



# SUST1001: Sustainability – The Historic Context

Week 3

Why?



**EXPLORING THE ROOTS OF SUSTAINABILITY...**



### **Where to begin?**

Selection of 6 key moments that shaped the evolution of each pillar of sustainability in the twenty first century...

# Environmental Events

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Fashion V wildlife conflicts





**Air Pollution**

# 'Silent Spring' Is Now Noisy Summer

## Pesticides Industry Up in Arms Over a New Book

By JOHN M. LEE

The \$300,000,000 pesticides industry has been highly irritated by a quiet woman author whose previous works on science have been praised for the beauty and precision of the writing.

The author is Rachel Carson, whose "The Sea Around Us" and "The Edge of the Sea" were best sellers in 1951 and 1955. Miss Carson, trained as a marine biologist, wrote gracefully of sea and shore life.

In her latest work, however, Miss Carson is not so gentle,

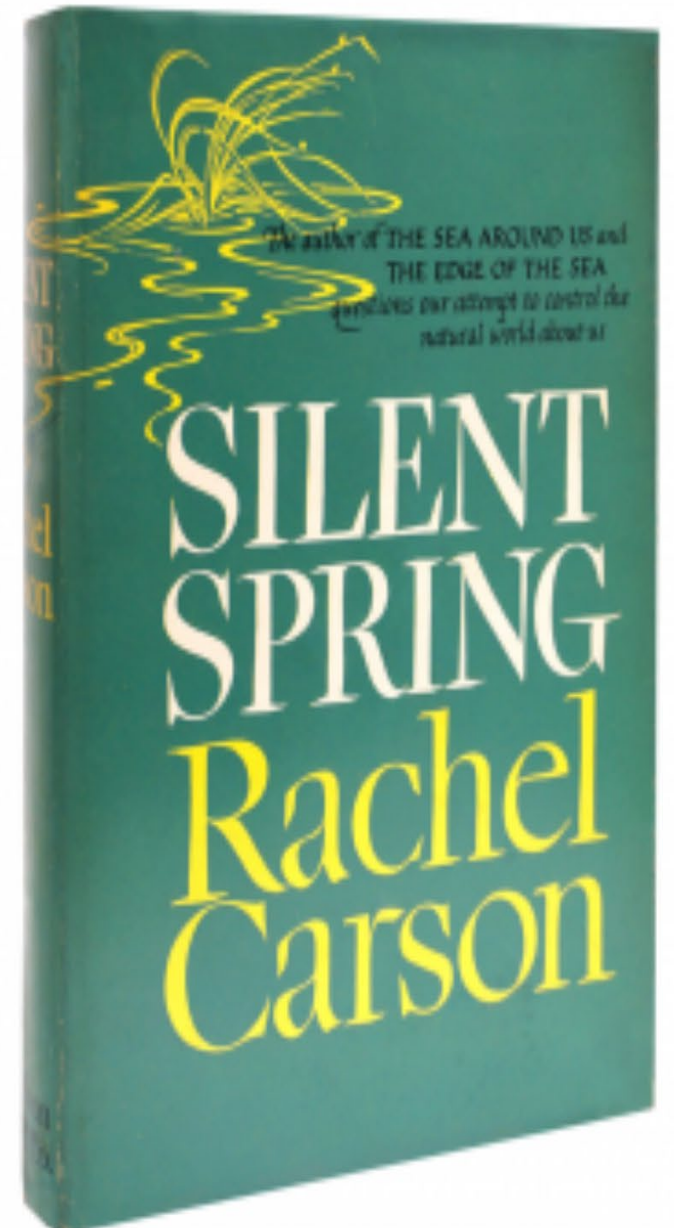


## Rachel Carson Stirs Conflict—Producers Are Crying 'Foul'

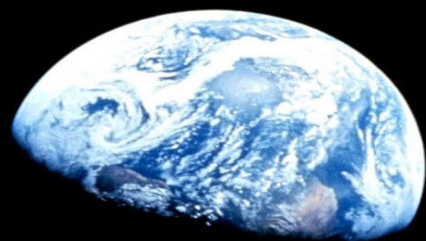
defending the use of their products. Meetings have been held in Washington and New York. Statements are being drafted and counter-attacks plotted.

A drowsy midsummer has suddenly been enlivened by the greatest uproar in the pesticides industry since the cranberry scare of 1959.

Miss Carson's new book is entitled "Silent Spring." The title is derived from a situation in which **NY Times** envisions an imaginary town where chemical **July 22, 1962** silenced "the voices of spring."



Silence ?



Earth Rising





**Environmental Disasters**

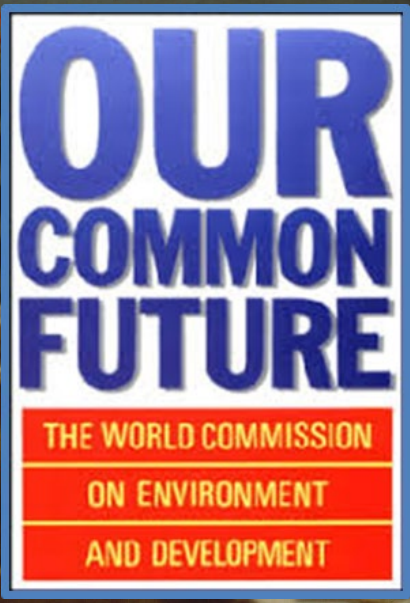
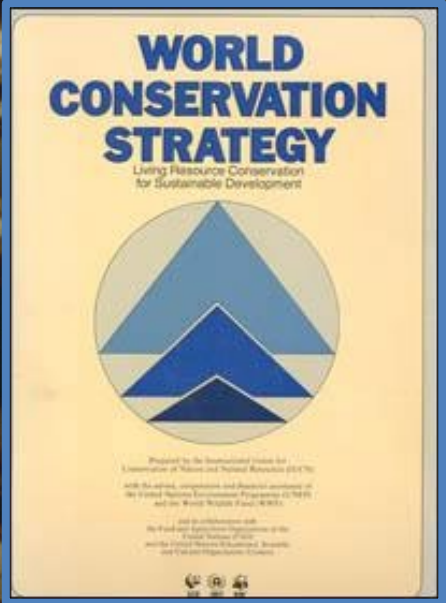
**Global Political Commitments**

United Nations Conference on the Human Environment (UNCHE) was held in Stockholm, Sweden in 1972  
Stockholm Declaration and Launch of **UNEP**

First use of term sustainable development: 1980

Brundtland definition: 1987

Rio Earth Summit -Agenda 21: 1987

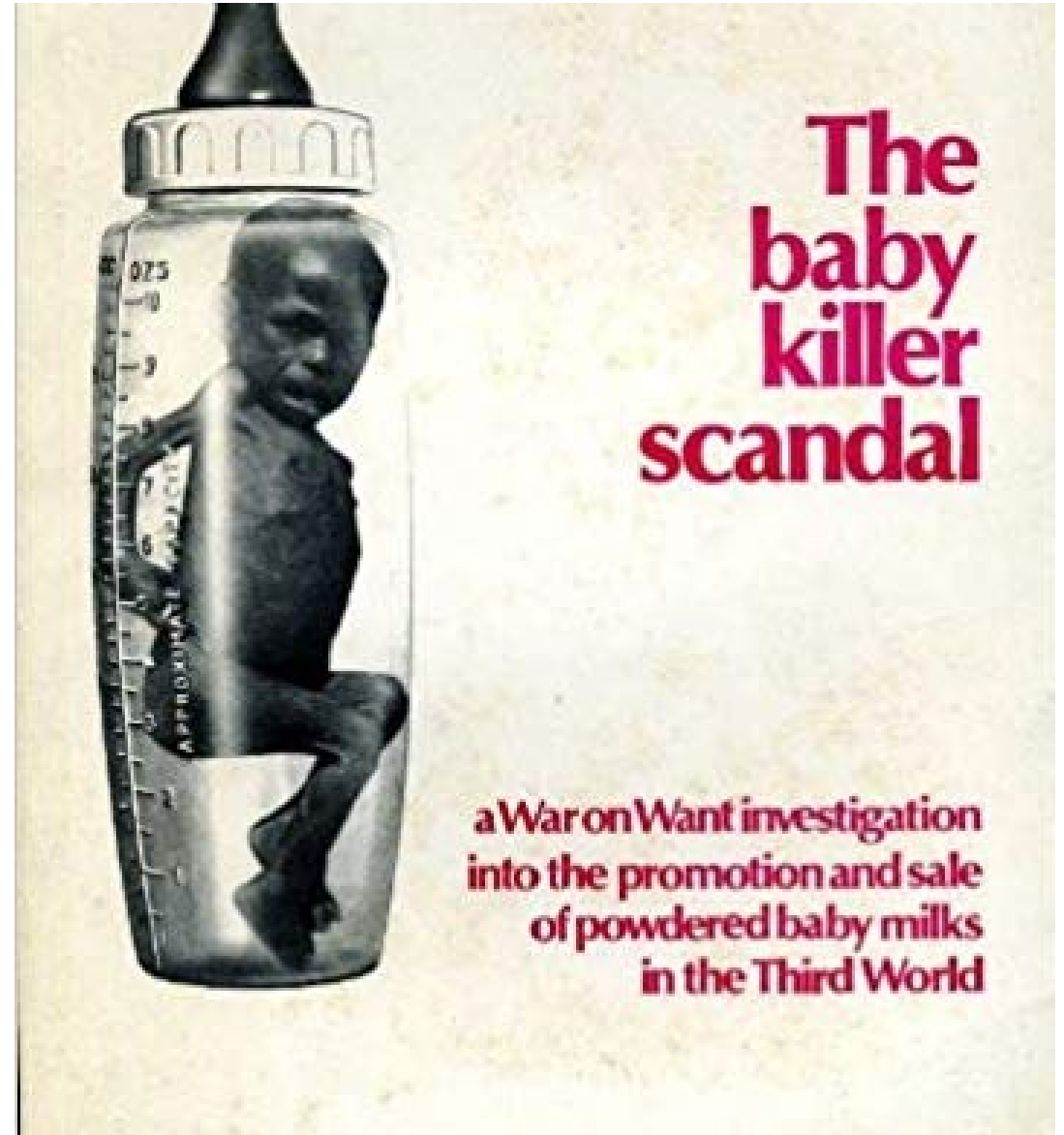
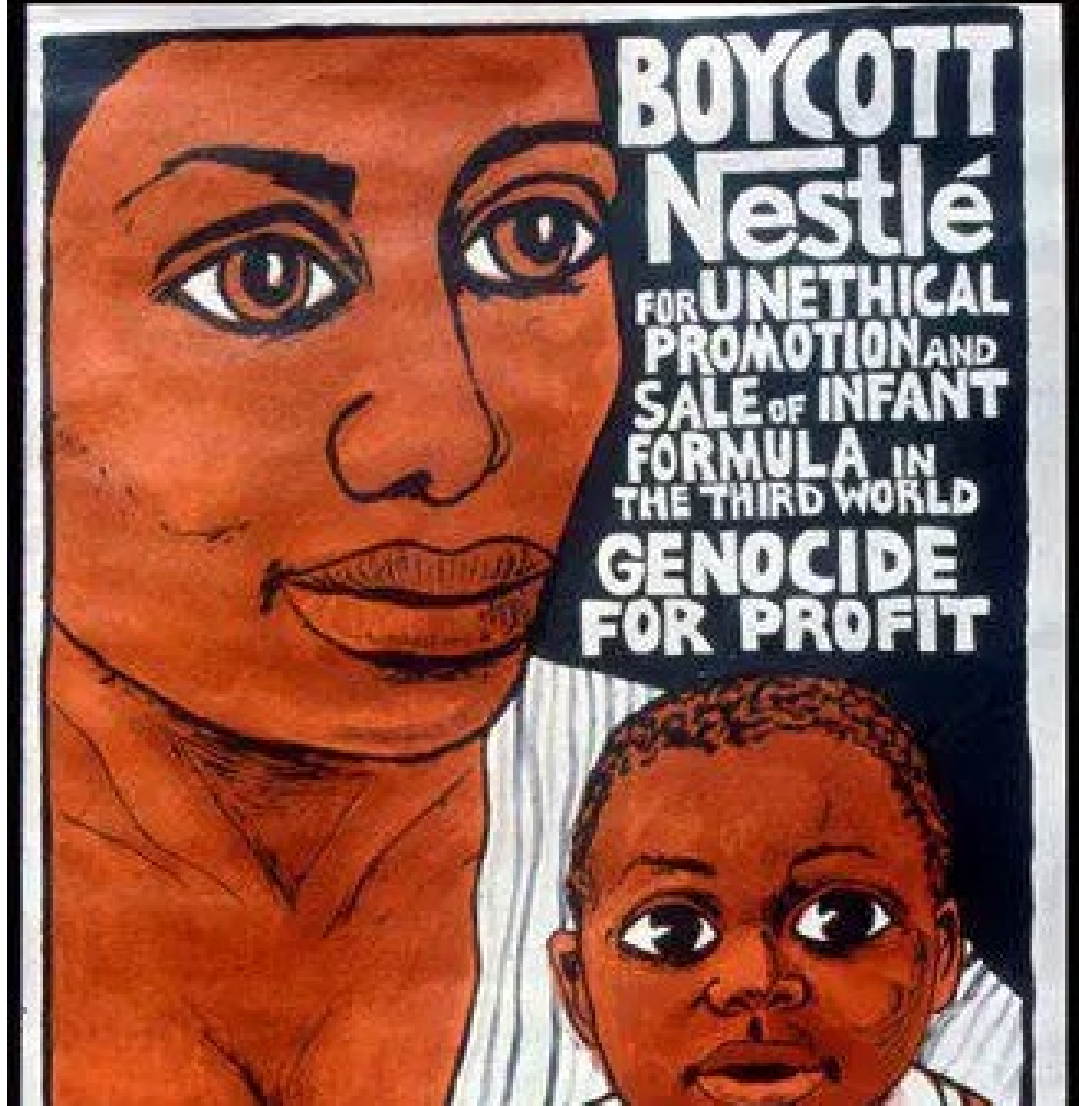


# Economic Events

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Fordism and Mass Consumption



AWARENESS OF ECONOMIC BOYCOTTS



# FAIR TRADE



Fair Trade



Jubilee 2000





# Social Events

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Political Equality

CHAIRMAN

MRS. ROBERTSON

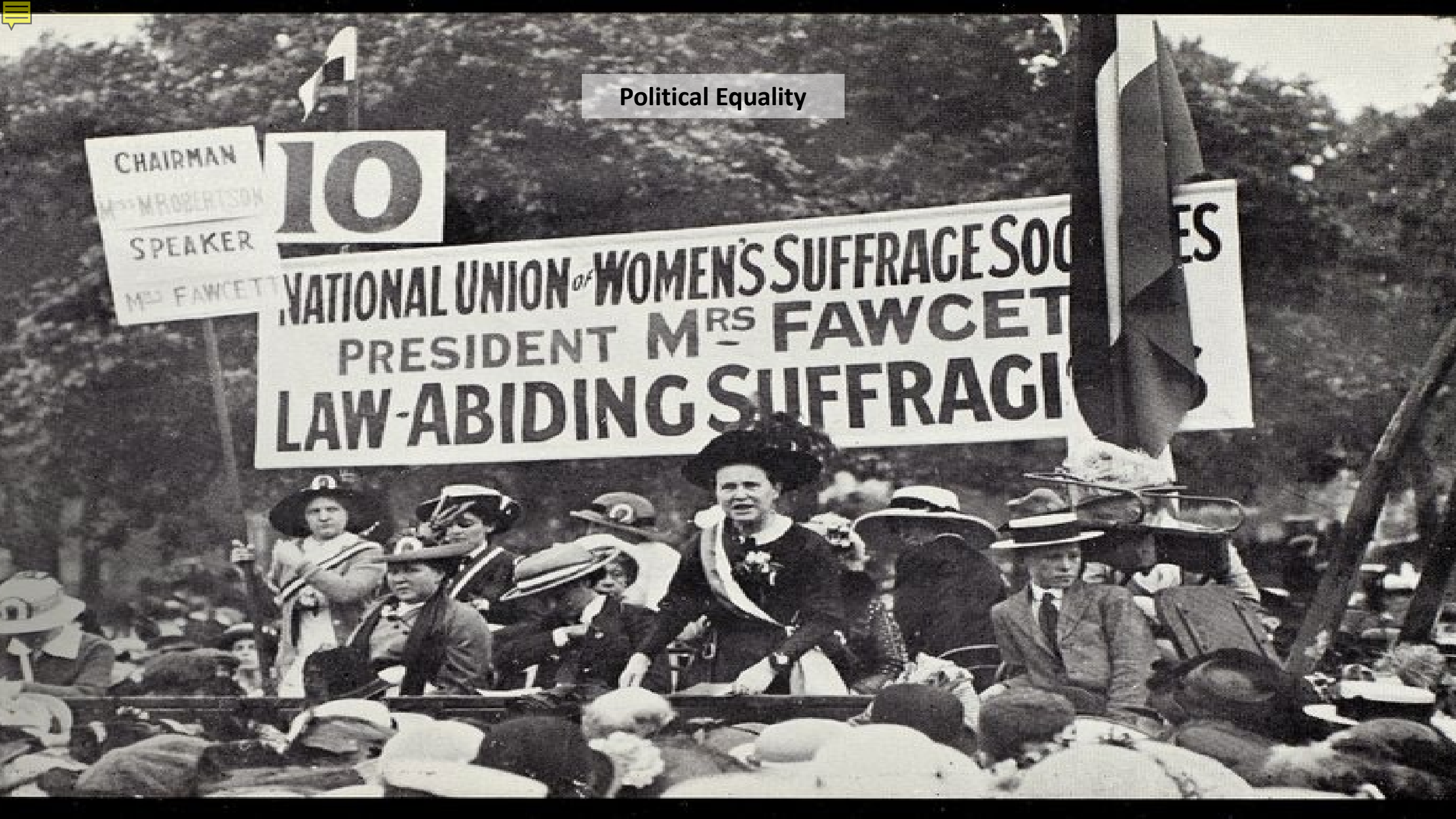
SPEAKER

MRS. FAWCETT

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NATIONAL UNION OF WOMEN'S SUFFRAGE SOCIETIES  
PRESIDENT M<sup>RS</sup> FAWCETT  
LAW-ABIDING SUFFRAGISTS

ES





ANTI – SLAVERY PROTESTS



END OF WW2



A blue banner containing three logos: the United Nations logo (a globe with latitude and longitude lines, surrounded by olive branches), the IUCN logo (the letters 'IUCN' inside a blue circle), the UNICEF logo (a blue circle with a white figure of a child), and a small, partially visible logo on the right.



Social Protest Movements "I have a dream" 1963

## **Report of the Club of Rome**

The intent of the project is to examine the complex of problems troubling people of all nations: poverty in the midst of plenty; degradation of the environment; loss of faith in institutions; uncontrolled urban spread; insecurity of employment; alienation of youth; rejection of traditional values; and inflation and other monetary and economic disruptions.

When?



**March 1989 – CERN**  
*Sir Tim Berners Lee*

**PROPOSAL FOR A  
WORLD WIDE WEB**

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**WE CAN**  
**END POVERTY**  
**2015** **MILLENNIUM**  
**DEVELOPMENT**  
**GOALS**

The logo consists of several elements: the words 'WE CAN' in a red, hand-drawn, brush-stroke font at the top; the words 'END POVERTY' in a large, bold, black sans-serif font below it; the year '2015' in the same large, bold, black font, where the '0' is replaced by a red hand-drawn globe with latitude and longitude lines; and the words 'MILLENNIUM DEVELOPMENT GOALS' in a smaller, bold, grey sans-serif font to the right of the '2015'.

UN sets Millennium Development Goals 2000

Complete understanding of the need to combine social, economic and environmental factors in all decision making



*Sustainability*

*sustaining*

*Sustainment*

**Sustenance**

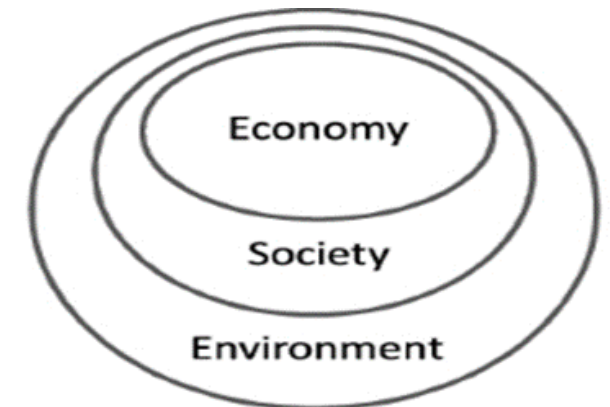
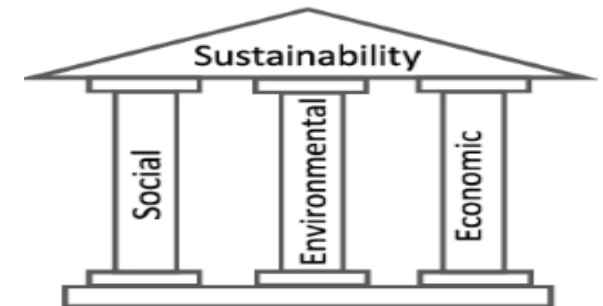
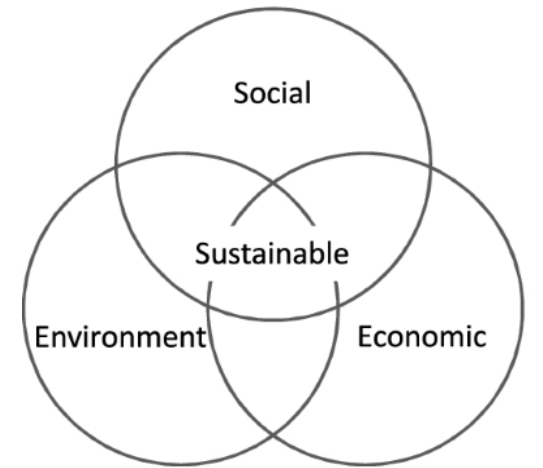
**SUSTENTATION**

**SUSTAINABLE**

*Sustain*

# Critiques of Sustainability/Sustainable Development

- Definitions are too vague, e.g. meeting needs of one generation whilst not compromising the next
- Separate pillars have led to non-integrative non-systemic solutions which can lead to substitution effects and green wash
- Environment is critical to success of social and economic dimensions, it will ultimately be undermined if it is placed on an equal setting with these.



# Activity

- **Individually identify 6 specific events or developments within the last twenty years / your lifetime and a quick note how they have contributed to strengthening your awareness and interest in sustainability. These can be environmental / economic / political / social /cultural events /changes.**
- **Pool your events with your group and discuss the relative impacts of these.**