

# Sustainability

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## CEMS Global Strategy

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**A''**

Aalto-yliopisto  
Kauppakorkeakoulu



# What is sustainability

What does sustainability mean for you?

List keywords of your discussion following the link:  
<https://edu.flinga.fi/s/ET4J766>

or QR code:



# Sustainable development and sustainability

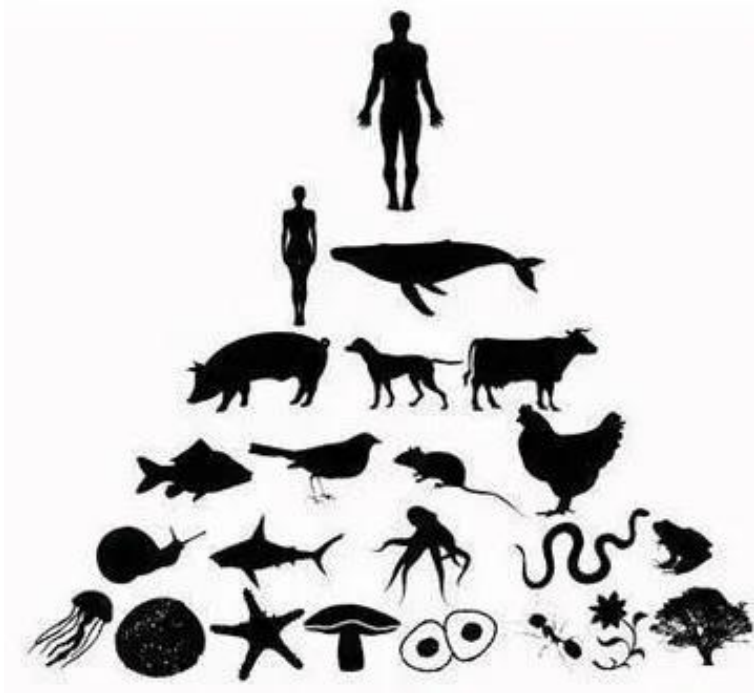
Sustainability is defined as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” (United Nations Brundtland Commission, 1987)

Sustainability is normative. It is about how things *should* be done and what we *should* do



**What is ethically valuable and desirable?**

# What is being sustained?



Anthropocentric



Ecocentric

# What is being sustained?

## Anthropocentric views:

**Instrumentalism:** all the resources that humans are capable of utilizing to better their lives are available for unlimited use.

**Conservationism:** resources need to be used wisely in order to ensure a supply that can be used in the future

**Preservationism** supports conserving resources for humans to use and enjoy in the present and future

# Discuss in groups of 3-4:

**What are the current sustainability challenges that matter for you most? Pick one and discuss in detail what do you know about it.**

**Discuss the role of business/industries contributing to these challenge. Think of examples. How does the challenge impact the business?**



# Responding to Climate change: Adaptation or Mitigation?

## **Adaptation**

adapting to life in a changing climate – involves adjusting to actual or expected future climate.

## **Mitigation**

reducing climate change – involves reducing the flow of heat-trapping greenhouse gases into the atmosphere

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## Fly more sustainably with SAF and reduce air travel emissions immediately

Aviation accounts for approximately 2 to 3% of global CO<sub>2</sub> emissions, and as air travel is expected to double in the next 15 years, these numbers will grow rapidly. The International Air Transport Association (IATA) has already taken steps in the right direction by committing to achieving carbon neutral growth from 2020 onwards and net-zero carbon emissions from the global air transport industry operations by 2050. While many solutions, such as electrified aviation, are still in early stages of development, the industry needs solutions to cut the direct carbon emissions of flying. Now.

Neste MY Sustainable Aviation Fuel™ is a today solution, commercially available and in use worldwide. SAF is a cleaner, direct replacement for fossil jet fuel and reduces greenhouse gas (GHG) emissions by up to 80%\* compared to fossil jet fuel.

# Mitigation



Airbus r

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## Making a Resilient Future For Mint



Story • April 3, 2019

4 minute read



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# Adaptation

### Resilient Plants

Science tells us changing weather patterns, soil health and disease are threatening the long-term viability of mint, so we're funding research with the goal of developing plants that can resist disease, increase yields, adapt to climate change and use water efficiently.

### Resilient Farming

In India, smallholder mint farmers face declining yields and increasing water stress. Over the next five years, with our partner, [Tanager](#), our [Shubh Mint program](#) is training more than 20,000 smallholder farmers in Uttar Pradesh—a key mint growing region—on [GAP](#) so farmers can learn about planting, irrigation, soil health and intercropping techniques that promote resiliency.

In the U.S. and Canada, mint farming has a high cost of entry, which can sometimes make implementing new, improved agricultural practices difficult. To address this, we started a pilot program in Fall 2017 that offers annual funding to state mint



**The Sustainable Development Goals (SDGs)** were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

The 17 SDGs are integrated—they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability.

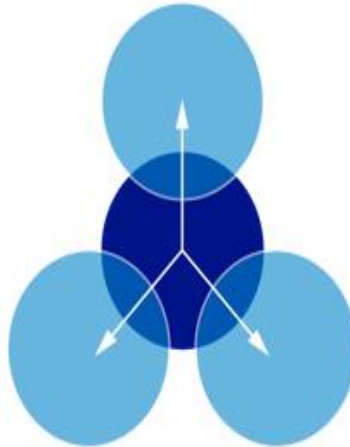


# Culture and sustainable development

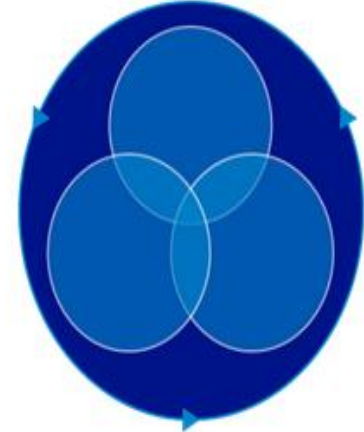
Culture in sustainable development



Culture for sustainable development



Culture as sustainable development



# Culture as sustainable development

*Cultural sustainability means deliberation on what must sustain, what must change, and how this change is to be implemented.*

- Assumes that we define culture in a broad sense: as an entire lifestyle and a constantly changing process.
- Our social order (for example, capitalism and democracy), our values and operating methods are all cultural products (Rouhinen, 2014, p. 94).
- Culture covers all other dimensions of sustainability, and its change becomes a key concern or paradigm of sustainability.

# Change towards sustainability

## Spheres of sustainability transformation (O'Brien, 2018)

- **Practical (technical, behaviours)**

direct contribution to desired outcome, measurable

- **Political (systems and structures)**

facilitates or constrains practical

- **Personal (beliefs, values, worldviews)**

influence understanding of practical and political

→ **Personal and political generate conditions for practical transformations**

# Examples

## Practical:

- New component increasing energy efficiency of industrial process
- Behavioral change: car -> bicycle

## Political:

- + R&D funding for component development
- - No bike lanes available or maintained

## Personal:

- - Belief that cycling is dangerous
- + Choosing study path for job in enhancing energy efficiency