



SCI-Pak

**Sustainable and Cleaner production in the
manufacturing industries of Pakistan**



FUNDED BY THE EUROPEAN COMMISSION

Environmentalism and Sustainability

Dr Mehreen Faruqi

mehreenf@unsw.edu.au



SCI-Pak

Sustainable and Cleaner production in the
manufacturing industries of Pakistan



FUNDED BY THE EUROPEAN COMMISSION

Environmentalism

On one hand, the idea that environmental factors, both physical and cultural, have paramount influence on the development of humans and other animals both individually and socially.

On the other hand it refers to the advocacy for protection of the natural environment.

“The ideologies and practices which inform and flow from concern with the environment”



The Emergence of Modern Environmentalism

- Forty to fifty years ago the term ‘environment’ was not part of our day to-day conversation.
- The term ‘environment’ did not exist in politics or policy making until the 1960s.
- The term ‘environment’ now appears in almost every part of our daily existence and almost daily in the media.



So what is modern environmentalism?

- The term modern environmentalism describes the process of social evolution which has occurred over about the past 50 years.
- It involves the development of widespread concern regarding environmental degradation and vast changes in attitudes about what constitutes appropriate environmental management.



The Evolution of Modern Environmentalism

A number of events which took place in the USA in the mid to late 1960s may come close to the factors which led to the 'environmental revolution'.

- Vietnam War (led many Americans to questioning their country's role and their own role as draftees or relatives of).
- The place of women and blacks in American society was also the focus of much discussion and civil rights emerged as a strong movement.
- A number of major environmental disasters such as – the Torrey Canyon in 1967 and other very obvious episodes of air and pollution.



SCI-Pak

**Sustainable and Cleaner production in the
manufacturing industries of Pakistan**



FUNDED BY THE EUROPEAN COMMISSION

Unleashed a flood tide of debate and writing which swiftly extended beyond the issue of pesticides to the whole question of what mankind was doing to the natural environment





SCI-Pak

**Sustainable and Cleaner production in the
manufacturing industries of Pakistan**



FUNDED BY THE EUROPEAN COMMISSION

Torrey Canyon Spill in 1967

**Between the Scilly Isles and British
Coast**

121,000 tons of crude oil

**Dispersants used for response were
more toxic than oil**



The Limits to Growth Debate (late 60s-early 70s)

- **Population Bomb** – Paul Ehrlich, describing the ecological threats of a rapidly growing human population. ,
- **Spaceship Earth** – the idea of the finite planet (late 1960s)
- **Club of Rome** -- Industrialism and economic growth is unsustainable. Hypothesis: if humanity continued on its profligate course then it had at the very most a century before disaster would strike on a scale unparalleled in human history



1st World Conference on the Environment, Stockholm 1972

- Bridging the interests of the 'North' and 'South'
- North - Environmental concerns from pollution caused by industrialisation
- South – Environmental problems stem from poverty, disease, hunger, exposure to natural disasters
- UNEP was set up as a resolution



Lester Brown, 1991

“How could we have fought so hard, and won so many battles, only to find ourselves on the verge of losing the war?”

“One reason for failure is that although governments have professed concern with environmental deterioration, few have been willing to make the changes needed to reverse it.”



The Emergence of the Concept of ‘Sustainability’

- The *World Conservation Strategy* 1980
- The Brundtland Report: *Our Common Future* 1987
- United Nations Conference on Environment and Development: The Earth Summit – 1992. (178 Heads of National Governments signed the international agreement of Agenda 21).
- Rio+ 10 in Johannesburg
- A number of global conferences on climate change



SCI-Pak

**Sustainable and Cleaner production in the
manufacturing industries of Pakistan**



FUNDED BY THE EUROPEAN COMMISSION

Sustainable Development

- Acknowledges that economic development and environmental protection can operated together
- Nature is robust within limits
- Moral imperative to preserve choices for future generations



SCI-Pak

Sustainable and Cleaner production in the
manufacturing industries of Pakistan



FUNDED BY THE EUROPEAN COMMISSION

Sustainable development

Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs

OUR COMMON FUTURE

The World Commission on Environment and
Development

‘The Brundtland Report’ 1987



Sustainability has tried to bring together, simultaneously, the most powerful needs of our time:

- the need for **economic development** to overcome poverty,
- the need for **environmental protection** of air, water, soil and biodiversity upon which we all ultimately depend, and
- the need for **social justice and cultural diversity** to enable local communities to express their values in solving these issues.



SCI-Pak

Sustainable and Cleaner production in the
manufacturing industries of Pakistan



FUNDED BY THE EUROPEAN COMMISSION

Difficulties in interpreting sustainability

‘... using, conserving and enhancing the community’s resources so that ecological processes, on which life depends are maintained and the total quality of life, now and in the future, can be increased.’

Australian Commonwealth Government, 1990

“Humanity has the ability to make development sustainable – to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs.”

WCED, Brundtland report, 1987



SCI-Pak

**Sustainable and Cleaner production in the
manufacturing industries of Pakistan**



FUNDED BY THE EUROPEAN COMMISSION

The Triple Bottom-line

Consensus is that SD = the
integration of ecological, economic
and social/cultural factors

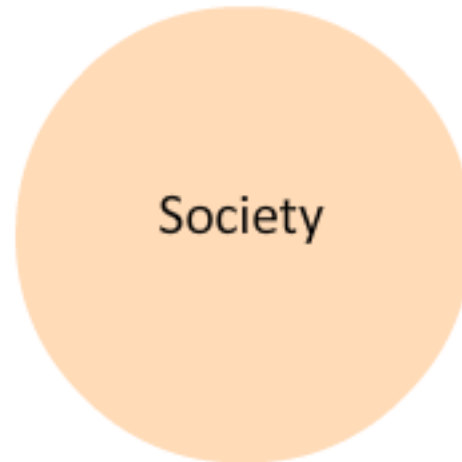


SCI-Pak

Sustainable and Cleaner production in the manufacturing industries of Pakistan



FUNDED BY THE EUROPEAN COMMISSION





SCI-Pak

Sustainable and Cleaner production in the
manufacturing industries of Pakistan



FUNDED BY THE EUROPEAN COMMISSION

Principles of Sustainability

- Intergenerational and intragenerational equity
- Conservation of biodiversity
- Precautionary principle
- Improved valuation, pricing and incentive mechanisms



Natural Step conditions of sustainability

In a sustainable society, nature is not subject to systematically increasing:

1. Concentrations of substances extracted from the earth's crust
2. Concentrations of substances produced by society
3. Degradation by physical means, and in that society....
4. Human needs are met worldwide

<http://www.naturalstep.org/com/Start/>