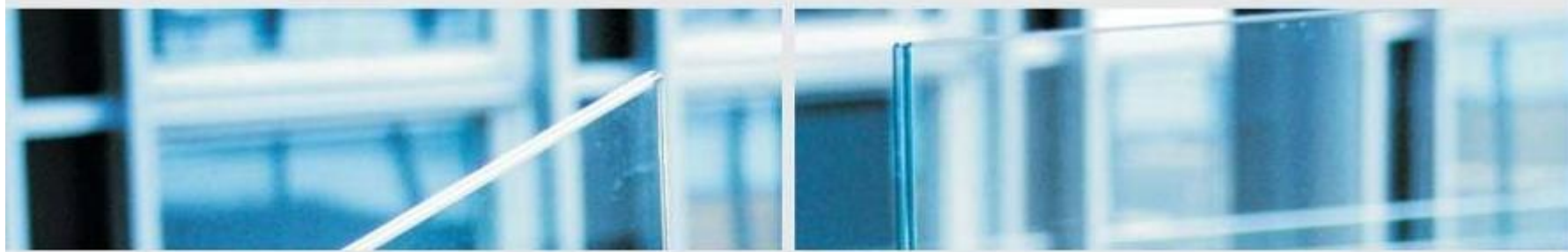


Sustainable Development

The social dimension



Juha Kaskinen

Finland Futures Research Centre, University of Turku



Social dimension of Sustainable Development

- Aims of the lecture
- Understand the basic content of the concept
- Think about the relationship of futures thinking and sustainability
- Discuss about possible actions in the light of global challenges

Social sustainable development

- The social sustainable development relates to human moral and values, relationships and institutions.
- Refers to sustainable society.
- Means society's ability to maintain the necessary means of wealth creation to reproduce itself.
- Means a shared sense of social purpose to foster social integration and cohesion.

Social SD

- All dimensions of SD are linked with one other.
- So environmental, economic, and cultural aspects of SD have an impact to social SD and vice versa.
- Lot of discussion on the definition of social SD – what does it could mean?
- Implementation: Inter-sectoral communication and bottom-up participation could be key element of implementation.

Social Sustainable Development

- Values connected to SSD
 - Respecting nature and life, responsibility, physical and mental health, global, national and cross-generational justice, equality and tolerance, diversity, cross-cultural capacities and democracy
- Characteristics according to Baker 2006, 213
 - Recognition of the value of the planet's biophysical and resource system
 - Imposition of limits of growth
 - Prioritization of the common good
 - Understanding development in terms of quality of life

Sustainable Development

- Characteristics (Baker 2006, 213)
 - Promoting socially and ecologically legitimate development, especially in the Third World.
 - Reduction of consumption in the industrialized world.
 - Acceptance of shared responsibility across multi-levels of governance.
 - Participation is open-ended dialogue to identify and agree priorities.
 - Respect for diversity as development trajectories are implemented across different social, cultural and ecological contexts.

<i>Model of sustainable development</i>	<i>Normative principles</i>	<i>Type of development</i>	<i>Nature</i>	<i>Spatial focus</i>	<i>Governance</i>	<i>Technology</i>	<i>Policy integration</i>	<i>Policy tools</i>	<i>Civil society – state relationship</i>	<i>Philosophy</i>
<i>Ideal model</i>	Principles take precedence over pragmatic considerations (participation; equity, gender equality, justice; common but differentiated responsibilities)	Right livelihood; meeting needs not wants; biophysical limits guide development	Nature has intrinsic value; no substitution allowed; strict limits on resource use, aided by population reductions	Bioregionalism; extensive local self-sufficiency	Decentralization of political, legal, social and economic institutions	Labour-intensive appropriate, Green technology; new approach to valuing work	Environmental policy integration; principled priority to environment	Internalization of sustainable development norms through on-going socialization, reducing need for tools	Bottom-up community structures and control; equitable participation	Ecocentric
<i>Strong sustainable development</i>	Principles enter into international law and into governance arrangements	Changes in patterns and levels of consumption; shift from growth to non-material aspects of development; necessary development in Third World	Maintenance of critical natural capital and biodiversity	Heightened local economic self-sufficiency, promoted in the context of global markets; Green and fair trade	Partnership and shared responsibility across multi-levels of governance (international; national, regional and local); use of good governance principles	Ecological modernization of production; mixed labour- and capital-intensive technology	Integration of environmental considerations at sector level; Green planning and design	Sustainable development indicators; wide range of policy tools; Green accounting	Democratic participation; open dialogue to envisage alternative futures	
<i>Weak sustainable development</i>	Declaratory commitment to principles stronger than practice	Decoupling; reuse, recycling and repair of consumer goods; product life-cycle management	Substitution of natural capital with human capital; harvesting of biodiversity resources	Initial moves to local economic self-sufficiency; minor initiatives to alleviate the power of global markets	Some institutional reform and innovation; move to global regulation	End-of-pipe technical solutions; mixed labour- and capital-intensive technology	Addressing pollution at source; some policy co-ordination across sectors	Environmental indicators; market-led policy tools and voluntary agreements	Top-down initiatives; limited state-civil society dialogue; elite participation	
<i>Pollution control</i>	Pragmatic, not principled, approach	Exponential, market-led growth	Resource exploitation; marketization and further closure of the commons; nature has use value	Globalization; shift of production to less regulated locations	Command-and-control state-led regulation of pollution	Capital-intensive technology; progressive automation	End-of-pipe approach to pollution management	Conventional accounting	Dialogue between the state and economic interests	Anthropocentric



Social SD

- The relationship between SSD and futures: What is in common?
 - SD is future orientated concept by definition
 - SD as a vision
 - SD as a mission: what should be done?
 - SD as a ongoing process

Social SD

- Issues of discussion
 - Common but differentiated responsibilities
 - Inter-generational equity, intra-generational equity
 - Whereas equality implies equal slices of cake for everyone, equity allows more to be given to those in greater need (Huby 1998, 10).
 - Justice
 - Participation and democracy
 - Gender equality
 - Local Agenda 21
 - Local production and consumption, decision-making
 - Global – local – individual actions?
 - Role of policy and politics?
 - Indicators and accountability of social SD?

Social SD

- Future orientation, value discussion, critical knowledge interest (in terms of Habermas)...
- Climate change in relation to social SD
 - E.g. Climate change negotiations
- Global finance and economic crisis in relation social SD
 - Corporate social responsibility
- Do economic growth and SD go hand in hand?

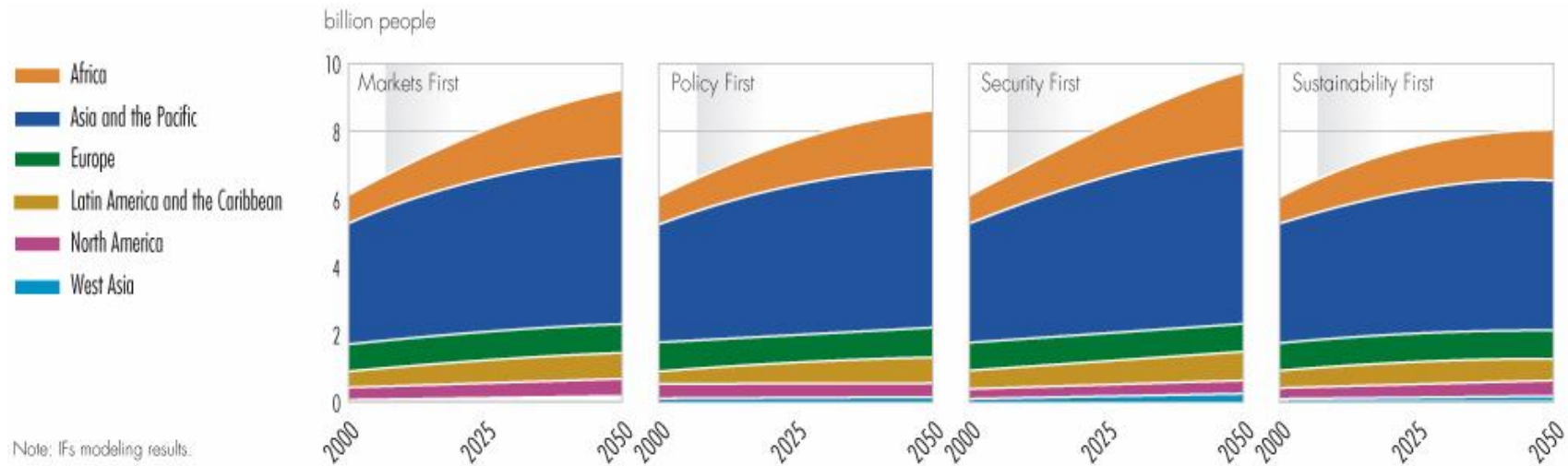
Our environment

- Complexity
- Connectivity
- Globalization
- Rapid change
 - E.g. in technology
 - Different speed of change (e.g. technology versus human behavioral patterns)

Rohit Talwar: Designing Your Future (2008)

- One of the most important patterns is the demographic shift. The world's population will grow from about 6.4 billion today to 9.2 billion by 2050. The ethnic mix of populations is rapidly changing, especially in Europe and the US. For example, 2.2 million people a year, from now up until 2050, are expected to migrate from poor countries to rich ones.

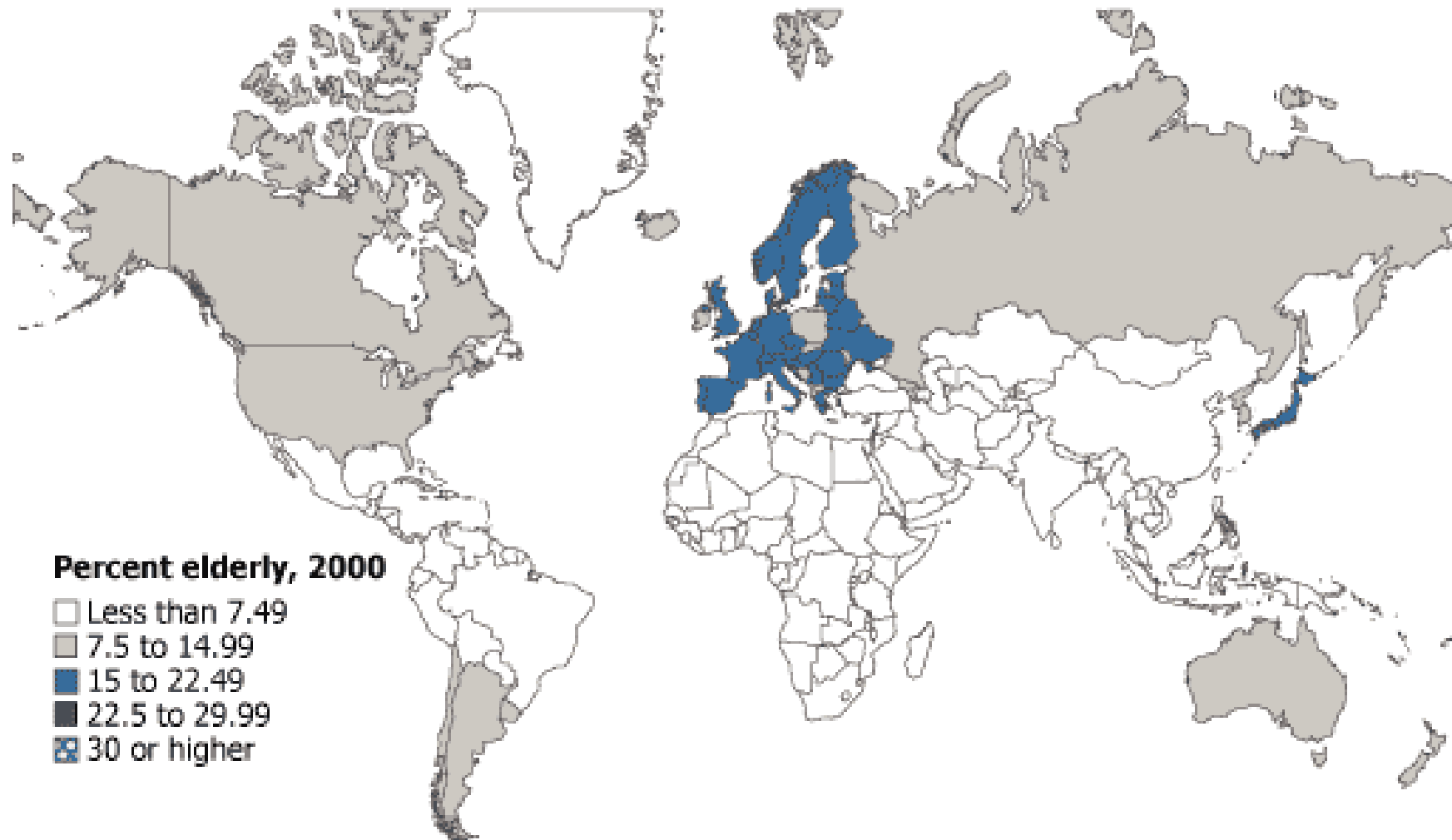
Population Trends (UN 2008).



Percentage of the Elderly (Ages 65 and Over) by Countries, 2000 and 2050

2000

Source: United Nations Population Division, *World Population Prospects: The 2004 Revision* (New York: United Nations, 2005).
Aging in Developing Countries

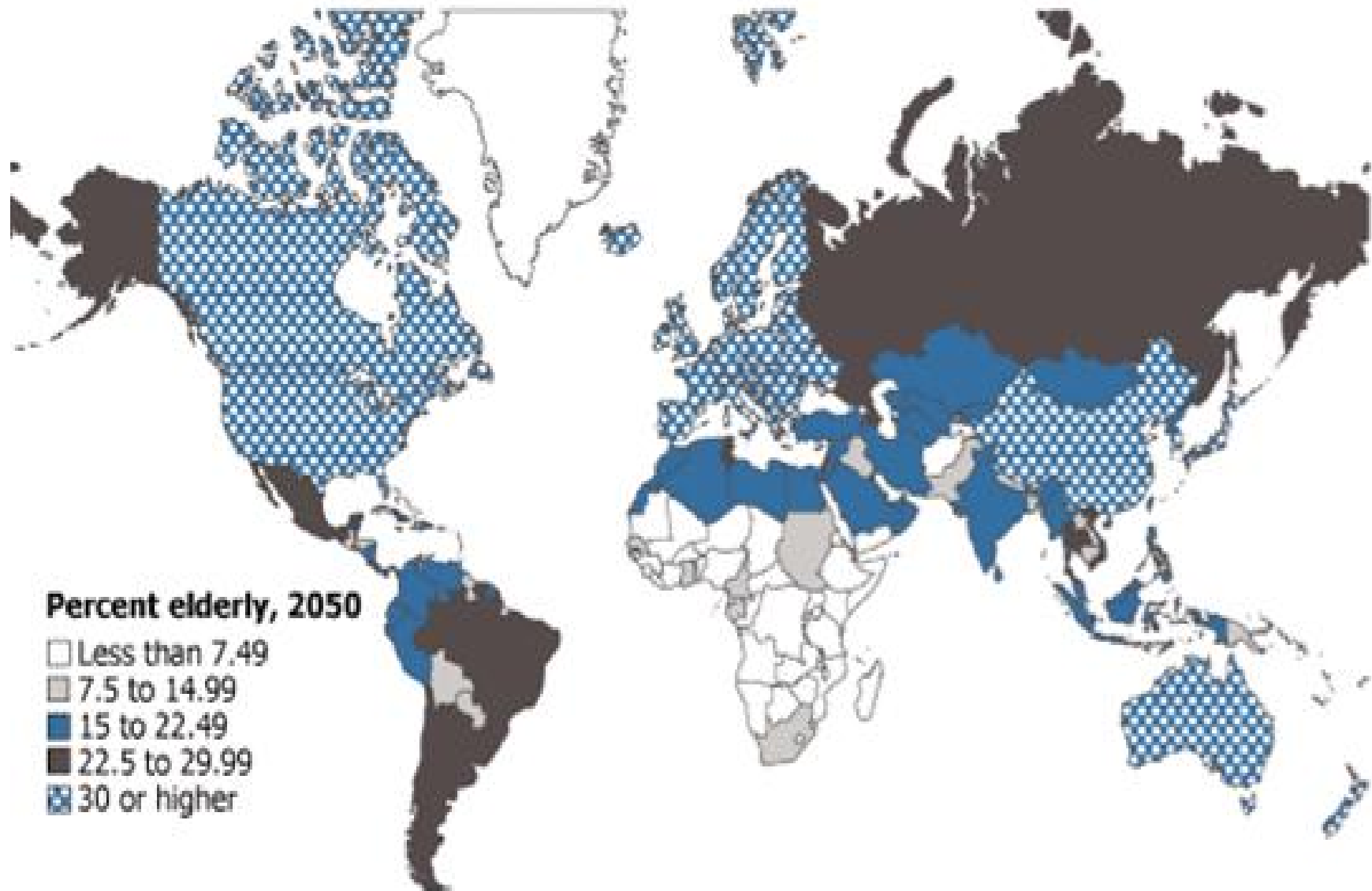


Percentage of Elderly (Ages 65 and Over) by Country, 2000 and 2050

2050

Source: United Nations Population Division, *World Population Prospects: The 2004 Revision* (New York: United Nations, 2005).

Aging in Developing Countries



Rohit Talwar: Designing Your Future (2008)

- Global population growth is creating new wealth and driving the second key pattern - a changing economic landscape. China's GDP could overtake America's as early as 2015.
- Several emerging nations that are developing stronger economies – creating new opportunities and potential threats.
 - E.g environmental pressures due to growing consumption.

World Primary Energy Demand by Region in the Reference Scenario (Mtoe) (IEA 2008).

	1980	2000	2006	2015	2030	2006-2030*
OECD	4 072	5 325	5 536	5 854	6 180	0.5%
North America	2 100	2 705	2 768	2 914	3 180	0.6%
<i>United States</i>	1 809	2 300	2 319	2 396	2 566	0.4%
Europe	1 504	1 775	1 884	1 980	2 005	0.3%
Pacific	467	845	884	960	995	0.5%
Non-OECD	3 043	4 563	6 011	8 067	10 604	2.4%
E. Europe/Eurasia	1 267	1 015	1 118	1 317	1 454	1.1%
<i>Russia</i>	<i>n.a.</i>	615	668	798	859	1.1%
Asia	1 072	2 191	3 227	4 598	6 325	2.8%
<i>China</i>	604	1 122	1 898	2 906	3 885	3.0%
<i>India</i>	209	460	566	771	1 280	3.5%
Middle East	133	389	522	760	1 106	3.2%
Africa	278	507	614	721	857	1.4%
Latin America	294	460	530	671	862	2.0%
World**	7 223	10 034	11 730	14 121	17 014	1.6%
<i>European Union</i>	<i>n.a.</i>	1 722	1 821	1 897	1 903	0.2%

* Average annual rate of growth.

** World includes international marine bunkers.

Rohit Talwar: Designing Your Future (2008)

- The third pattern of change emerges from those first two: the political agenda itself is becoming more complex. We have wars, and – potentially - new conflicts.
- More and more actors on the global stage want a political say, so the voices of Europe and the U.S. are no longer as distinct and as loud in the international arena.
- China and India increasingly speak for the developing world. Fault lines are appearing in institutions such as the United Nations as the old and new worlds collide on issues from trade to environmental policy.

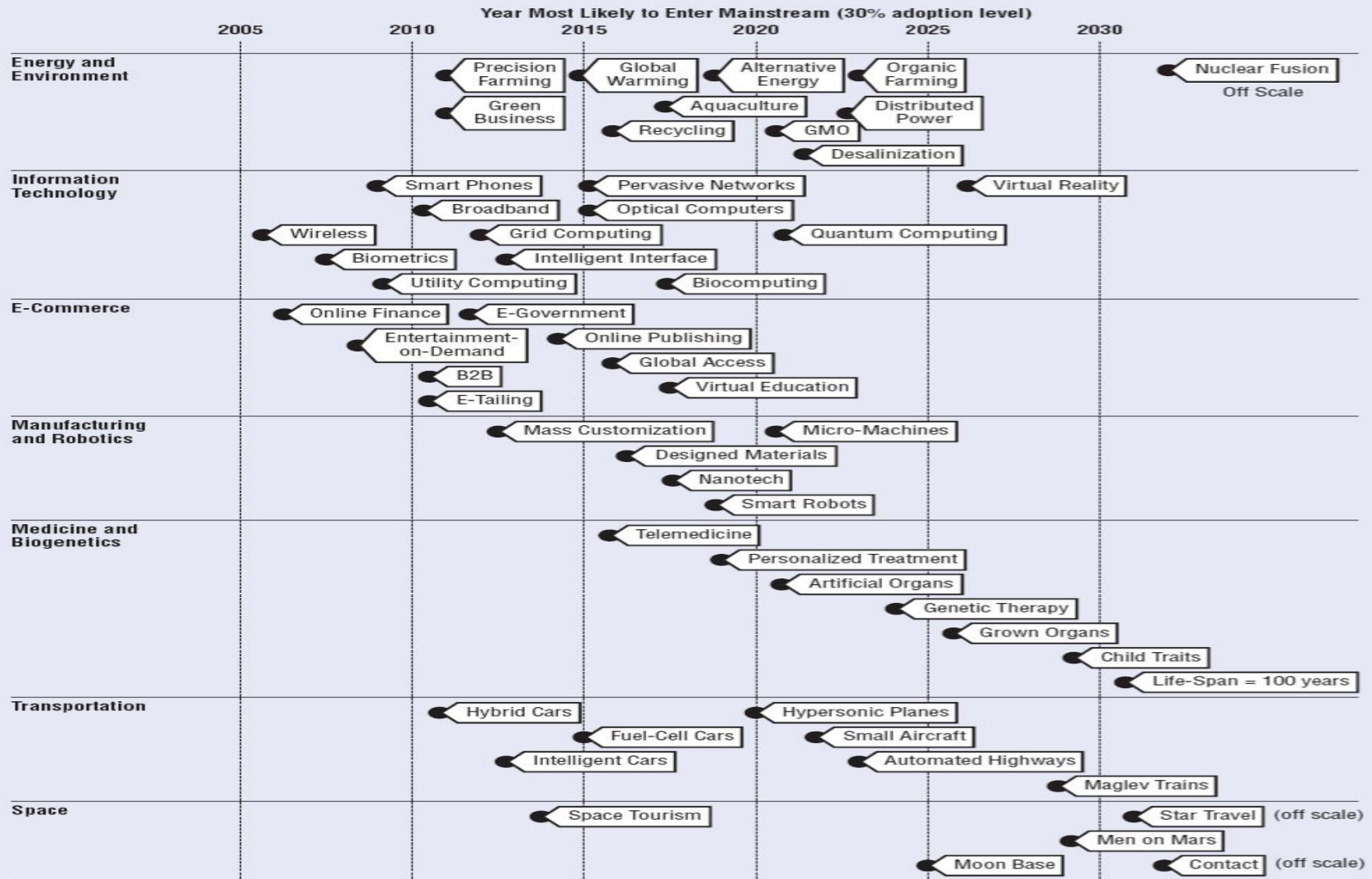
Rohit Talwar: Designing Your Future (2008)

- These big patterns of change – the demographic, the economic, the political – in turn feed into the fourth pattern – an expanding business agenda. Businesses in much of Europe are facing tougher domestic conditions as the global downturn spreads. The US has slipped to ninth place in The Economist competitiveness rankings, and European and US businesses can no longer assume leadership in every sector.
- At the same time, businesses are pressured to focus more on work-life balance and closer attention to their broader responsibility – the triple bottom line of profit, people and the planet. (Corporate responsibility)

Rohit Talwar: Designing Your Future (2008)

- The fifth pattern recognizes that science and technology are “going mainstream” and becoming increasingly critical to innovation in business products and processes. Nanotechnology, green technology and biotechnology are examples of potential trillion dollar sectors.
- Technology convergence

Figure 1. Technology Forecasts: From Promise to Mainstream



Source: TechCast, www.TechCast.org

Rohit Talwar: Designing Your Future (2008)

- The sixth pattern is around people and the recognition that we have reached a generational crossroads. With longer life-spans, increased ethnic diversity, Baby Boomers working past retirement and Millennials entering the workforce, our workplaces are changing radically.

Rohit Talwar: Designing Your Future (2008)

- There's also a talent challenge, which is our seventh pattern. With up to 70% of the valuation of public companies being based on their talent pool and intellectual property, there is growing concern in the developed world about the talent gap between demand and supply in almost every sector.
- At the top end, it is recognized we are too slow to find ways to develop the new skills required for business to stay competitive. So a real opportunity exists around education. Delivering more online must be part of the solution, because more and more people are unwilling to take classroom-based courses and want the flexibility offered by online delivery. People have a very strong attachment to paper, but both for environmental and cost reasons, many associations are going to struggle to deliver as much paper as they currently do.
- The challenge of lifelong learning

Rohit Talwar: Designing Your Future (2008)

- The rise of the Internet is the eighth pattern of change – with estimates of 1.5 billion total users and 400 million social network members by the end of 2008. One of the biggest challenges here is the cost of staying up to date with the technology and the choice of whether to build in-house or use third party applications.
- Internet is also important with the social networks.

Rohit Talwar: Designing Your Future (2008)

- The ninth pattern reflects one of the biggest challenges: society is in a period of major change, with many inherent conflicts and contradictions becoming apparent. On the one hand, people are increasingly interested in ethics, responsibility, and transparency. We have the highest-ever level of young people volunteering. But at the same time, our trust in government is at lowest level in some time. We have more millionaires and billionaires than ever.

Rohit Talwar: Designing Your Future (2008)

- All of the other nine patterns feed into the tenth - and possibly most important long term pattern – the challenge of managing natural resources and reducing our environmental footprint. We know current consumption rates already exceed the planet's capacity - if the developing world wanted to consume at the same rate as Europe, we'd need three planets. Energy demand is far exceeding our ability to supply it and could grow almost 60% globally by 2030. So we know we're running into a number of resource barriers that are forcing us to rethink our whole environmental approach.
- Focusing on environmental innovation will also help a nation's professions and businesses to be able to go out internationally and say, "We're operating an environment best practice" - which could give them a vital edge in global markets.

Many thanks for your attention!

- Juha Kaskinen, Dr. Soc. Sc., Director
- Finland Futures Research Centre
- University of Turku
- Rehtorinpellonkatu 3 FIN-20500 Turku Finland
- Tel. +358 2 4814 528; Mob. +358 40 5439 645;
Fax +358 2 4814 630
- Email juha.kaskinen@tse.fi /utu.fi
- <http://www.tse.fi/tutu>