

Sustainability Symposium DAW

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- **Culture of Sustainability:**
ensuring sustainability of triple bottom
line strategy (Sustainable Ecology,
Economy, Society)

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Climate Warming +2Celsius

- ⇒ James Hansen, Director, NASA's Goddard Institute for Space Studies (6th Dec. 2011).
- ⇒ ***Two degrees of warming will lead to an ice-free Arctic and sea-level rise in the tens of meters, Hansen told LiveScience. "We can't say how long that will take, [but]it's clear it will be a different planet."***



Interdependencies – no “safe islands” – at sea or in the mountains!

- ⇒ Poverty = economic migrants
- ⇒ Climate Warming = environ. Refugees
- ⇒ Conflicts & Wars = political refugees
- ⇒ All of above = extremists/terrorism
- ⇒ Interdependence works in both directions,
cannot only export/accumulate wealth/
- ⇒ Giving and sharing : magic formula for peaceful
co-existence and shared wellbeing



Sustainable Economic Development

**Business Sustainability
(developed countries)**

- ⇒ **Profitable**
- ⇒ **Competitive**
- ⇒ **Decent Employer**
- ⇒ **Corporate Citizen**

**Business Innovation Challenge
(OECD industrial. Countries)**

- ⇒ Discontinuous innovation & new products (laptop computers, smartphone)
- ⇒ Sustaining Innovation (Toyota Hybrid car)
- ⇒ Efficiency Innovation (outsourcing, no jobs, but more capital)
- ⇒ Future for Japan, Europe, USA?



Sustainability

⇒ Triple bottom line:

- Economic-business Sustainability
- Ecological-environmental Sustainability
- Social-development Sustainability

⇒ ***Cultural Diplomacy*** to coordinate, convince, cajole achievement of triple bottom line strategy and put our societies on course of sustainability



Hierarchies of failures

Market failure (externalities not priced)



Government failure (none or weak regulations, misguided laissez-faire)



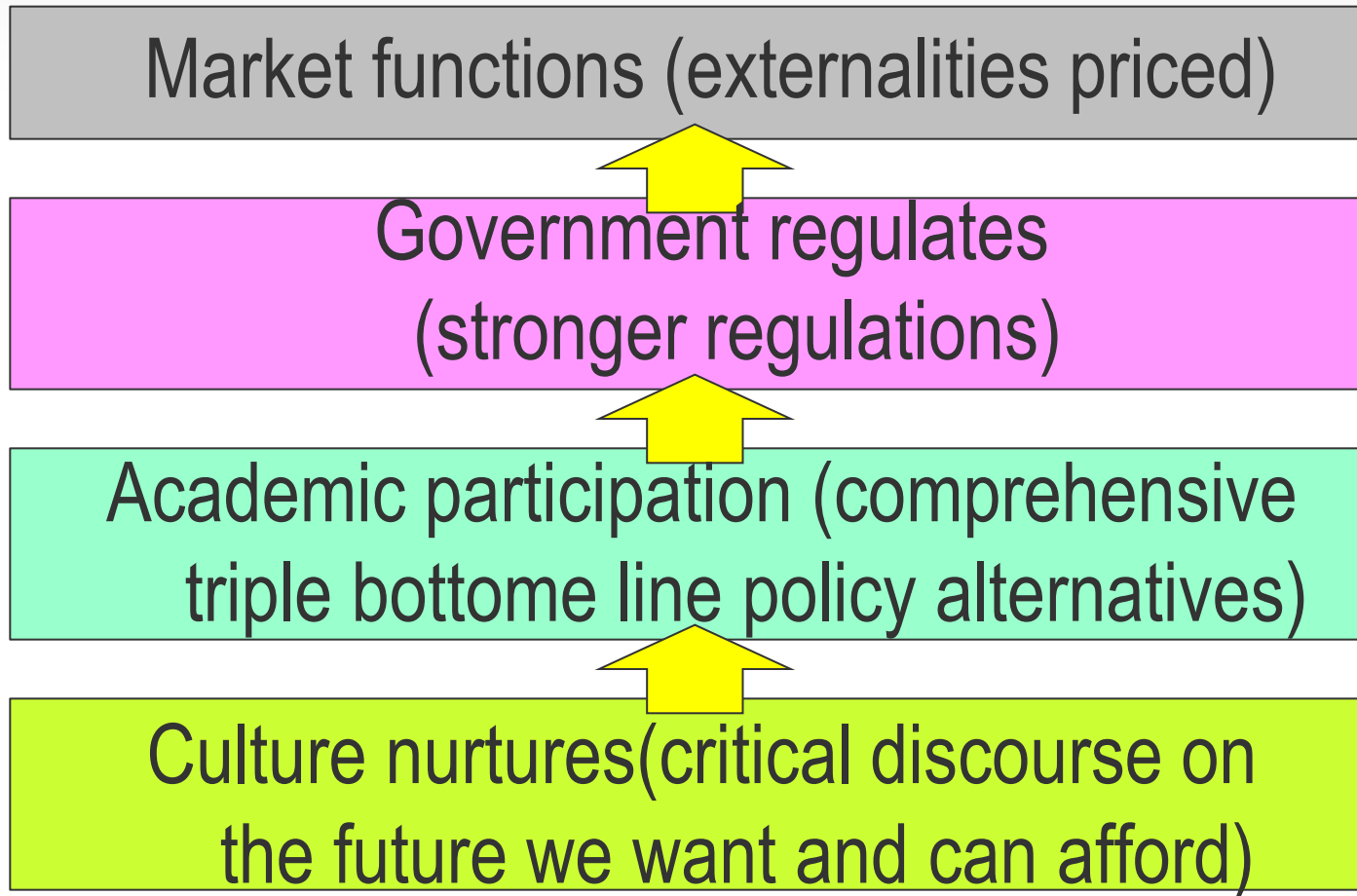
Academic failure (no comprehensive triple bottom line policy alternatives)



Culture failure (no critical discourse on the future we want and can afford)



Hierarchies of solutions





Triple bottom line of Sustainability

- ⇒ Multitude of actors (state, non-state)
- ⇒ Multitude of negotiation fora
- ⇒ Increase of complexity (multi-institutional)
- ⇒ Overlap between linear and non-linear processes



⇒ Cultural Diplomacy should:

- Magnify commonalities through **shared experiences!**
- Build trust through **mutual appreciation and social networks!**



End