

## SUSTAINABILITY

It is defined as "meeting our own needs without compromising the ability of future generations to meet their own needs".

### Need of sustainability

1. A Sustainability is key to preserving our planet.
2. Sustainability helps reduce pollution and conserve resources.
3. Sustainability creates jobs and stimulates the economy.
4. Sustainability improves public health.
5. It protects biodiversity.
6. It protects the natural environment.
7. It is the choice of non-toxic materials.
8. It reduces and reuses the resources.
9. It minimizes waste.
10. It is used for life-cycle analysis.

### Concept (or) Approaches (or) Significance of Sustainability

To build up the sustainability development, the following approaches (or) methods are proposed.

1. **Developing appropriate technology:** It is the one, which is locally adaptable, eco-friendly, resource-efficient and culturally suitable. It uses local labours, less resources, and produces minimum waste.

2. **Reduce, Reuse, Recycle (3-R) approach:** It insists optimum use of natural resources, using it again and again instead of throwing it on the waste land (or) water and recycling the material into further products. It reduces pressure on our natural resources and reduces waste generation and pollution.

3. **Providing environmental education and awareness:** By providing environmental education and awareness, the thinking and attitude of people towards our earth and the environment can be changed.

**4. Consumption of Renewable Resources:** In order to attain sustainability, it is very important to consume the natural resources in such a way that the consumption should not exceed regeneration capacity.

**5. Conservation of non renewable resources:** Non-renewable resources should be conserved by recycling and reusing.

**6. Population Control:** By controlling population growth, we can make very good sustainability development.

## **Economic and Social Challenges of Sustainability**

### **I. Economic sustainability**

It refers to the organisation's ability to manage its resources and responsibly generate profits in the long term.

#### **Examples**

##### **1. A company uniliver**

It has followed a strategy to achieve a balance between sustainability and the company's economic performance. So, it implemented several measures like increasing package recycling, promoting the use of recycled materials and responsible consumption campaigns. awareness

##### **2. A company suez**

It has reduced its emissions, related to electricity consumption, by 95% by using renewable energy and conservation of natural habitats.

#### **Economic challenges**

- (i) High rates of unemployment (or) under employment.
- (ii) High rates of poverty and low growth.
- (iii) Increasing inequality, with many not being included in the growth process.
- (iv) Disruption of major economic activities due to pandemic situation like tourism.
- (v) Volatile growth dependent on one source.
- (vi) Low productivity due to poor human capital development.

- (vii) Skills mismatch between skills you have and the jobs you want to create.
- (viii) Lack of quality jobs.
- (ix) Macroeconomic instability and recurrent balance of payments shocks,

## **II Social sustainability**

It refers to strengthening the cohesion and stability of specific social groups. Examples

### **1. A Company CEMEX**

It is working to contribute to the social development of communities. Thus, it offers decent housing through self-building programmes and loans with favourable access conditions.

### **2. A Gigante group**

It contributes funds and resources to a range of social causes like school materials for collaborators and grants to improve visual health.

### **Social Challenges**

Though social impact, social sustainability challenges, issues are not easily measurable, they are easier to identify. Social sustainability performance challenges include

- (i) Human rights.
- (ii) Fair labour practices.
- (iii) Living conditions.
- (iv) Health and safety.
- (v) Wellness, diversity and equity.
- (vi) Work-life balance.
- (vii) Empowerment.
- (viii) Community engagement.

### **Zero waste**

**Definition:** Zero waste is a set of principles, focused on waste prevention, that encourages redesigning resource life cycles, so that all products are reused

## Goal

1. The material should be reused until the optimum level of consumption is reached.
2. It provides guidelines for continually working towards eliminating waste.
3. To avoid ending trash to landfills, incinerators (or) the ocean

## Concept

The conservation of all the resources by means of responsible production, consumption, reuse and recovery of products, packaging and materials without burning and with no discharges to land, water (or) air that threaten the environment (or) human health.

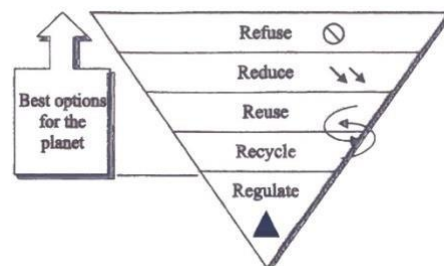
Logo for zero waste



## Principles of zero waste

### Refuse what you don't need:

1. It prevents unwanted items from coming into your home.
2. Reduce what do you use It is equal to less waste at the end.
3. Reuse what everyone can.
4. Recycle what you can't refuse (or) reduce.
5. Regulate of what's left over Composting foods scraps, paper pieces and wooden (or) bamboo tooth brushes returns nutrients and fiber back to the earth.



## Steps to achieve zero waste

1. Identify the high waste area so four life - style.
2. Know where to apply the principle of zero waste, if the waste cannot be removed (or) reduced.
3. Substitute single use plastic with eco-friendly zero waste options.
4. Buy zero waste (or) eco-friendly products.

5. Support eco-friendly businesses.
6. Put all your kitchen waste to good use (compositing).
7. Reuse, up cycle and re-purpose.

