

# Innovation and sustainability



INNOVATION AND SUSTAINABILITY PAPER ENVIRONMENTAL SCIENCES The basis of sustainable production and consumption d from ISO COPOL workshop in 2002, The Earth summit and the Agenda 21 (chapter 4). As the world is in the era of science and technology, industry and economics, new needs and assessment arises along with the development, among which, of main concern is the sustainability. The production and consumption, both are the stages in the life cycle of a product. Both the stages of a product should be sustainable in order for the country to be economically stable and productive. Keywords: consumption, production, sustainability. The sustainability in the consumption and production of the material resources are the target areas that are the collective requirements of the industries and organizations. The idea for the cleaner production in order to achieve sustainability is very important (Hui, 2004). The main production for the material resources are many but the two important are the industries that emerged after the industrial revolution, that emerged from Europe and spread through the rest of the world and the second is the deforestation that is used for the consumption of different resources as well. Also one reason to do the deforestation is to increase the crop land area. These forests are not only the production resource but also the habitat of thousands of organisms in complex ecosystems providing food chains for numerous species, and are regulatory to the temperature and climatic stability. The consumption includes the consumption of land to form cities, mega cities, that causes urban sprawl and also for the agricultural consumption that if not sustainable will cause more harm to the environment as well humans rather than only consuming those resources. The production of pesticides, fungicides, herbicides and organic fertilizers impacts the environment and has

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consequences; furthermore the urbanization and consumption of land for living may cause loss of landscape as well as soil degradation. Here is the need where the sustainability comes at the first place. If all the material resources are utilized according to the sustainability and millennium development goals than it is sound and peace. But if the case is opposite than we must be ready to face the consequences. The production and consumption of the material resources according to the sustainability is a matter of debate but it should be a closed loop structure and recycling approach is required in order to attain sustainability. There is a need for the environmentally sound production and consumption that is a way to bring out sustainable products. The purchase, use, manufactures, and disposal needs all the considerations of the stake holders, beaurocrats and policy makers as well as implementers. To achieve these phenomena globally there is a need to promote sustainable production and sustainable consumption globally. This is possible by the joint ventures of the countries together on a sustainable project. Especially the developed countries should help the developing countries by recruiting from them and giving them the sense of ownership. The production and consumption should be technically sound, environmentally safe and sustainable. There should be reframing of the production consumption cycles according to sustainability, integrated pest management, building green cities, the waste by product cycle, the investment cycle, life cycle analysis, and the whole system approach are the ways by which we can achieve sustainability in globally. The term globally here literally means to promote these phenomena globally through government and non government integrated approach globally. The global dialogues and ecological footprints is also a way to achieve sustainability.

Also the new models and methodologies that could integrate the consumption and production in order to attain the sustainable development are very important. Also to make the environmental protection agency in operation is of important value and the legislative control of all the governments to the people that are violating the law and order, involve in corruption and degrading the environment must be taken into account and punished. References:- Editorial, (2007). From cleaner production to sustainable production and consumption in Australia and New Zealand. *Journal of Cleaner production*, 15, 711-715. United Nations, (2009). SCP: Sustainable Consumption & Production Patterns. Retrieved from [http://www.un.org/esa/dsd/susdevtopics/sdt\\_scpp.shtml](http://www.un.org/esa/dsd/susdevtopics/sdt_scpp.shtml)