Discussion: What is Sustainable Development?

Discussion: What is Sustainable Development?



Discussion: What is Sustainable Development?

Group work / ideas:

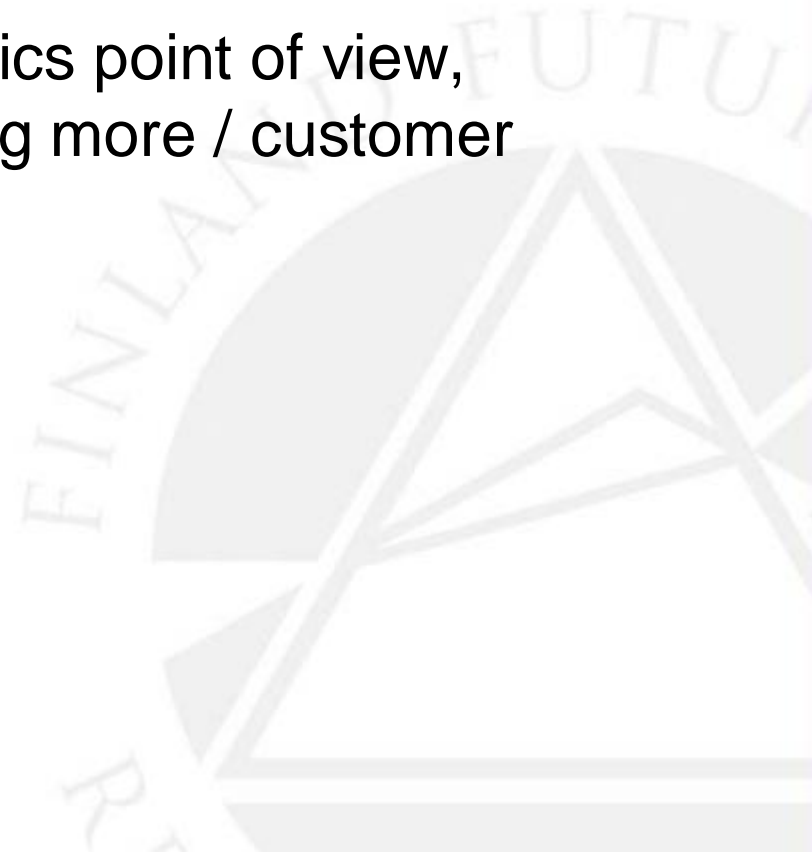
- Different aspects:
- SD is something to make sure the future generations have the same possibilities
- A very broad thing
- Difficult to think about the different aspects



Discussion: What is Sustainable Development?

Group work / ideas:

- Cultural aspects: preserving things / how much should change
- Reasons behind it? – economics point of view, customers & media demanding more / customer awareness



Mind map on...

3 main dimensions: econ., env. & people

Solar panels etc need to be also economically good

Definition: acting for future generations on the 3 dimensions

Sustainable Development

Mind map on...

		Problem & solutions: everybody should be involved		
Consumption: what is sustainable consumption?		Sustainable Development		one dimension should not be dominating the others
		Think about the next generation		

What is Sustainable Development?

- The word “sustainable” means according to the Cambridge dictionary: *“able to continue over a period of time”*.
What this actually means in different cases and to various actors is not very straightforward.
- The word “development” according to the Oxford dictionary: *“the action of developing or the state of being developed”* or *“a new product or idea”* or *“a new stage in a changing situation”*.

Background on the concept of sustainable development

- Sustainability may be seen as an expansion of a concept of sustainable yield (harvest)
- Sustainable yield is a concept that is used as a resource planning tool.
- This concept was first introduced more than 300 years ago in relation to German forest and mining activities.
- At this time the criteria for sustained yield were *biological*.

Background continued

- During the next centuries the term evolved and greater emphasis was put to the maintenance of *economic* output.
- The objective of sustainability became to be "*wise use*" of resources.
- This meant that conservation should be applied, but only when it was economically beneficial.

Ecological awakening

- Rachel Carson (1907 – 1964) was an American marine biologist and nature writer.
- Carson's writings are often credited as launching the global environmental movement.
- Carson published **Silent Spring** (1962), which brought environmental concerns to an unprecedented portion of the American public.
 - have you read it?
- **Silent Spring** spurred a reversal in national pesticide policy—leading to a **nationwide ban on DDT** and other pesticides.

About the book

- <http://www.youtube.com/watch?v=K-NAUkyIg-M&feature=related>



Reasons for awakening

- Earth was first photographed from space by Explorer 6 in 1959
- Humans understood for the first time that we are living in the same small planet.



Bruntland commission 1987

- The term 'sustainable development' was popularised by the World Commission on Environment and Development (WCED) in its 1987 report entitled Our Common Future
- This book is also known as the Brundtland Report, after the Chair of the Commission and former Prime Minister of Norway, Gro Harlem Brundtland.
- The aim of the World Commission was to find practical ways of addressing the environmental and developmental problems of the world.

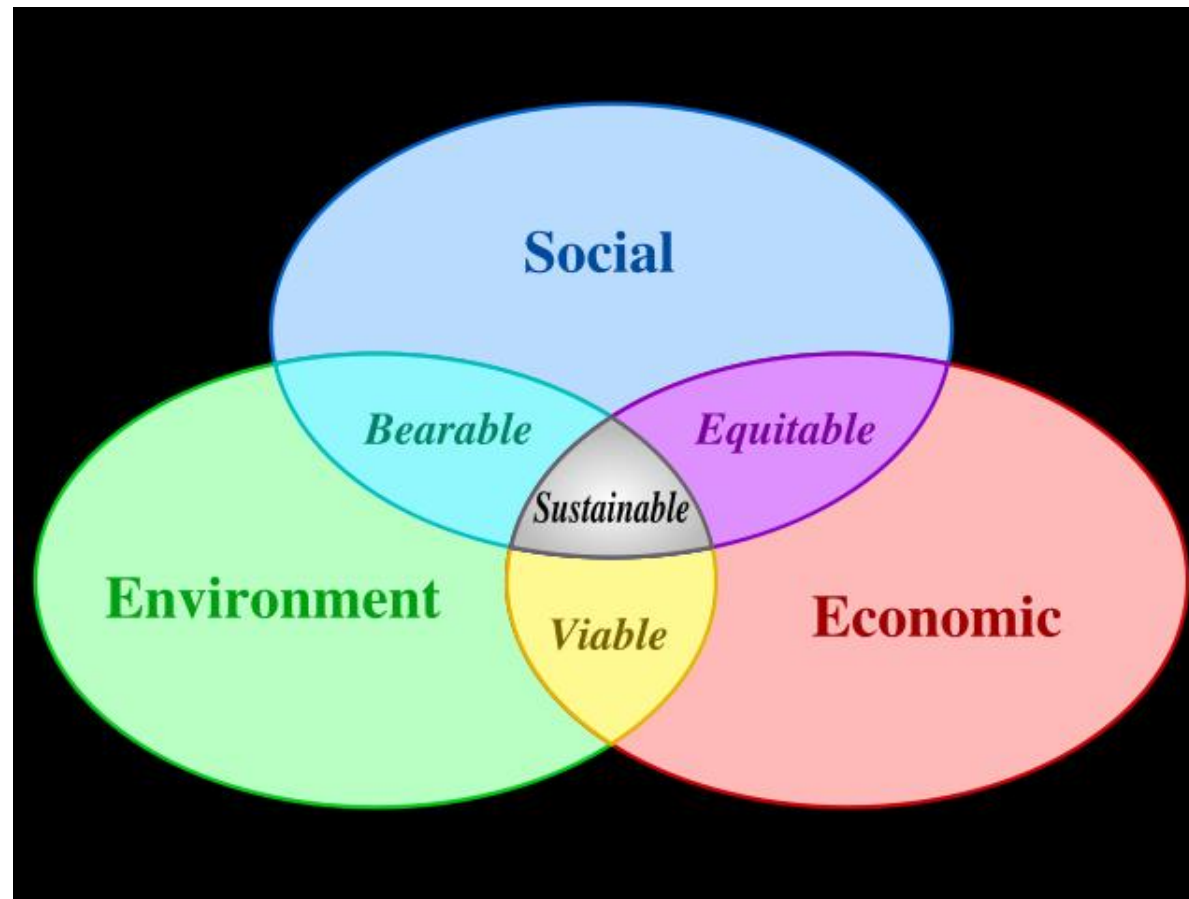
Bruntland continued

- Our Common Future reported on many global realities and recommended urgent action on key issues to ensure that development was sustainable,
- ie. that development would satisfy *'the needs of the present without compromising the ability of future generations to meet their own needs'*.

Bruntlands definition and Agenda 21

- Bruntlands report emphasized the importance of future generations.
- The ethical thrust was now towards social justice and in particular social justice across generations.
- The work of Bruntland commission and IUCN work was elaborated in 1992 in the Rio conference. In this declaration the importance of fairness not only *between* generations but also *within* generations was seen as important.
- Agenda 21 was outcome of Rio and it emphasized the economic, environmental and social aspects of sustainability.

Sustainable development / one view



Culture as part of **Sustainable development**

- The Universal Declaration on Cultural Diversity (UNESCO, 2001) elaborates the concept of sustainable development by stating that "...cultural diversity is as necessary for humankind as biodiversity is for nature"; it becomes "one of the roots of development understood not simply in terms of economic growth, but also as a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence".
- In this vision, cultural diversity is the fourth policy area of sustainable development.

