

Sustainability: - Explain it in your own terms

Japan for Sustainability
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My Brief Background

- Environmental Economics & Policies / Debate Team (UC Berkeley)
- Japan for Sustainability (Communication Platform)
 - Writing articles/Cross-cultural event
 - Collaboration with companies
- Eco Networks Co. (Sustainability Consulting Firm)
- Producing Media
 - Books:
 - “The Future of Money”
 - “Silicon Valley – anatomy of entrepreneurial region”
 - Web:
 - Bilingual online magazine “The Bridge”
 - Articles:
 - Women’s Feature Service / English Style / Greenbus.com



Japan for Sustainability

Established : August 2002
Chief Executive : Ms.Edahiro, Mr.Tada
Director: Prof.Yamamoto, Prof. Mitsuhashi,
Lester Brown

<http://www.japanfs.org/index.html>

Mission

We share information on developments and activities originating in Japan that lead toward sustainability, with the aim of building momentum toward a sustainable path for the world.

Network

- Subscribers from 180 countries
- Website access 50,000-
- Supported by Online volunteers
- More than 300 volunteers around the world
- Diversity : vocation, age, gender, region/country
- Membership: +70 corporate, +300 individuals

Activities

1. Provides a variety of information on the environment and sustainability, from Japan to the world, via our web site and e-mail magazines.
2. Covers not only current developments but also traditional wisdom, craftsmanship and practices of day-to-day life, as well as local activities.
3. Works to develop special partnerships with people in Asia, in order to cooperate to find paths toward sustainability in this region.
4. Welcomes feedback and comments from overseas and shares them in Japan and with partners in Asia, so that we can improve efforts and activities in this region by learning from each other.
5. **Creates a vision for a sustainable Japan through discussion among various stakeholders.**

Coming 3 Lectures...

- My Goal:
 - What is sustainability? Grasp a big picture & explain it in your own terms.

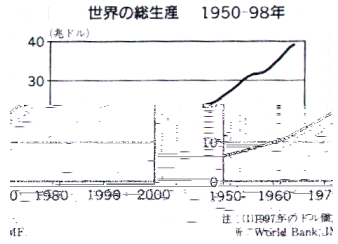
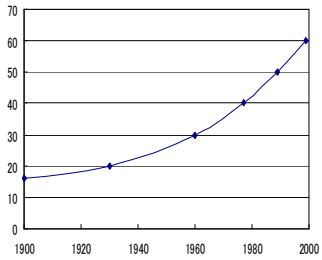
- Game Plan:

1	2	3
Basics	Communication	Vision/Indicators
news on sustainability	sustainable state in 2050	

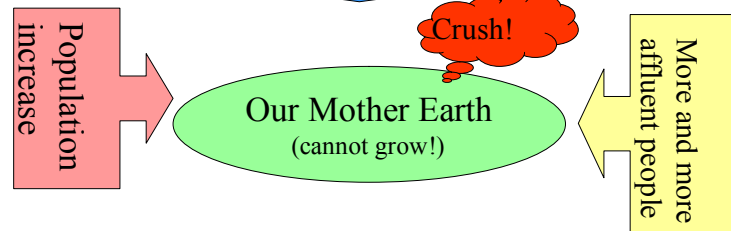
Today's Topics - Basics

- 1) What is Sustainability?
(Background and Definitions)
- 2) How are countries responding?
(National Strategies)
- 3) How can we measure and track it?
(Indicators)

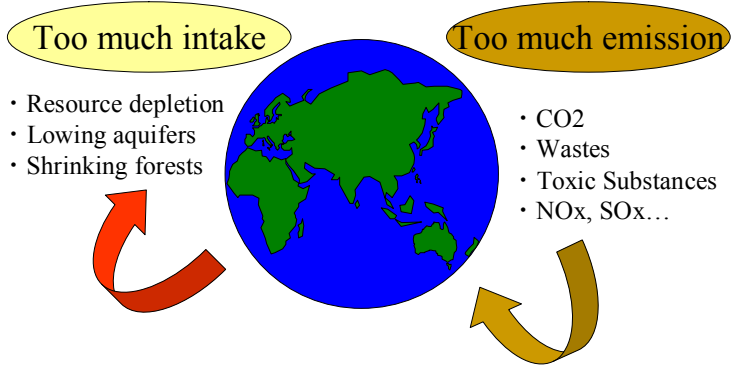
Background: Root causes of global environmental problems



Expansion of world economy



Root causes are...



What is Sustainability?

Webster's New International Dictionary

"Sustain - to cause to continue (as in existence or a certain state, or in force or intensity); to keep up, especially without interruption diminution, flagging, etc.; to prolong."

Webster's New International Dictionary.
(Springfield, Mass.: Merriam-Webster Inc., 1986)

What is Sustainability?

Our Common Future

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

Page 8, *World Commission on Environment and Development. Our Common Future.* (Oxford, Great Britain: Oxford University Press, 1987). (Frequently referred to as the Brundtland report after Gro Harlem Brundtland, Chairman of the Commission)

What is Sustainability?

World Business Council on Sustainable Development

"Sustainable development involves the simultaneous pursuit of economic prosperity, environmental quality and social equity. Companies aiming for sustainability need to perform not against a single, financial bottom line but against the triple bottom line."

What is Sustainability?

World Business Council on Sustainable Development (cont.)

"Over time, human and social values change. Concepts that once seemed extraordinary (e.g. emancipating slaves, enfranchising women) are now taken for granted. New concepts (e.g. responsible consumerism, environmental justice, intra- and inter-generational equity) are now coming up the curve."

<http://www.wbcsd.ch/>

What is Sustainability?

Interfaith Center on Corporate Responsibility (ICCR)

"Sustainable development...[is] the process of building equitable, productive and participatory structures to increase the economic empowerment of communities and their surrounding regions."

Interfaith Center on Corporate Responsibility

What is Sustainability?

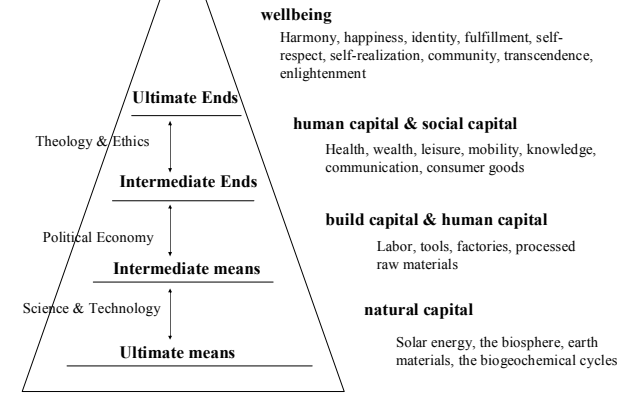
Jerry Sturmer
Santa Barbara South Coast Community
Indicators

“Sustainability is meeting the needs of all humans, being able to do so on a finite planet for generations to come while ensuring some degree of openness and flexibility to adapt to changing circumstances.”

JSturmer@aol.com

Hierarchy from ultimate means to ultimate ends

By Donella Meadows

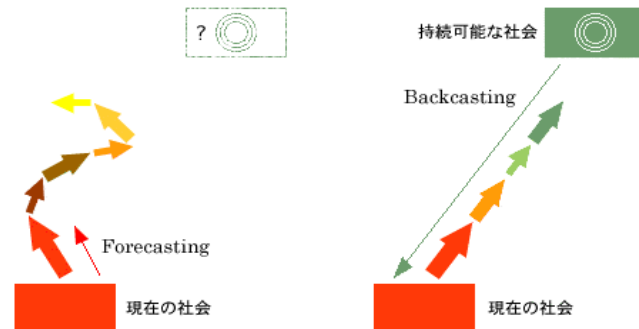


Source: <http://www.sustainabilityinstitute.org/pubs/Indicators&Information.pdf>

Now what? Vision and Backcasting

フォアキャストリング手法

バックキャストリング手法

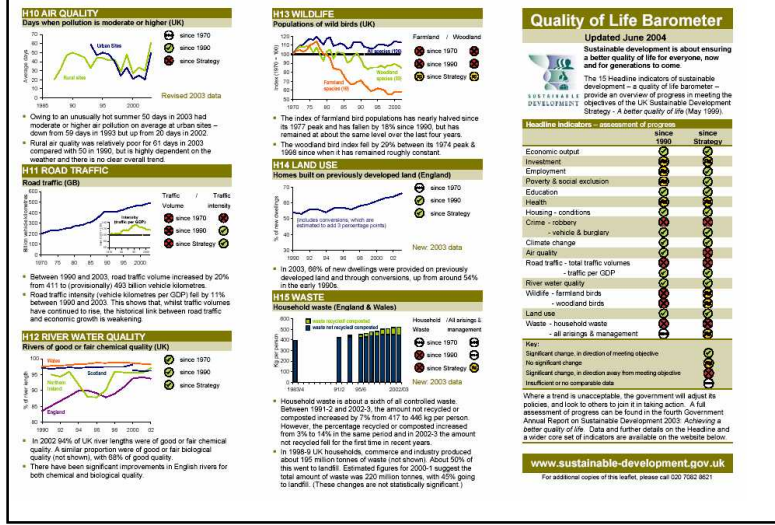
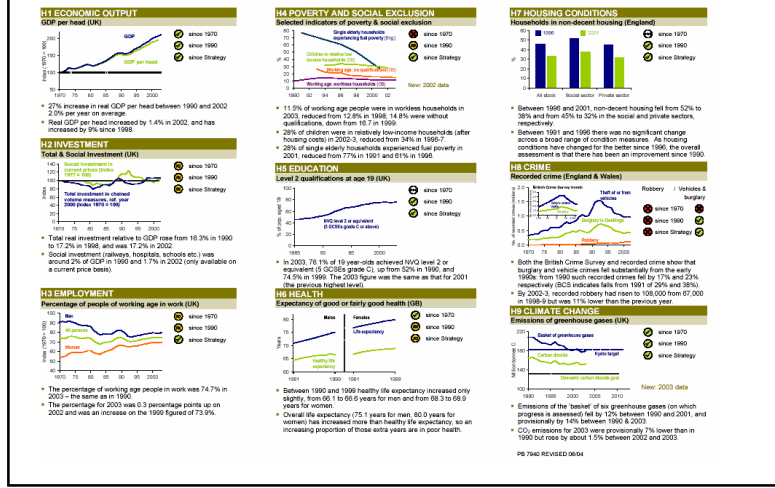


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How are countries responding?

NO.	事例	国名	概要
1	持続可能な開発指標	イギリス	15のヘッドライン指標の最新データをグラフでわかりやすく示している
2	国家持続性戦略	ドイツ	「世代間の公平性」「生活の質」「社会的まとまり」の3分野で21の数値目標を設定
3	持続可能な開発指標	スウェーデン	「効率性」「貢献と平等」「適応性」「次の世代の価値と資源」の4テーマで30の指標を設定
4	持続可能な開発のモニタリングシステム	スイス	持続可能な開発に関する社会、経済、環境のデータベース。※ドイツ語、フランス語のみ
5	持続可能な開発指標	フィンランド	「世代間の公平性」「世界的責任」など8つのカテゴリーで64の指標を設定。毎年更新されている。
6	国家持続可能な開発戦略	デンマーク	主要な指標として、8つの基本原則のもと、14の指標を設定。その他、気候変動、生態系保全などの各分野で指標を設けている。
7	環境と持続可能な開発指標	カナダ	自然資本を中心とした6つの指標(大気環境、水環境、温室効果ガス、森林被覆、湿地、学業成績)を設定。
8	持続性指標	オーストラリア	持続可能な開発の国家戦略として、24の指標を設定。
9	国家持続可能な開発戦略	オーストラリア	20の基本方針のもと、48の指標が定められている。※ドイツ語
10	持続可能な開発指標	アメリカ合衆国	社会、経済、環境にわけ、それぞれ「長期的な資源と負債」「経過」「現状の結果」の3種類で計39の指標を設定
11	持続可能な開発全国指標	フランス	※フランス語のみ

UK headline indicators



Strategy (1999)

- Meeting 4 goals simultaneously
- social progress which recognises the needs of everyone;
 - effective protection of the environment;
 - prudent use of natural resources; and
 - maintenance of high and stable levels of economic growth and employment.

Strategy (1999)

- Integrate 10 Principles
- putting people at the centre;
- taking a long term perspective;
- taking account of costs and benefits;
- creating an open and supportive economic system;
- combating poverty and social exclusion;
- respecting environmental limits;
- the precautionary principle;
- using scientific knowledge;
- transparency, information, participation and access to justice;
- making the polluter pay.

Strategy (1999)

•Headline Indicators (15)

Progress towards sustainable development will be measured by a system of indicators. **Headline indicators** identify the key issues relating to **quality of life**. The Government will publish the headline indicators every year and report on action taken and proposed.

- For Industry, Government, NGO, Individuals
Government cannot achieve sustainable development on its own. The Strategy identifies **action by business, local authorities, voluntary groups and all of us as individuals.**

Strategy (2005)

HM Government

Executive Summary

Securing the future
delivering UK sustainable development strategy



Executive Summary

Our Strategy for sustainable development aims to enable all people throughout the world to fulfil their basic needs and enjoy a better quality of life without compromising the ability of future generations.

Chapter 1:

A new strategy

The Government has a new purpose and priorities for sustainable development and new shared principles agreed across the UK, including the Cabinet Administration. The strategy contains:

- a new integrated plan building on the 1999 strategy – with stronger international and social dimensions
- the principles – with a more explicit focus on environmental limits
- four shared priorities – sustainable consumption and production, climate change, natural resource protection and sustainable communities, and
- a new indicator set which to meet citizens' wishes, with commitments to look at new indicators such as on wellbeing.

Chapter 2:

Helping people make better choices

As all governments, business, trade union, voluntary and community organisations, businesses and families – need to make difficult choices if we are to achieve the vision of sustainable development.

The Government proposes a new approach to influencing behaviour based on recent research on what determines current patterns. The Government will focus on measures to enable and encourage behaviour change, measures to engage people, and ways in which the Government can best be enabled. Where these are not sufficient to change entrenched habits, we will also look for ways to catalyse change.

Key commitments include:

- a new programme of community engagement – Community Action 2020 – Together We Can – to act as a catalyst for communities and help people to get involved by providing skills training, improved access to funding and mentors
- a deliberation forum to look at what it would take to help people live more sustainable lifestyles
- piloting open and innovative ways to allow stakeholders to influence decisions about the kind of projects which would deliver the goals of this strategy
- new commitments to support education and training in sustainable development, and
- evaluations of key environmental taxes to help build a more comprehensive picture of the effectiveness of such taxes and inform further reviews, including that of the Climate Change Programme.

How to measuring and track Sustainability?

NO.	事例		
1	国際競争力ランキング	国際経営開発研究所(IMD)	世界の60カ国の競争力ランキングを323の基準で毎年報告している。総合ランキングでは、日本は23位(2004年)。
2	NationMaster.com		世界各国の4000を超える統計データが見られる。国で国別比較もできる。
3	Environmental Sustainability Index (ESI)	コロンビア大学、エール大学	5つの構成要素で、21の指標を設定。
4	主要環境指標	経済協力開発機構(OECD)	気候変動、オゾン層など10の指標
5	環境指標	国連環境計画・アジア太平洋地域事務所(UNEP/ROAP)	北東アジア、中央アジアなど地域別に環境指標を設定した。
6	The Wellbeing of Nation	国際自然連合(IUCN)	180カ国の持続可能性をランキング
7	人間開発報告書	国連開発計画	人間開発指数(1人当たりのGDP、平均寿命、就学率から算出)を開発の度合いを測定する尺度として設定、毎年報告書を作成
8	持続可能な開発のための指標と情報システム	ドネラHメドウズ	パラメトリック・グループへの報告として1998年に作成。持続可能性指標のフレームワークが提案されている。
9	Limits to Growth: The 30-Year Update	ドネラHメドウズ	1972年に出された「成長の限界」の改訂版
10	持続可能な開発指標	国連持続可能な開発委員会(CSD)	経済、環境、社会、制度の4つのフレームで指標を設定

Limits to Growth – The 30-Year Update

Key question:

Are current policies leading to a sustainable future or to collapse? What can be done to create a human economy that provides sufficiently for all?

⇒Systems Thinking

⇒Computer Modeling (exponential growth, feedback loops, sources & sinks, overshoot..)

⇒10 different scenarios

⇒Asking for Choice

The Environmental Sustainability Index (ESI)

- World Economic Forum, The Yale Center for Environmental Law and Policy, and the Columbia University
- a measure of overall progress towards environmental sustainability.
- 5 components
- Permits cross-national comparisons of environmental progress in a systematic and quantitative fashion.
- Published in 2002, updated in 2005.

The ESI in action...

"As a conceptual framework and analytic tool, the Environmental Sustainability Index has now been introduced to the policymaking discourse in the Philippines. As Chair of the Committee on Ecology in the House of Representatives, I have called on the government to be more serious about measuring the efficacy of programs and policies – and the ESI provides a way to benchmark our performance and identify successful strategies."

*Neric Acosta
Congressman and Chair of the Committee on Ecology
Manila, The Philippines*

How Sustainable is Japan?

5 components

- Environmental Systems NEGATIVE
 - Air Quality/water/biodiversity/land
- Reducing Environmental Stresses NEGATIVE
 - Reducing air pollution/water stress/ecosystem stress...
- Reducing Human Vulnerability Mixed
 - Basic human sustenance/environmental health
- Social and Institutional Capacity POSITIVE
 - Env. Governance/Eco Efficiency/ Private Sec. Responsiveness/Science&Tech
- Global Stewardship POSITIVE
 - Participation in int'l cooperative efforts/reducing greenhouse gas emissions/transboundary environmental pressures

1st lecture -- Lessons

1) What is Sustainability?

- Variety of definitions
- Conditions + Values (participation, equity, wellbeing, etc.)

2) How are countries responding?

- National indicators and strategies

3) How can we measure and track it?

- Variety of indicators
- Cluster analysis

-Coming up-Workshop: How would you communicate ?

<Mission>

After working as an environmental policy maker in your country, you just became a Communication Officer of Sustainable Development. In the World Summit on Sustainable Development which will be held on 2006, please present where your country stands in the movement towards sustainability, using the Johari Window framework (explained in the following slides.

<Group work>

- 3 or 4 persons * 6 teams (Bangladesh, Chile, Japan, Nigeria, Sweden, Taiwan)
- How would you communicate your country's stance towards sustainability / sustainable Development? Discuss each other and fill in the Johari Window (25 minutes).
- Present your country's stance to the other group – and vice versa. (5 minutes * 2)

- Coming up - Workshop - Vision & Indicator

<Mission>

Let's suppose the next World Summit on Sustainable Development will be held in 2007, and there each country is required to present its vision and indicators for 2050. We are just commissioned by Prime Minister to present a draft.

<Process>

- 5 persons * 7 - 9 teams
- Area: Energy (& global warming), food, waste, bio-diversity, resource-productivity, equity, satisfaction...
- Individual work (10 minutes) – Post It
- Group work (30 minutes) – Flip chart
- Presentation & Discussion (25 minutes)