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SUSTAINABILITY: WHY IT MATTERS



SUSTAINABILITY?



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But first, what is 'sustainable'?

Or 'sustainable development'?

Or 'sustainable business'?

Or 'sustainable practices'?

Or 'sustainable leadership'?

Or 'sustainable governance'?

Or 'sustainable agriculture'?

Or 'sustainable technology'?

Or 'sustainable tourism'?

Or 'sustainable' this or 'sustainable' that?



SUSTAINABLE & SUSTAINABILITY



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Sustainable = able to last or continue or be maintained for a long time

Sustainability = our ability/capacity to extract and use resources, generate income, develop and maintain lifestyles in a manner that **does not deplete those resources...**

...and **does not** (negatively) **impact** people, economies, or environment in the process of extraction or use...

...while simultaneously ensuring that future generations **can continue to** access, benefit, and enjoy those resources.

*Sustainability is a **mindset***

*...being sustainable is simply about being **WISE!***



SUSTAINABLE & SUSTAINABILITY: CONTEXTS FOR TODAY'S PRESENTATION



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Today's presentation relates 'sustainable' and 'sustainability' to:

- Resource extraction and use
- Income generation
- Development
- Lifestyle
- Impacts to people and the environment
- Methods for resource extraction, income generation and development



SUSTAINABILITY & IMPACTS

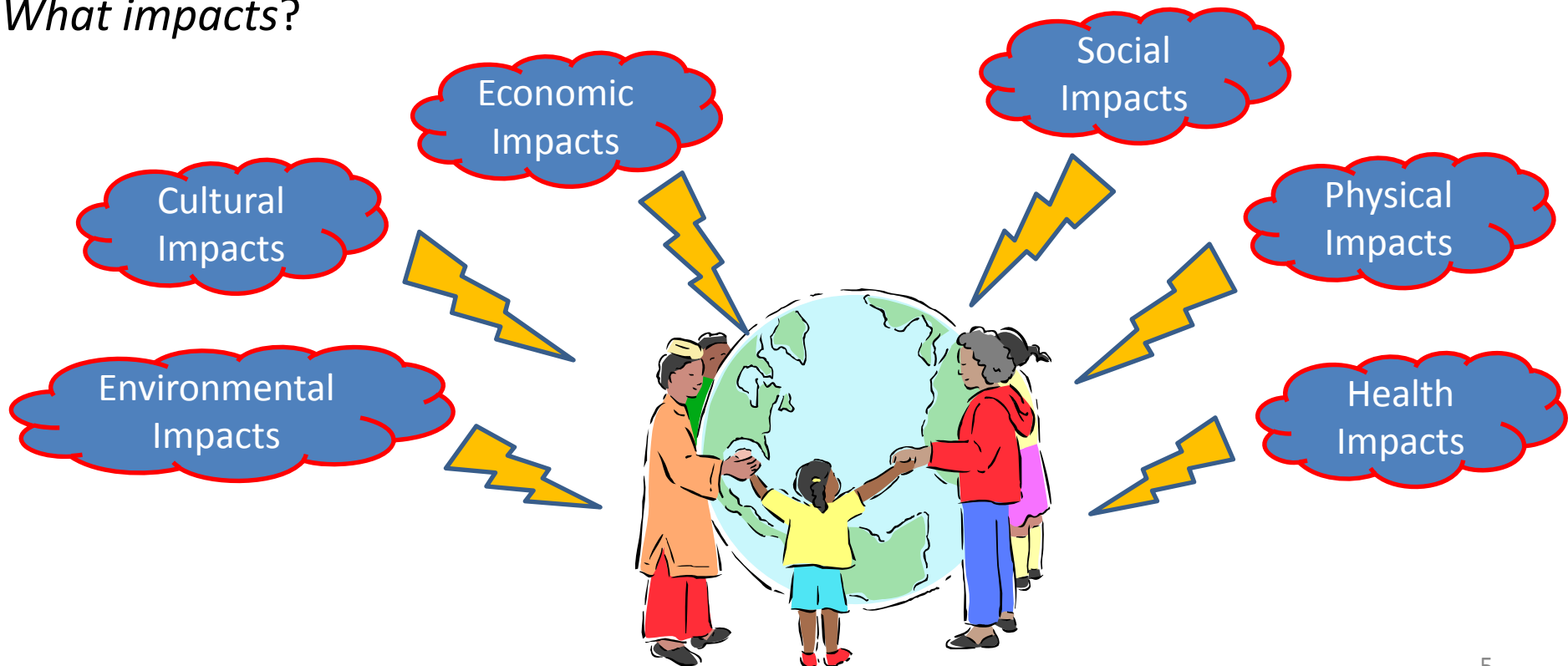


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Sustainable _____ = _____ with *long-term* beneficial impacts and minimal negative impacts (and/or measures to minimize the negative impacts)

Unsustainable _____ = _____ with *short-term* beneficial impacts and with negative/disastrous impacts...

What impacts?



SUSTAINABILITY & THE TRIPLE BOTTOM LINE



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What is the 'triple bottom line'?



THE TRIPLE BOTTOM LINE



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Initially formulated to advance the goal of sustainability in *business practices*, but now applies all other spheres – governance, education, agriculture, development, etc.

Basically, employs three measures:

- Profit: the economic value generated and the economic benefit to the surrounding community and society
- People: the fair and favorable practices to society, and the reduction of socio-economic impact
- Planet: the use of sustainable environmental practices and the reduction of environmental impact



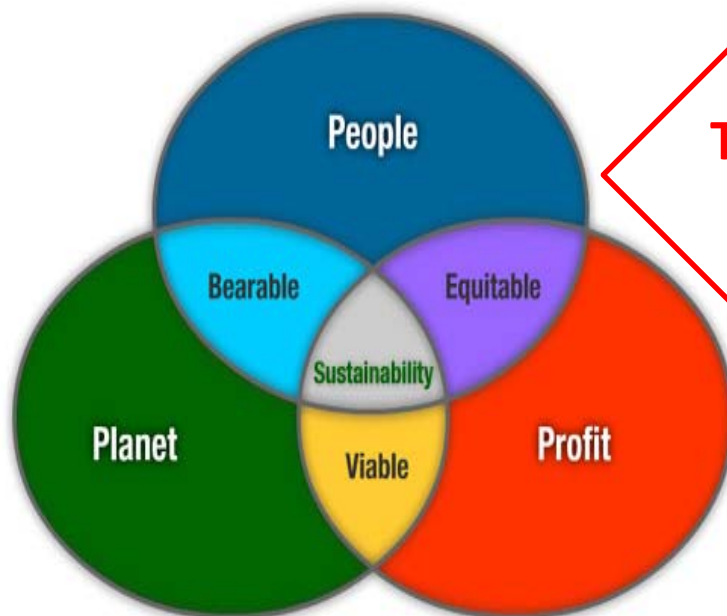
TOWARDS SUSTAINABILITY: 'TRADITIONAL' REPRESENTATIONS



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Balance economic growth
with environmental
protection



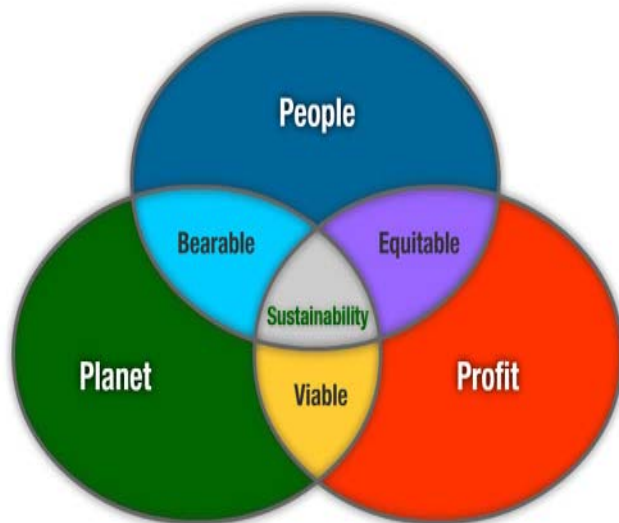
Triple bottom line
3 Ps



TOWARDS SUSTAINABILITY: INACCURATE REPRESENTATIONS



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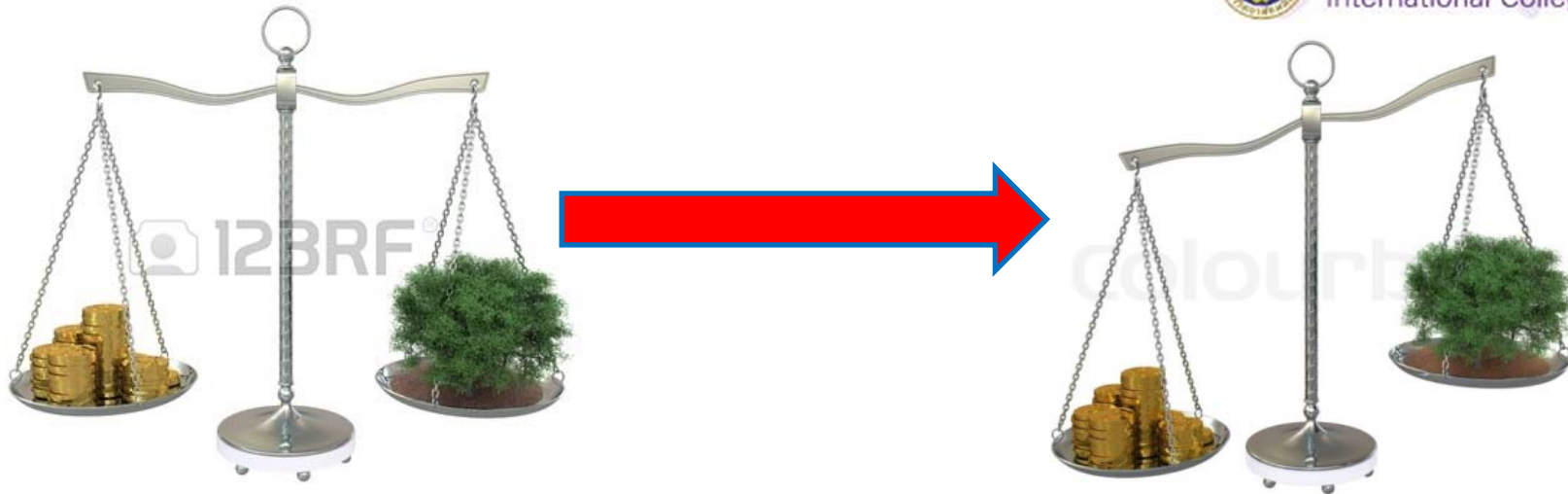
...much of the social
and economic systems
CANNOT exist
independently from the
environment



THE 'BALANCED' SCALES



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If you keep on developing your economy (without any regard for the environment), what happens?

Will both the economy and environment be 'balanced'?

No way!

BUT, your economy CAN grow if you have a HEALTHY environment.

Healthy Environment = Healthy Economy

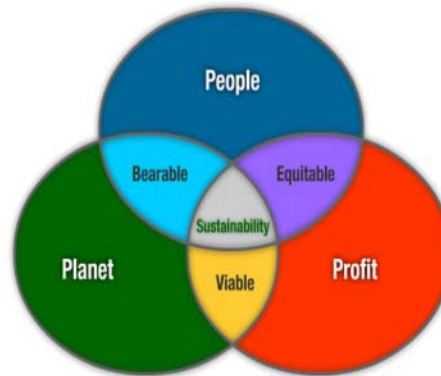
Plus, this illustration does not include the 'society' component.

Healthy Environment = Healthy Society = Healthy Economy

THE THREE OVERLAPPING CIRCLES



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The view that economy (*profit*) is IN ISOLATION of the rest of society (*people*) and in a context that ignored the environment (*planet*) is INCORRECT.

Remove 'environment', both 'society' and 'economy' will COLLAPSE.

Why?

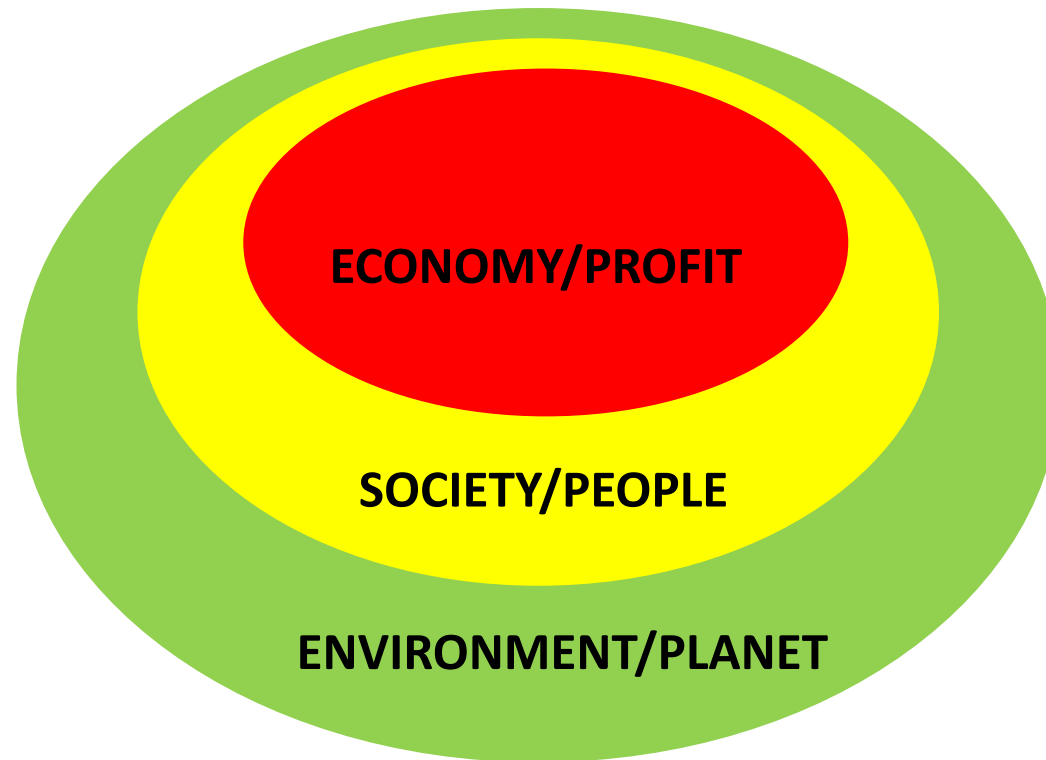
Furthermore, it is considered an 'incorrect representation' because *in practice*

- Interrelationships between these three dimensions were rarely considered.
- Limited consideration was given to overlaps between any two of these dimensions.
- Very rarely was there a sustainability mindset in which all three were included.

SUSTAINABILITY: A BETTER REPRESENTATION



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*A healthy environment is the basis to everything...
...economies, quality of life (or simply our well-being).
Both economy and society are subsets of our planetary ecological
system...*

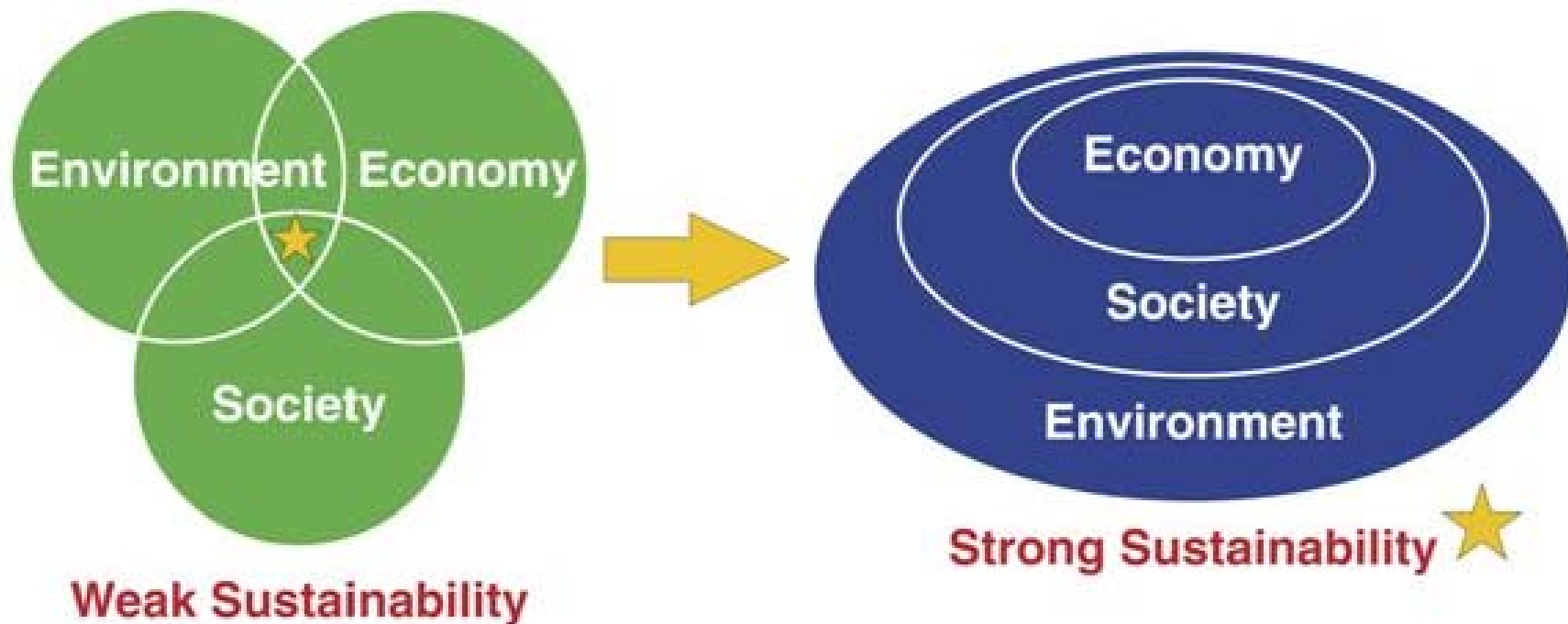
TRIPLE BOTTOM LINE:



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WEAK VS. STRONG SUSTAINABILITY

Interconnected and Interdependent Benefits

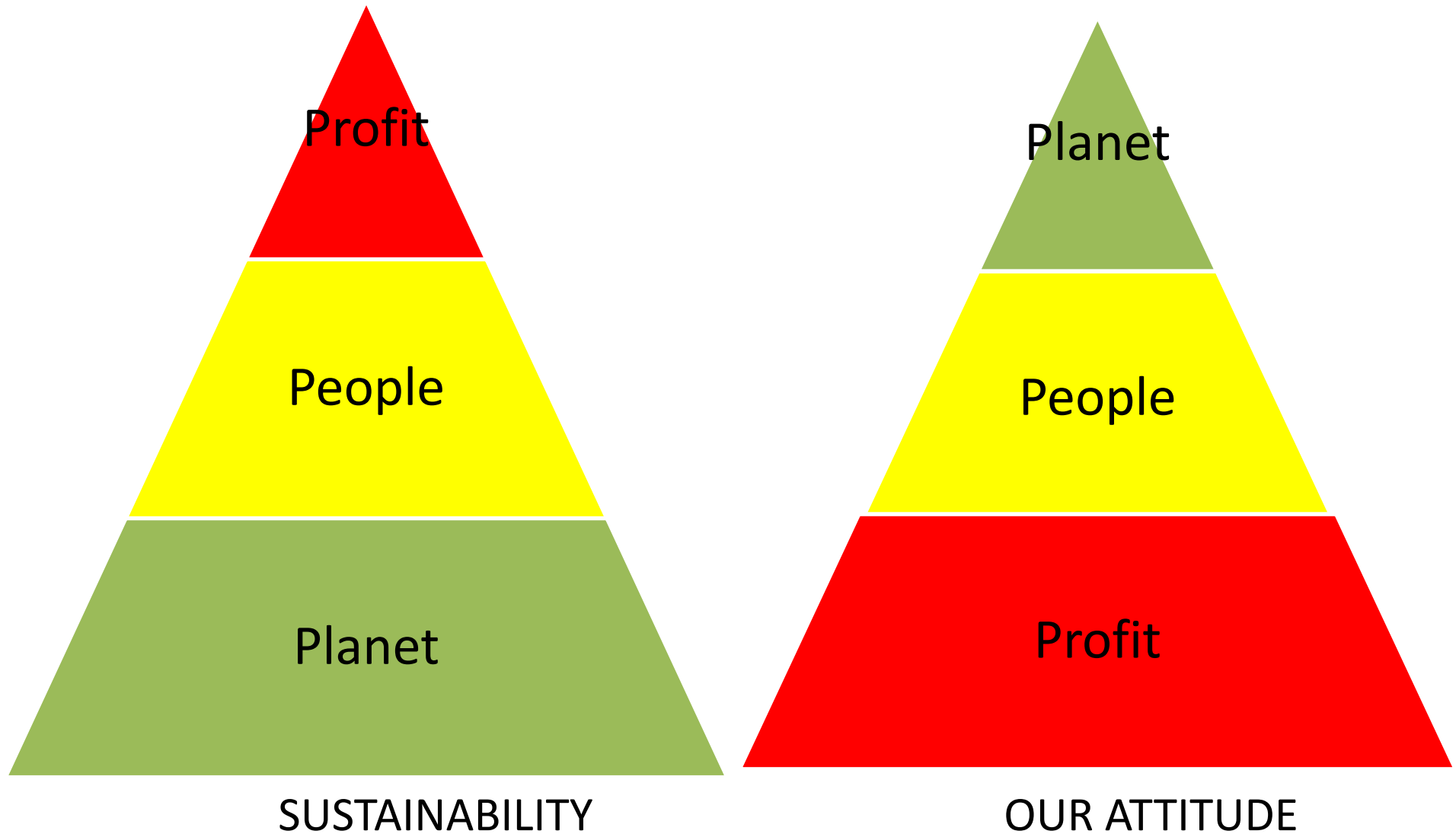


Source: Maureen Hart - Sustainable Measures

SUSTAINABILITY MINDSET VS. EXISTING MINDSET



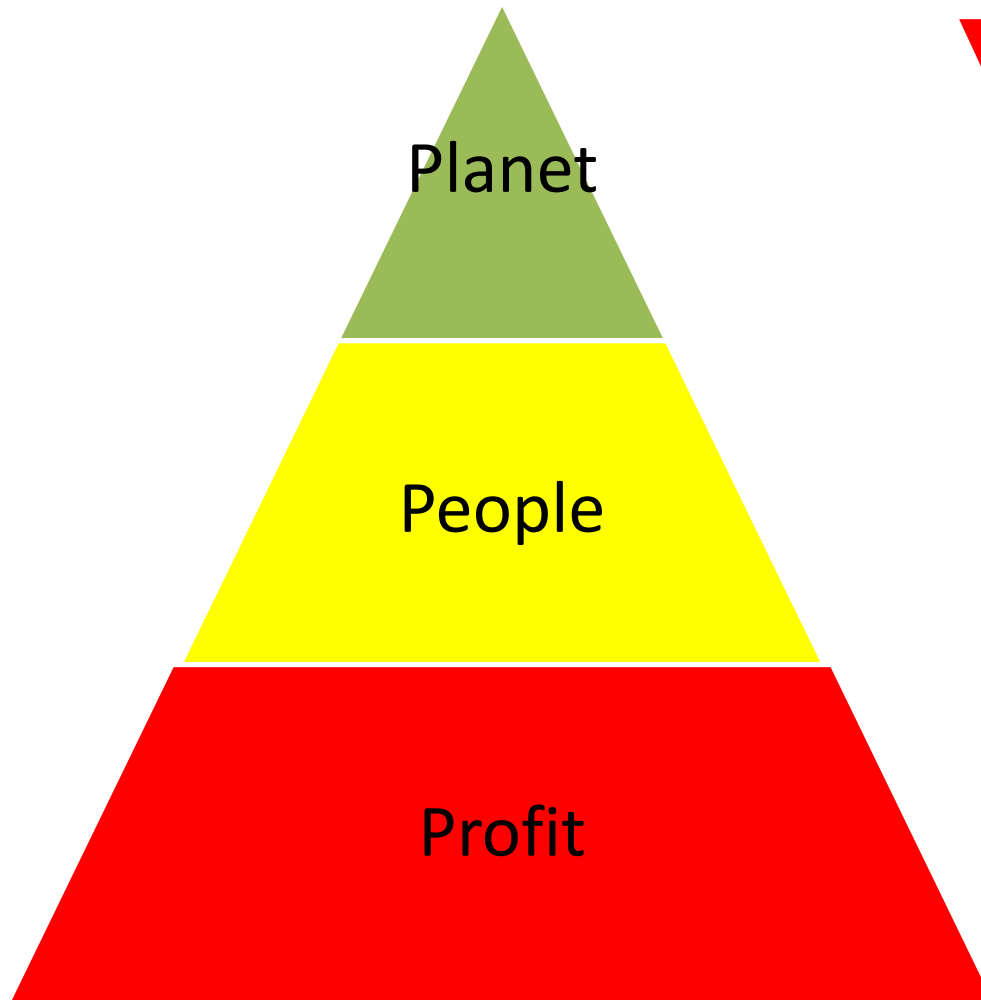
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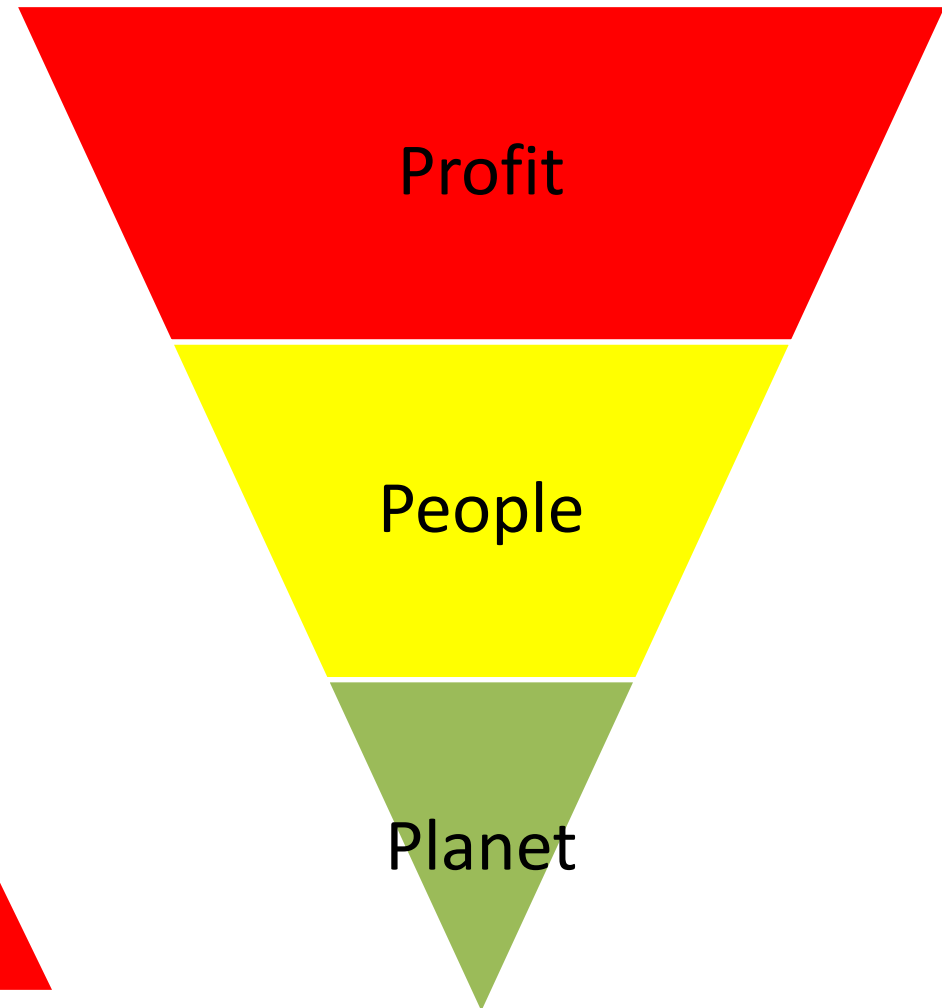
EXISTING MINDSET VS. EXISTING PRACTICES



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OUR ATTITUDE

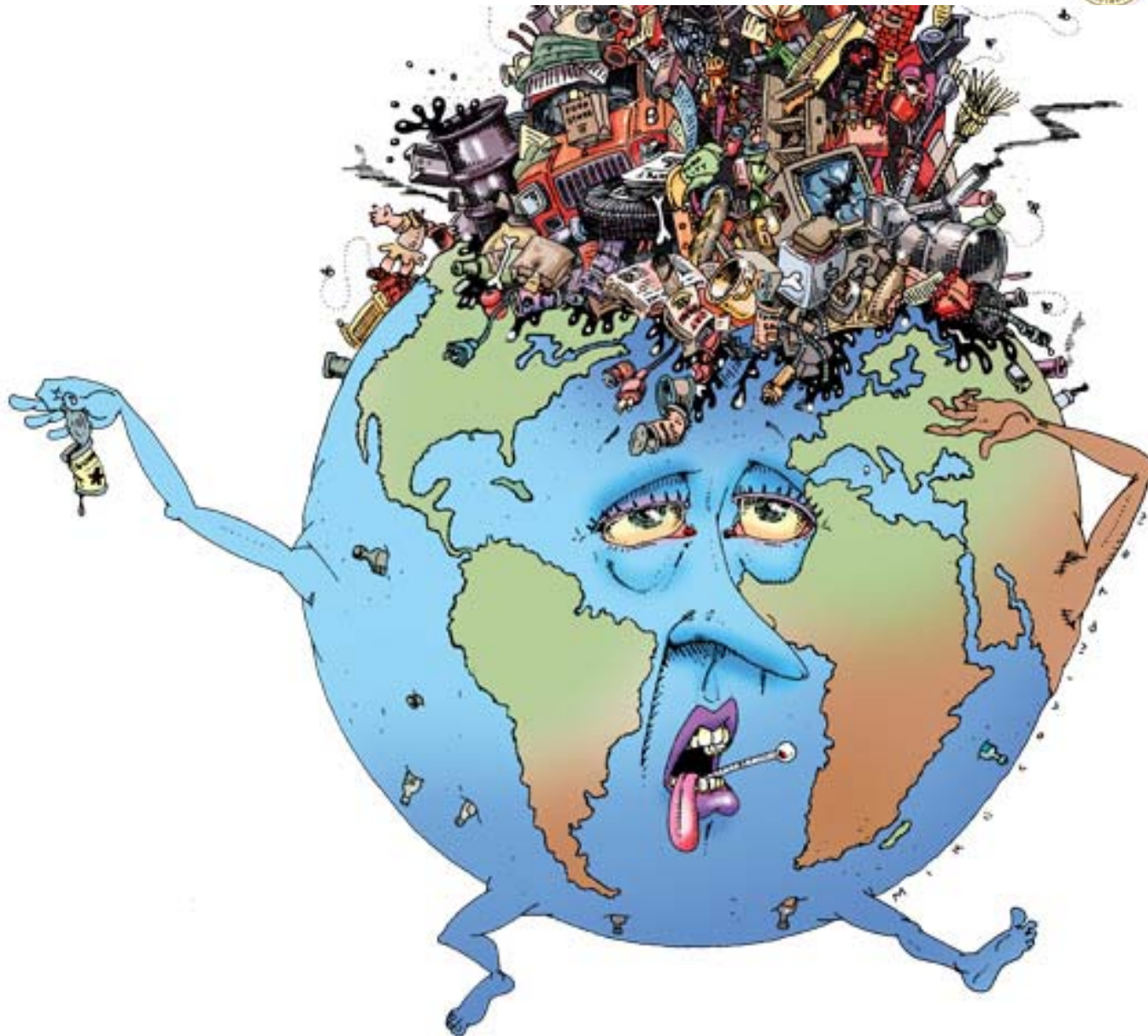


OUR PRACTICES

WHAT FUTURE HOLDS IF NO CHANGE



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WHAT NEXT FOR EARTH?



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dreamstime.com

MUCH OF OUR CURRENT ACTIONS TO RESOLVE THE ISSUE



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CAMPAIGNS, CAMPAIGNS, & MORE CAMPAIGNS...

SAVE THE EARTH – ARE YOU SERIOUS?



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There's some good news...

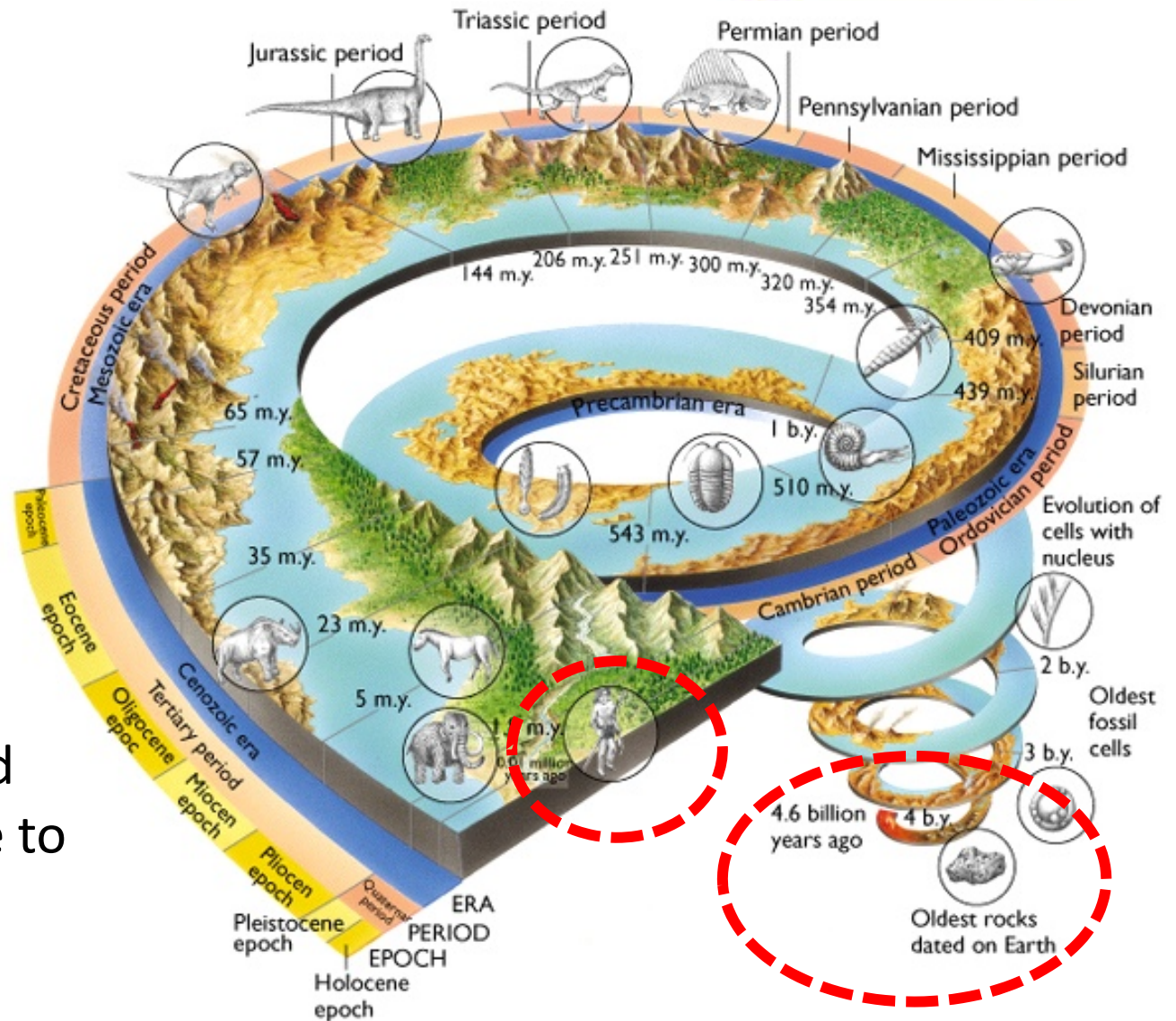
...and there's some better news.

The good news:

Earth will NOT die!

The better news:

You may not be around to cause more damage to it...

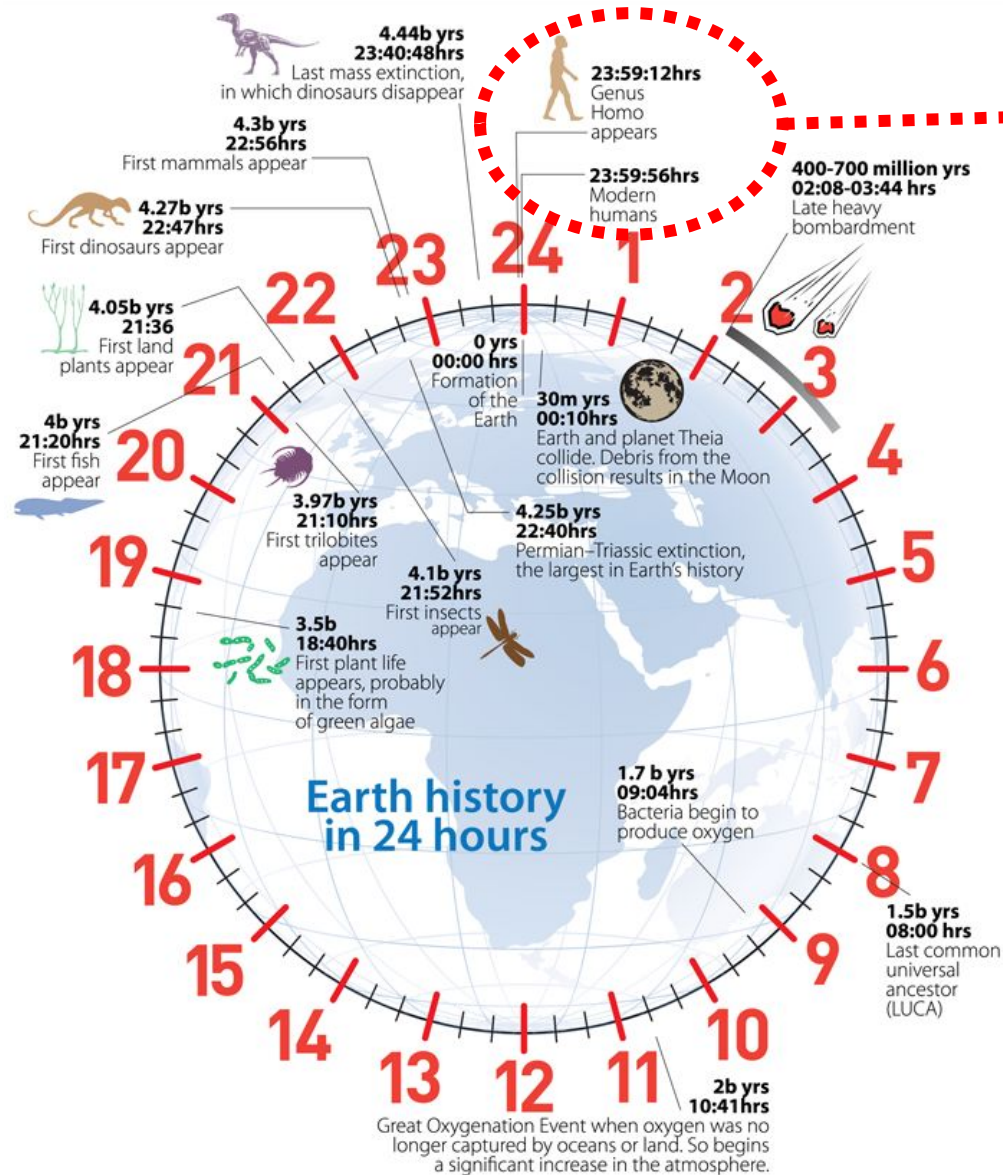


The Earth formed 4.6 b.y.a., but modern humans appeared only 2 m.y.a.

WHAT DOES THAT MEAN?



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*You appeared only
4 seconds ago!*

The Earth was there LONG BEFORE you arrive on this planet...

The Earth will still be there LONG AFTER you are gone.

There will still be life on Earth after you are gone...

BUT Earth may not be filled with the life as you now know it.

The Earth does NOT need saving...

...its *you* that need saving

So, SAVE HUMANS (not save Earth) would be a better message.



ACHIEVING SUSTAINABILITY



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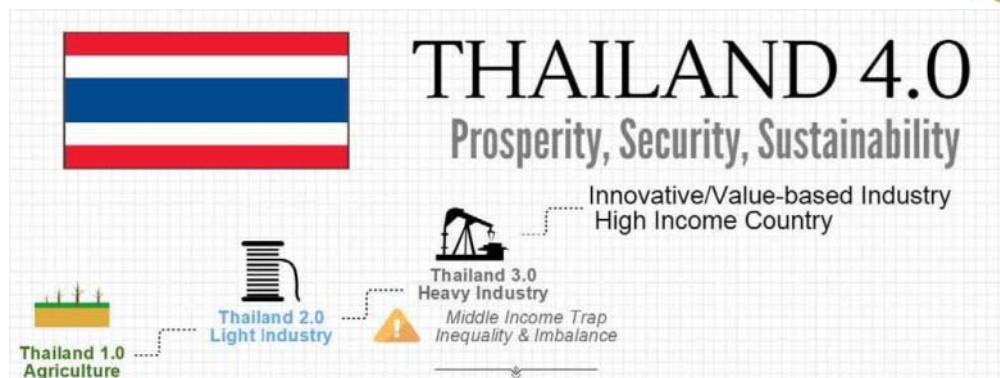
SUSTAINABLE DEVELOPMENT GOALS



ACHIEVING SUSTAINABILITY



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New Engine of Growth

S-CURVE

Next-Generation Automotive
Smart Electronics
Affluent, Medical and Wellness Tourism
Agriculture and Biotechnology
Food for the Future

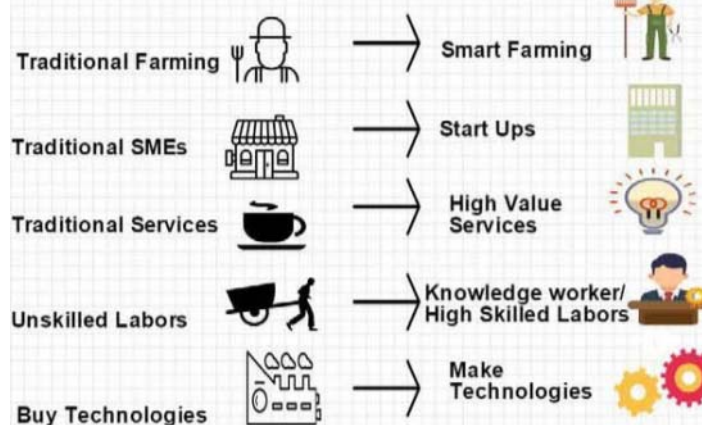


NEW S-CURVE

Robotics
Aviation and Logistics
Biofuels and Biochemicals
Medical Hub
Digital

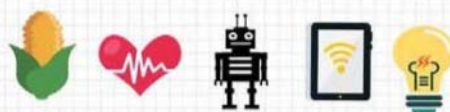


Transformative Shift



Clusters for Innovation & Start Ups

Food Agriculture & Bio-Tech
Health, Wellness & Bio-med
Smart Devices, Robotics & Mechatronics
Digital, IoT & Embedded Technology
Creative, Culture & High Value Services



Priorities for Innovation

Smart City Low-carbon Society
Medical Hub Food Innopolis
Water Management & Technology

What to do and How?

1. Active Role of Private Sector
2. Demand-driven Policy
3. Offer Tailored Support Fund
4. Build a Global, Regional & Nationwide R&D Networks
5. Strengthen Vocational Training & Education System
6. Develop Infrastructure
7. Introduce Capability-Based Investment Promotion Scheme & Performance Based Conditional Grants & Incentives

Source: Dr. Suwit Maesincee, Deputy Minister of Commerce

Division of Economic Information
Department of International Economic Affairs
Ministry of Foreign Affairs, Thailand.

ACHIEVING SUSTAINABILITY: THE NEED FOR COMMON SENSE



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Intelligence is the ability of a species to live in
harmony with its environment.

(Paul Watson)

izquotes.com



Inability for humans to live in harmony with the environment and to utilize natural resources in a sustainable manner, will lead to...

...a tragic loss of biodiversity, the natural ecosystems, and the ecosystem services (*clean air, clean water, pollination, seed dispersal, mitigation against extreme weather events, etc.*).

ACHIEVING SUSTAINABILITY: OBSTACLES



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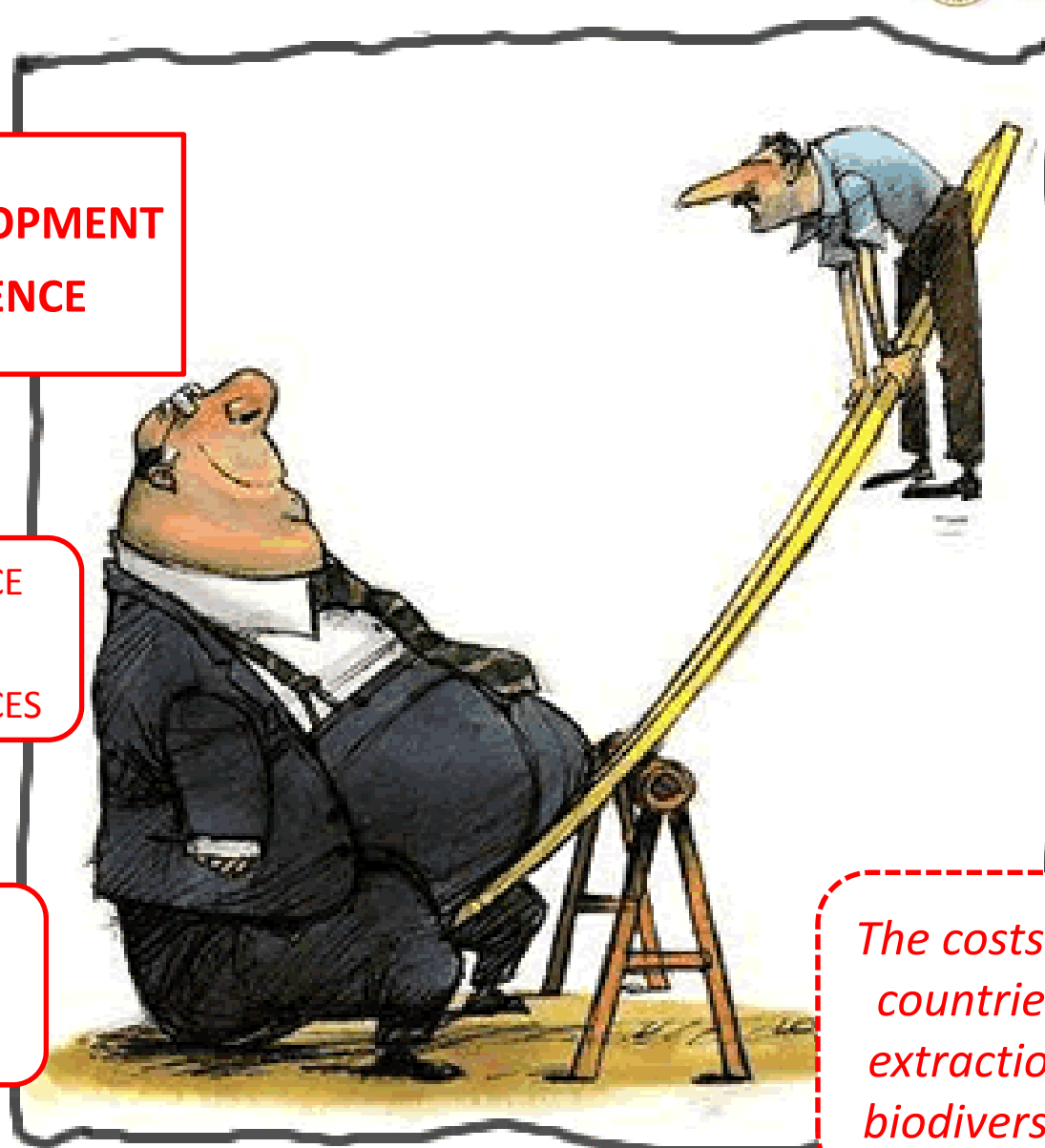
**ECONOMIC DEVELOPMENT
TAKES PRECEDENCE**



**GREED & INDIFFERENCE
TOWARDS NATURAL &
BIODIVERSITY RESOURCES**



**INDIFFERENCE
TOWARDS POVERTY
& SOCIAL INEQUITY**



**ENVIRONMENT
EDUCATION
HEALTH CARE
GENDER ISSUES
ETHICS
GOVERNANCE**

SUFFERS

*The costs for developing
countries: accelerated
extraction of natural &
biodiversity resources...*

ANTHROPOCENTRISM VS. ECOCENTRISM

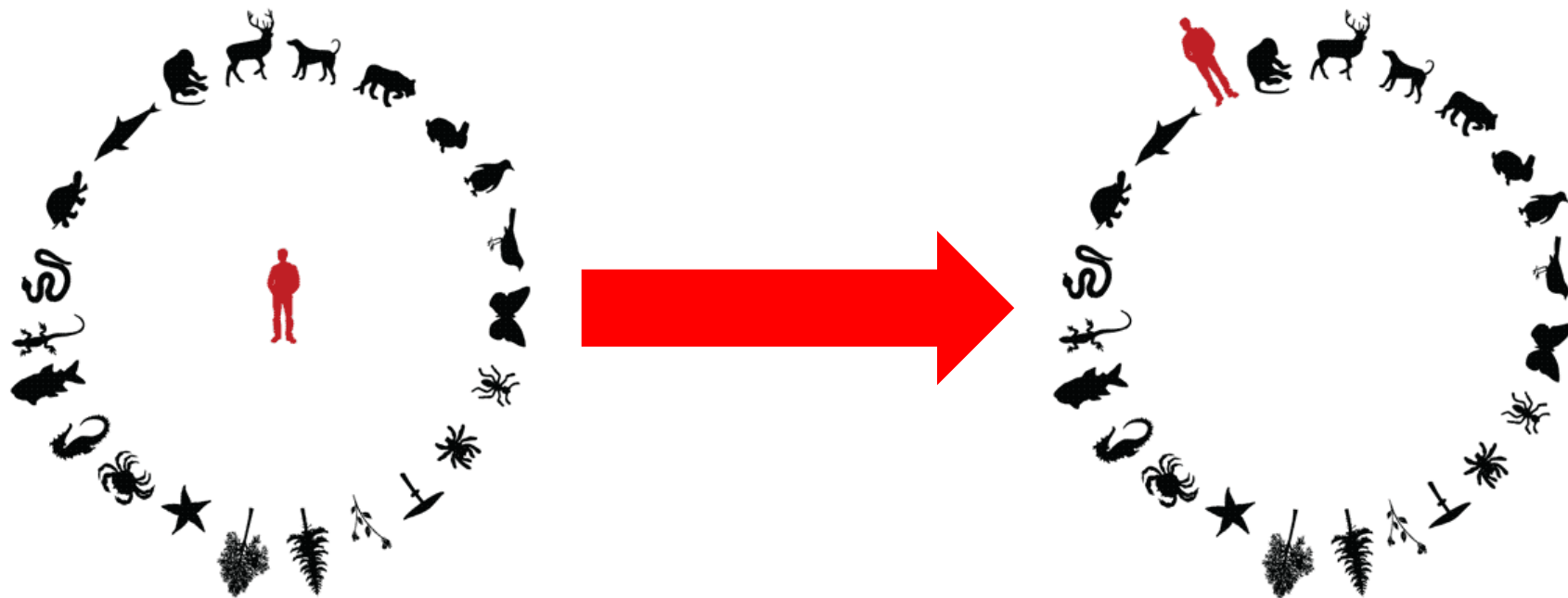


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Removing the obstacles (*to achieving sustainability*) requires good **governance**, **transparency**, and **accountability**.

But, equally (*if not more importantly*) it requires a *drastic change in our mindset...*

...from being **anthropocentric** to being **ecocentric**...



A PART of Nature NOT APART from Nature

A PART OF NATURE NOT APART FROM NATURE



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Why do not we behave and
think that we are
A PART OF Nature,
rather than being
APART FROM it?



FINAL WORDS:



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ACHIEVING SUSTAINABILITY

SUSTAINABILITY is the GOAL...

To achieve sustainability, RESPONSIBILITY must be the ACTION.

RESPONSIBILITY =
TODAY



SUSTAINABILITY =
TOMORROW

Who should be doing these action(s)?

☐ All actors – you, me, institutions, corporates, governments, etc.

What responsible actions should we be doing?

☐ All those actions within the capacity of each actor – especially avoiding and reducing one's impacts.

☐ In addition, we cannot remain silent about things that affect us and our future generations – we cannot afford to remain indifferent.

FINAL WORDS: ACHIEVING SUSTAINABILITY



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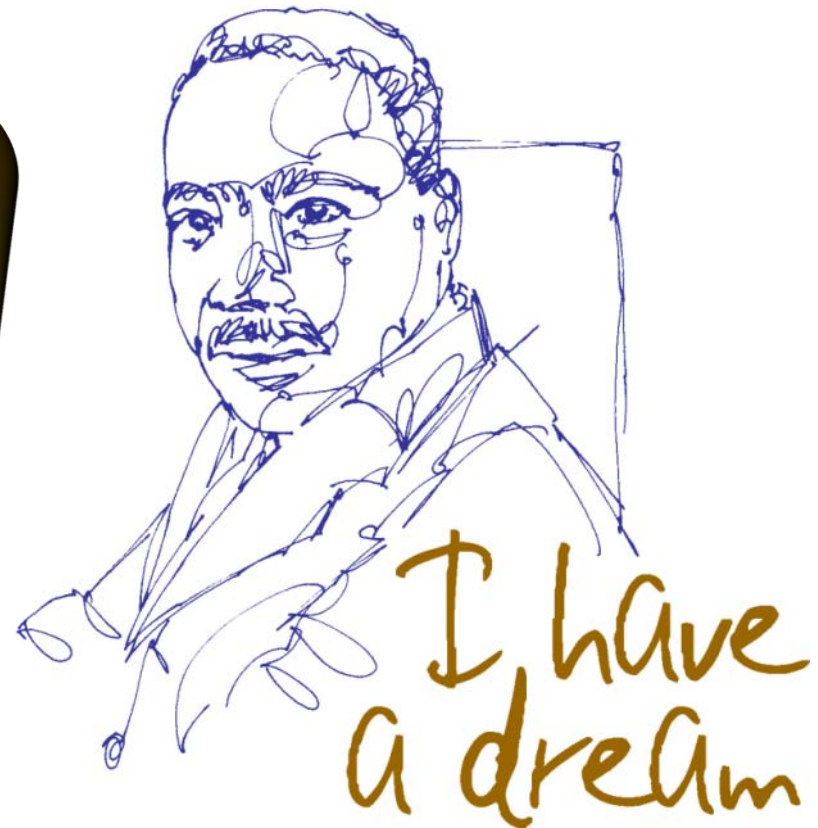
So... what will YOU do?

SUSTAINABILITY: WHY IT MATTERS



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“Our lives begin to end the day we become silent about things that matter.”



Dr. Martin Luther King, Jr.