

What is Sustainability?



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OUR COMMON FUTURE

THE WORLD COMMISSION

ON ENVIRONMENT

AND DEVELOPMENT

Sustainability:

“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

- 1987, *Our Common Future*

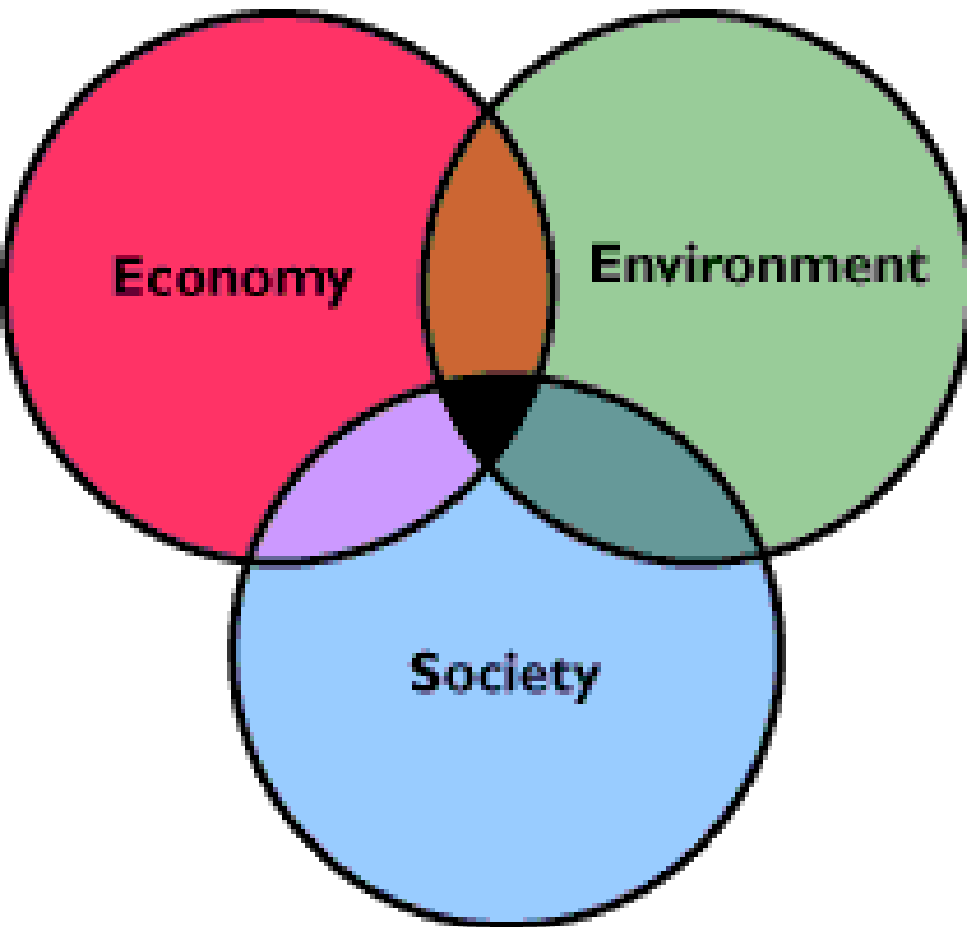








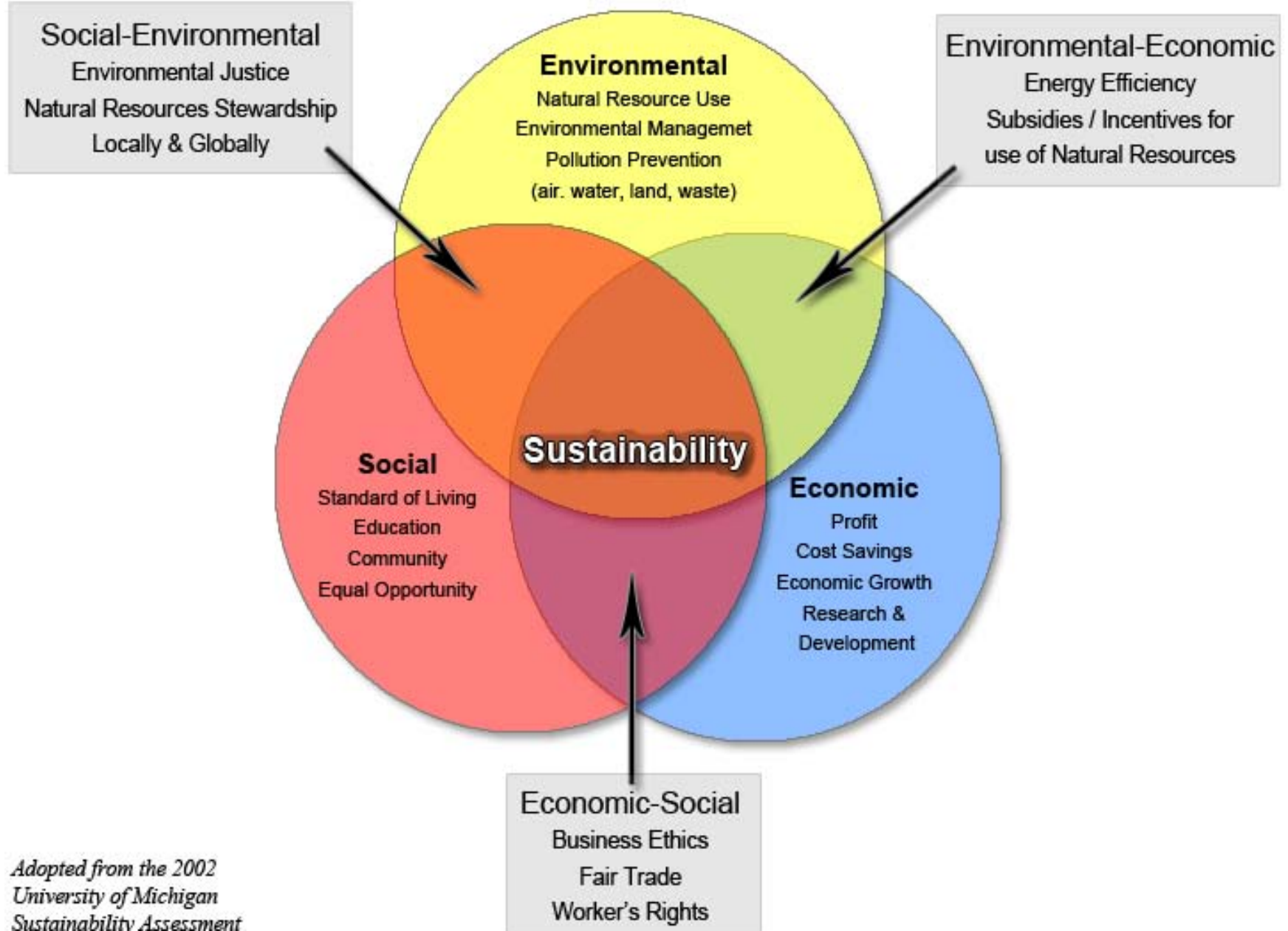
Three Parts of Sustainability



- **Healthy Environment**
- **Healthy Economy**
- **Healthy Society**

www.sustainablemeasures.com

The Three Spheres of Sustainability



Driving

How does driving
impact the:

- Environment
- Economy
- Society



Is it Sustainable?

- In your group, assess the sustainability of driving and determine whether it is economically, environmentally, and/or socially sustainable.
- Write your positive effects on green slips of paper and your negative ones on the pink paper.
- You need to be able to explain your decisions to the group

Sustainability Scale

UNSUSTAINABLE

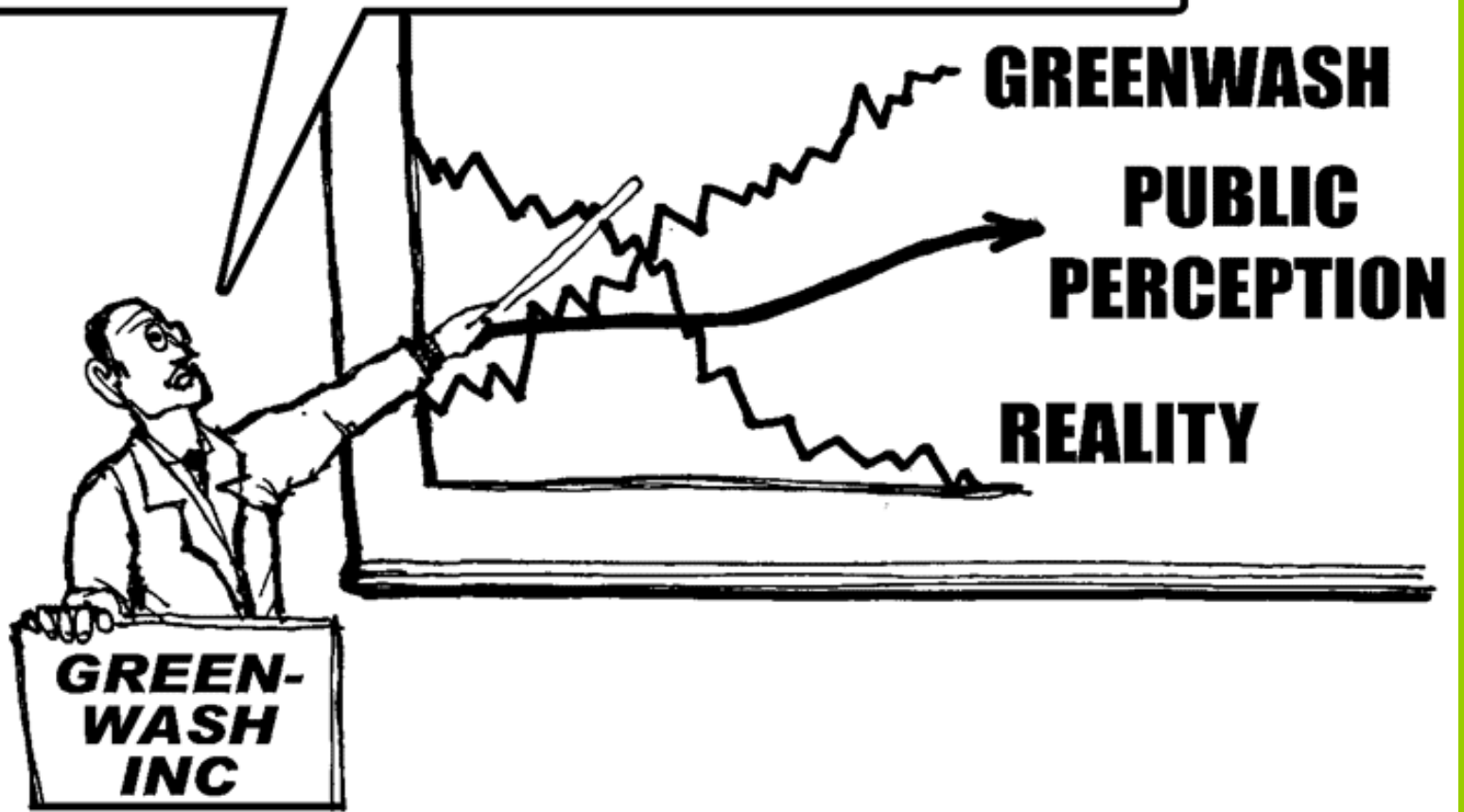
SUSTAINABLE



Can something that is unsustainable be altered to become more sustainable?

Choose an unsustainable activity and explain how it could be made more sustainable and reduce global warming pollution.

*YOU CAN IMPROVE PUBLIC PERCEPTION BY
OFFSETTING THE REALITY OF YOUR PROJECT
WITH MORE INVESTMENT IN GREENWASH INC*





Smart Choices for You and the Environment

Organic Women's Apparel
Organic Bedding
Reusable Shopping Bags



*organic 100%
cranberry blueberry
juice blend*





If you want people to make behavior changes that are sustainable, what's the best way to encourage them?