

WELL BEING & SUSTAINABILITY: Framing the Issues to Preserve the Planet, Protect the Poor, and Promote Prosperity

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**Thanks and
congratulations to the
PST organisers for this
timely and important
contribution to the post-
2015 discussions.**

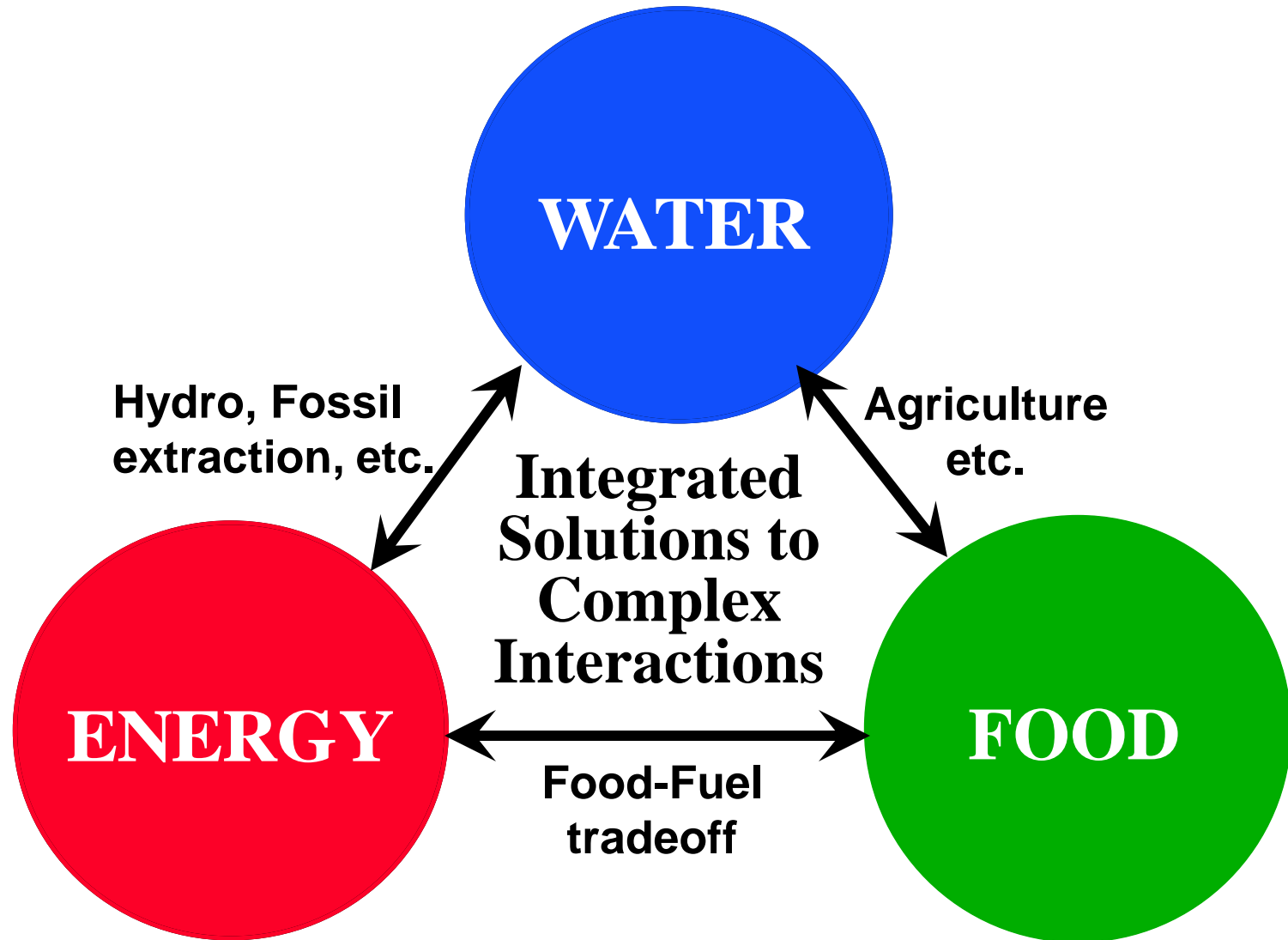


Growing Risks of Global Breakdown due to Multiple Threats

- **Financial-economic crisis: Toxic assets are a multiple of annual global GDP**
- **Persistent poverty and growing inequity**
- **Resource shortages: especially food, water, energy**
- **Environmental harm, extreme events, conflict mass migrations, pandemics**
- **Climate change: the ultimate threat amplifier**

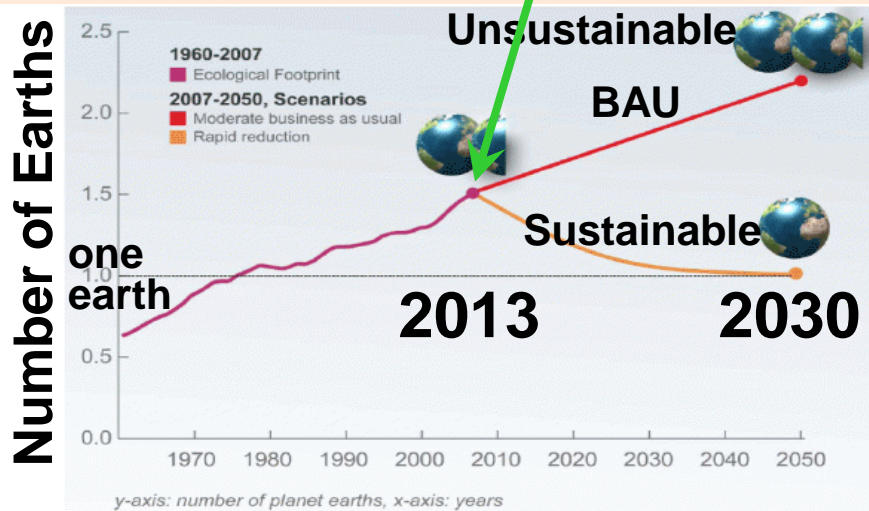
Multiple threats are inter-related and synergistic. Integrated Solutions are urgently required... BUT Stakeholder interests are divergent, responses uncoordinated. Lack of leadership & political will

Resource Scarcity: Key Water-Food-Energy Nexus



1. Ecol. Footprint of Humanity

In 2013 we needed 1.5 earths; and by 2030 almost 2 Earths

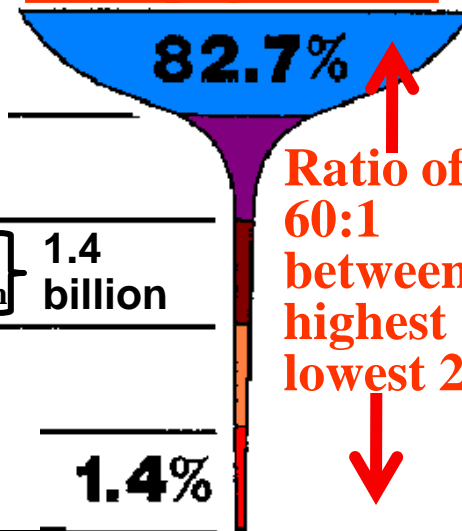


2. Unfair World Income Distribution 2000

Distribution 2000

Champagne Glass

Richest fifth of world population receives 83% of world income



One fifth of the Worlds Population } 1.4 billion

Poorest fifth of world population receives 1.4% of world income

3. Millennium Development Goals (MDG) & SDG to come

United Nations Millennium Declaration, 2000

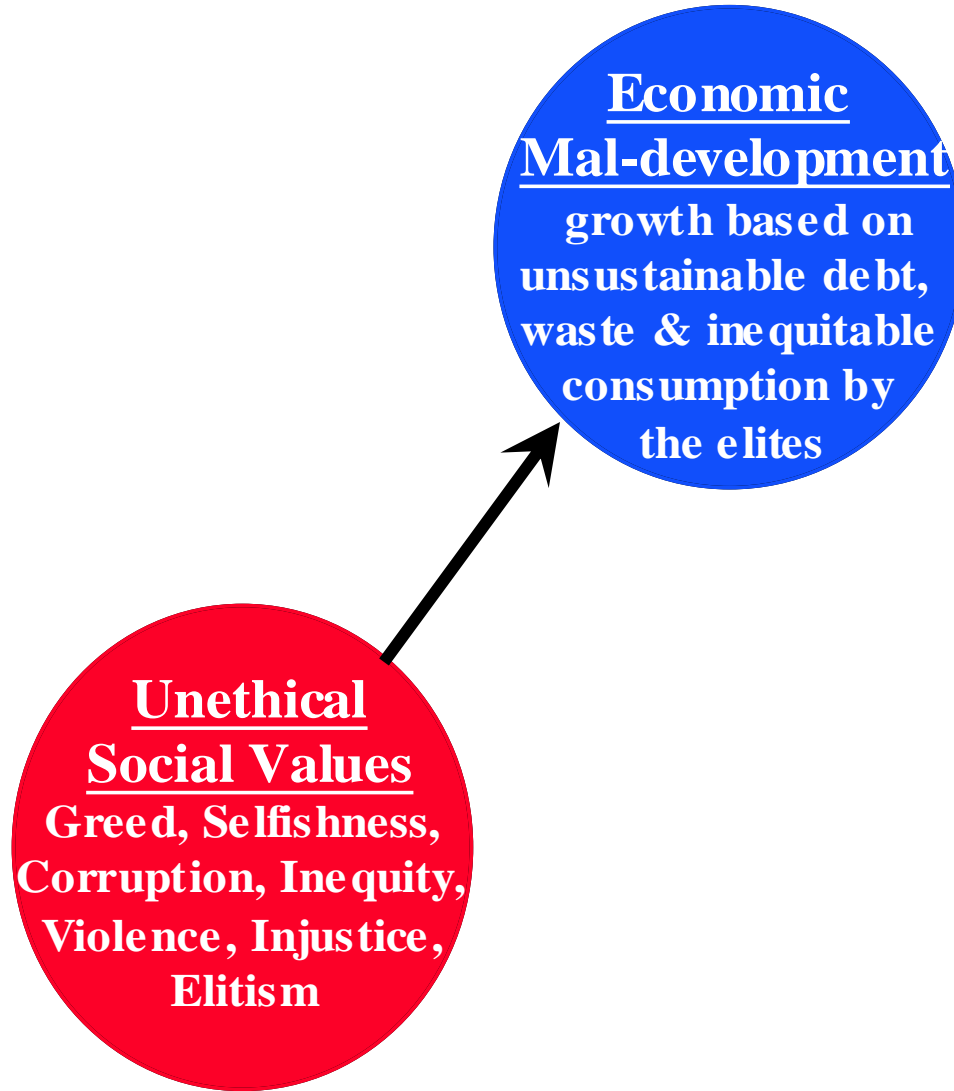
- | | |
|--|--|
| 1. Eradicate extreme poverty and hunger | 2. Achieve universal primary education |
| 3. Promote gender equality & empowerment | 4. Reduce child mortality |
| 5. Combat HIV/AIDS, malaria & other diseases | 6. Improve maternal health |
| 7. Ensure environmental sustainability | 8. Global partnership for development |

Commendable targets for 1-2 billion poor, but where are the resources to meet them, especially with Climate Change. Surface Issues identified BUT Underlying Drivers NOT addressed: Consumption, Prod./Tech, Governance, Pop.

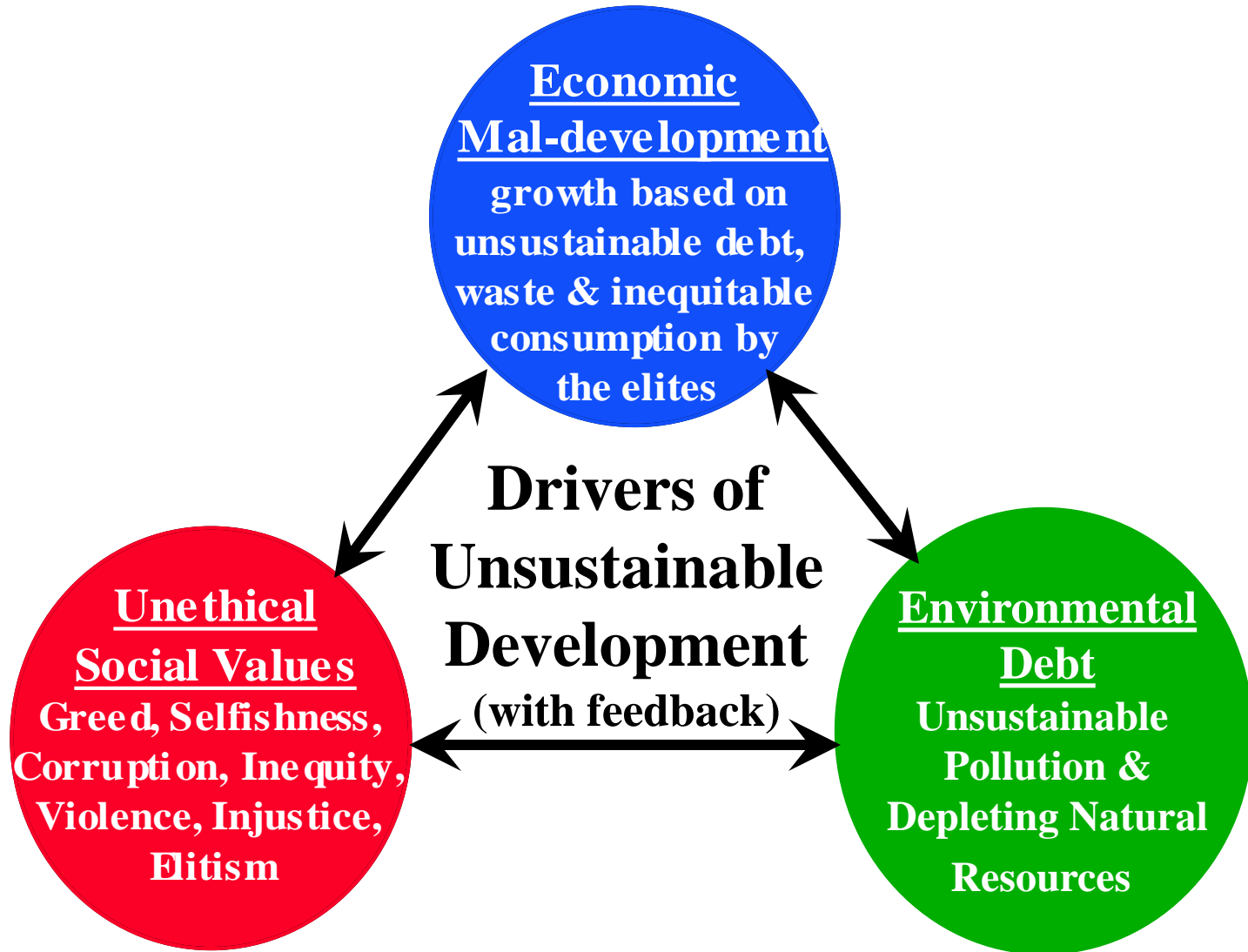
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Wrong Values Drive Unsustainable Development: 2



Wrong Values Drive Unsustainable Development: 4



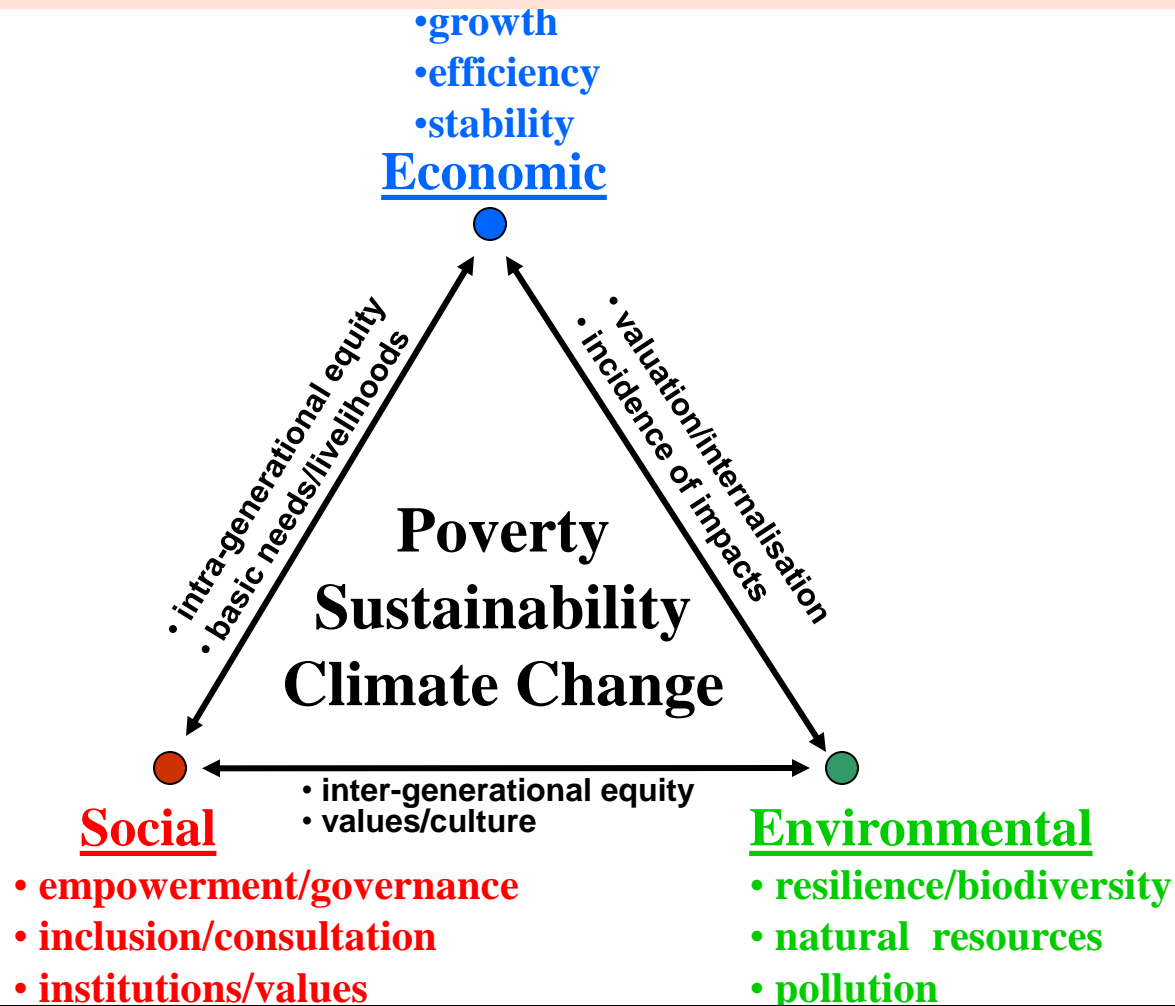
Source: Adapted from Munasinghe (1992), Rio Earth Summit

HOW DO WE GET THERE ?

Addressing Complex, Multiple,
Interlinked Sustainable Development
issues within the Integrated
SUSTAINOMICS Framework



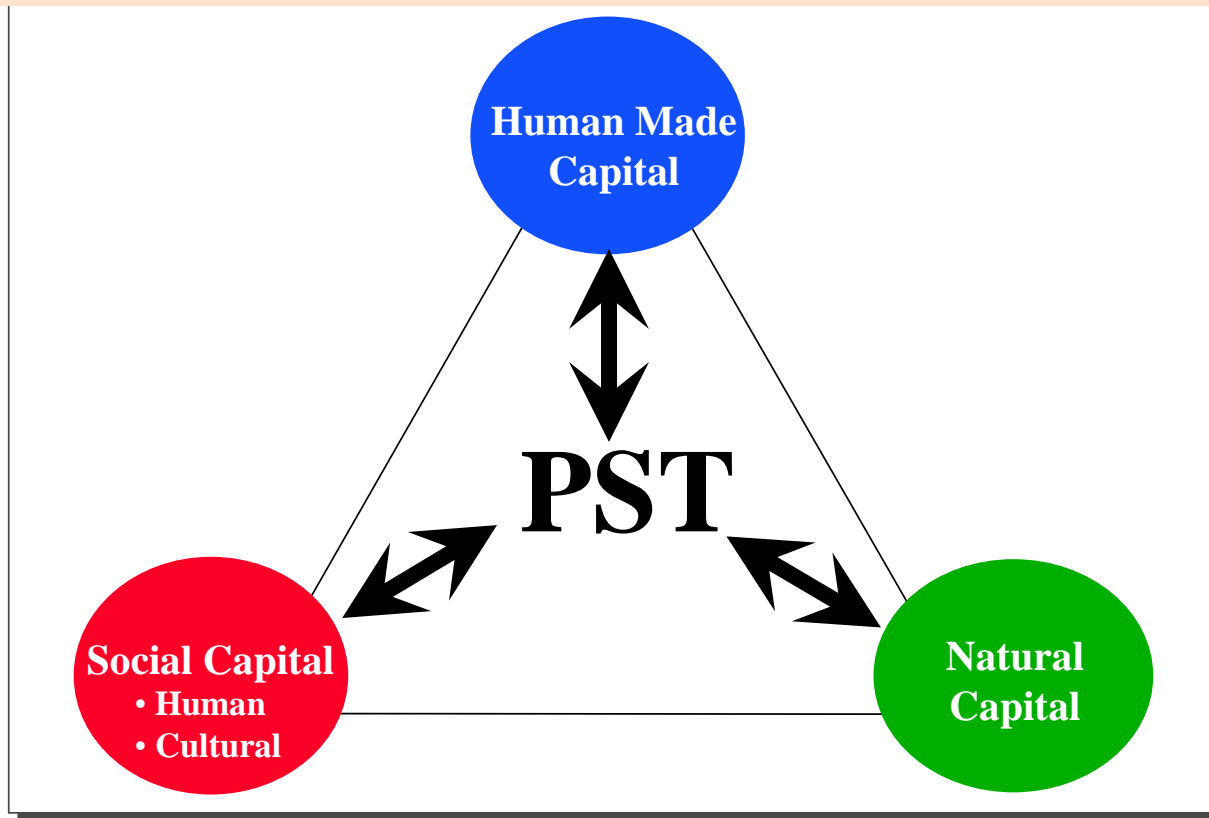
Core Concept 1: Harmonise the SD Triangle for BALANCE & INTEGRATION - 2



Sustainable Development Triangle – harmonising key elements and interconnections (corners, sides and centre) Source: Munasinghe [1992], Rio Earth Summit

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PST must protect assets for Sust. Develop.



Social capital is especially neglected & undervalued

Source: Munasinghe (1992), Rio Earth Summit



Core Concept 2: Make Development More Sustainable (MDMS) with EMPOWERMENT, ACTION & FORESIGHT

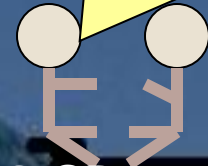
Sustainable Development
Peak – including climate
change (covered by clouds)



Lets move forward NOW!! If
we climb uphill, we will reach
the peak eventually

EMPOWERED to Make Development More
Sustainable (MDMS) – BEST PRACTICE

We cannot see the peak!!
Let's stop to discuss &
analyze how to reach it.



ANALYSING SD and CC –
NEXT PRACTICE

**Many obviously unsustainable practices exist today.
MDMS encourages us to eliminate them - ALL must act
NOW! Examples include energy saving & planting trees.**

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Core Concept 3: Transcend Boundaries with **INNOVATION & FRESH IDEAS**

- **Values** – replace unsustainable, unethical values
- **Disciplinary** – complex issues need all disciplines
- **Space** – spans local to global scales
- **Time** – spans days to centuries
- **Stakeholder** – need to include all stakeholders
- **Operational** – full cycle from data to application



Transcending Unsustainable Values

Build essential ethical and moral values
(especially among youth)

Greed, selfishness and violence are unsustainable

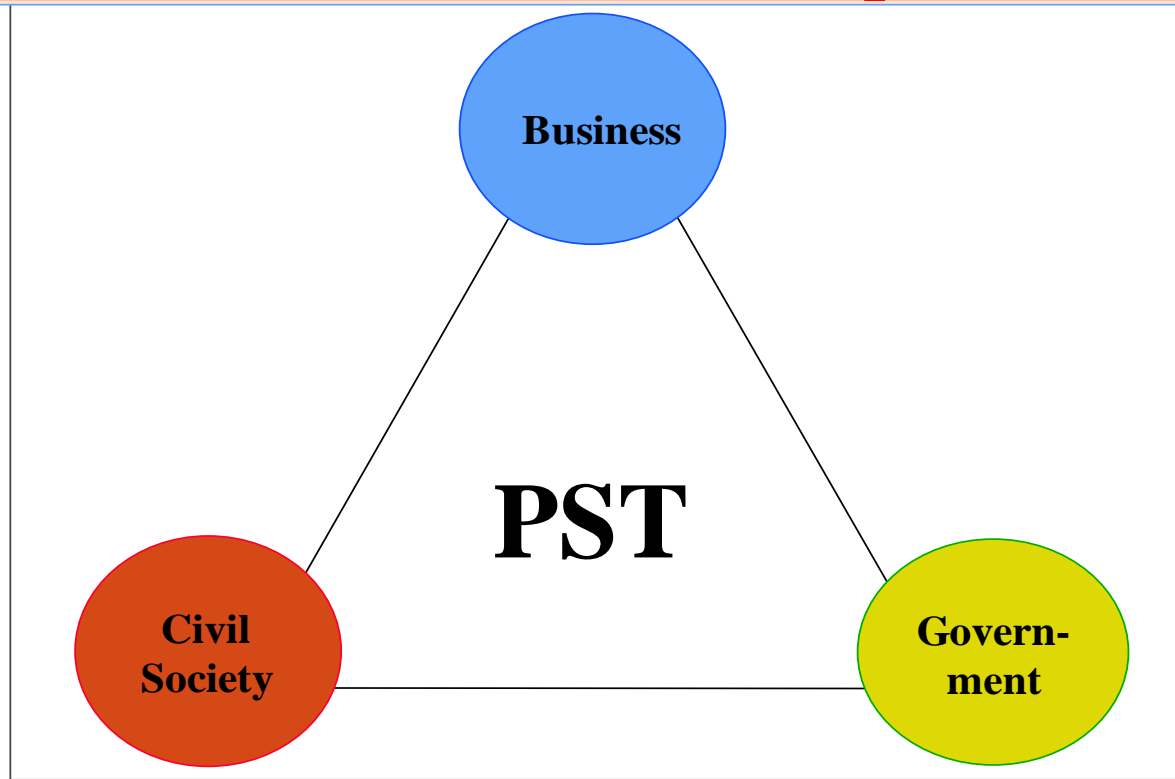
**Selflessness, altruism, enlightened self-interest,
and respect for other humans and nature will make
development more sustainable**

Ethical Dimensions of Climate Change 2006

Interfaith Declaration on Climate Change 2009



Transcending Stakeholder Boundaries: Key role of PST to ensure co-evolution & cooperation for SD



Civil Society & Business must push **Govt.** with Peoples Transformative Agenda. More **MIDDLE OUT** approach to supplement **TOP DOWN & BOTTOM UP**: Mid-level leaders (like Mayors, Community Leaders, CEOs,) can act more decisively than national and global leaders.

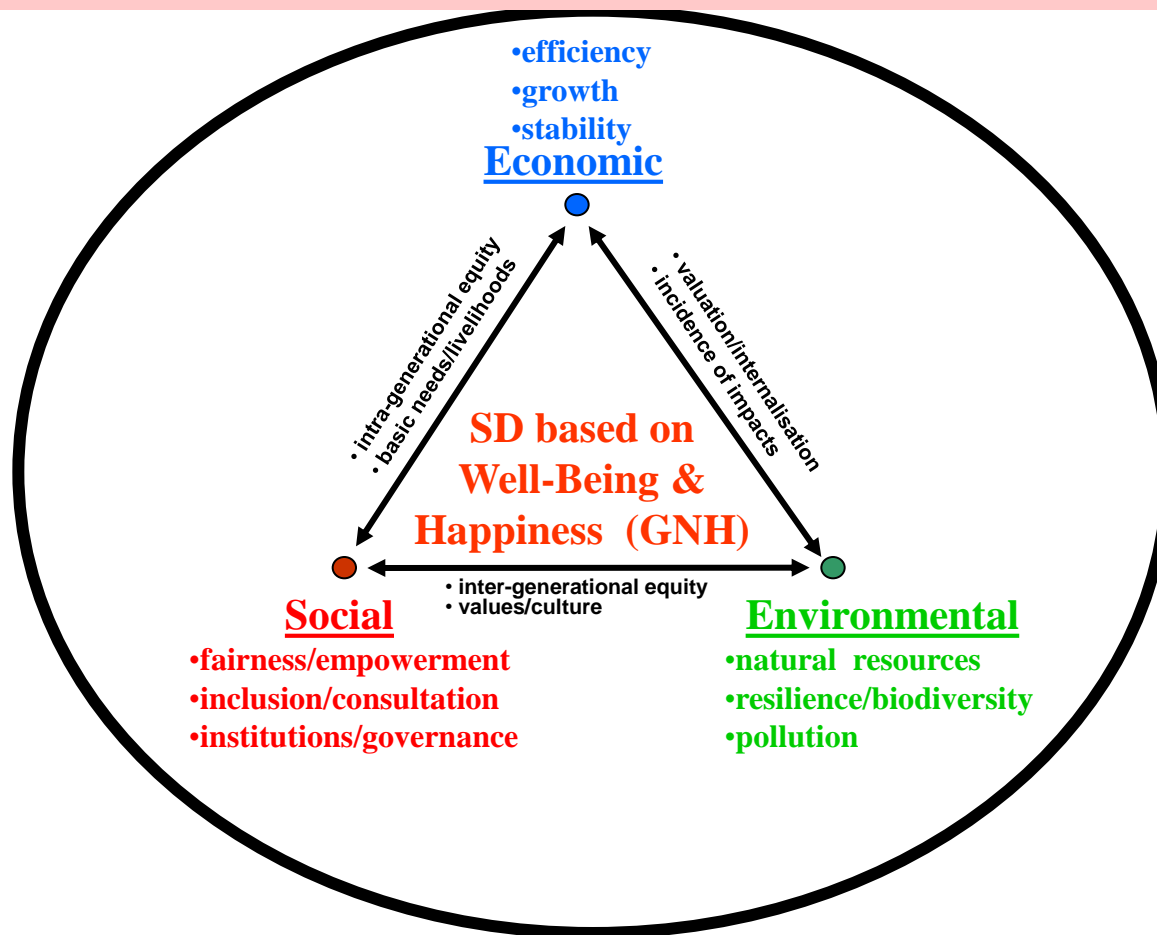
Source: Munasinghe (1992), Rio Earth Summit

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VISION: Harmonius Global Eco-Civilization of 21st Century Well-being based on more than material consumption (GNP) – supplement with other more comprehensive measures (HDI, SPI, GNH, etc)

**21st Century
Harmonius
Global Eco-
Civilization**



Global Vision for Wellbeing & Sustainability: 2030

Social: meet basic needs of all human beings especially the poor & vulnerable, ensuring peace, harmony, social justice & security.

Environmental: respect nature & contain humanity's global resource use within the sustainable capacity of the planet.

Economic: build a sustainable economy that is prosperous and resource-efficient, but respects critical environmental and social sustainability constraints.

The consumption of the rich is crowding out the development prospects of the poor.

As resources (like energy, water and food) become scarce, the “market” solution is for prices to rise – but this will simply ration those resources in favour of the rich and deprive the poor of even their basic needs. Recent events in many countries show that deprivation leads to violence

We can enhance poverty eradication and protect nature by complementing the MDGs with Millennium Consumption Goals that will help make the rich consume more sustainably

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Food for a Week:
Poor Family
Unsustainable/Unethical
– must leapfrog/tunnel to
prosperity: Millennium
Dev. Goals & Millenium
Consumption Goals

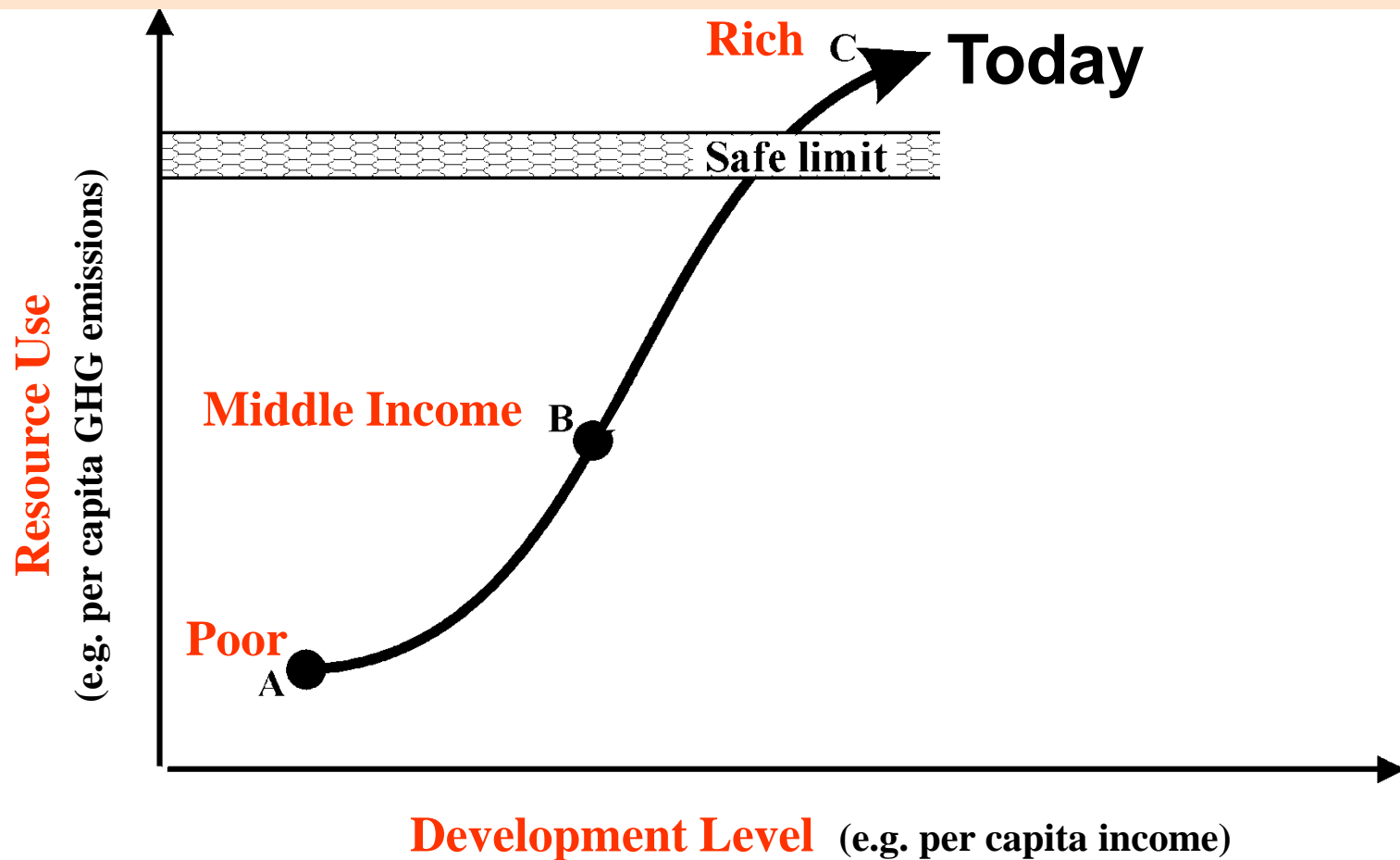


Food for a Week:
Affluent Family
Unsustainable – must
transform/decarbonize
towards sustainability:
Millennium
Consumption Goals

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Source: Menzel, 2005

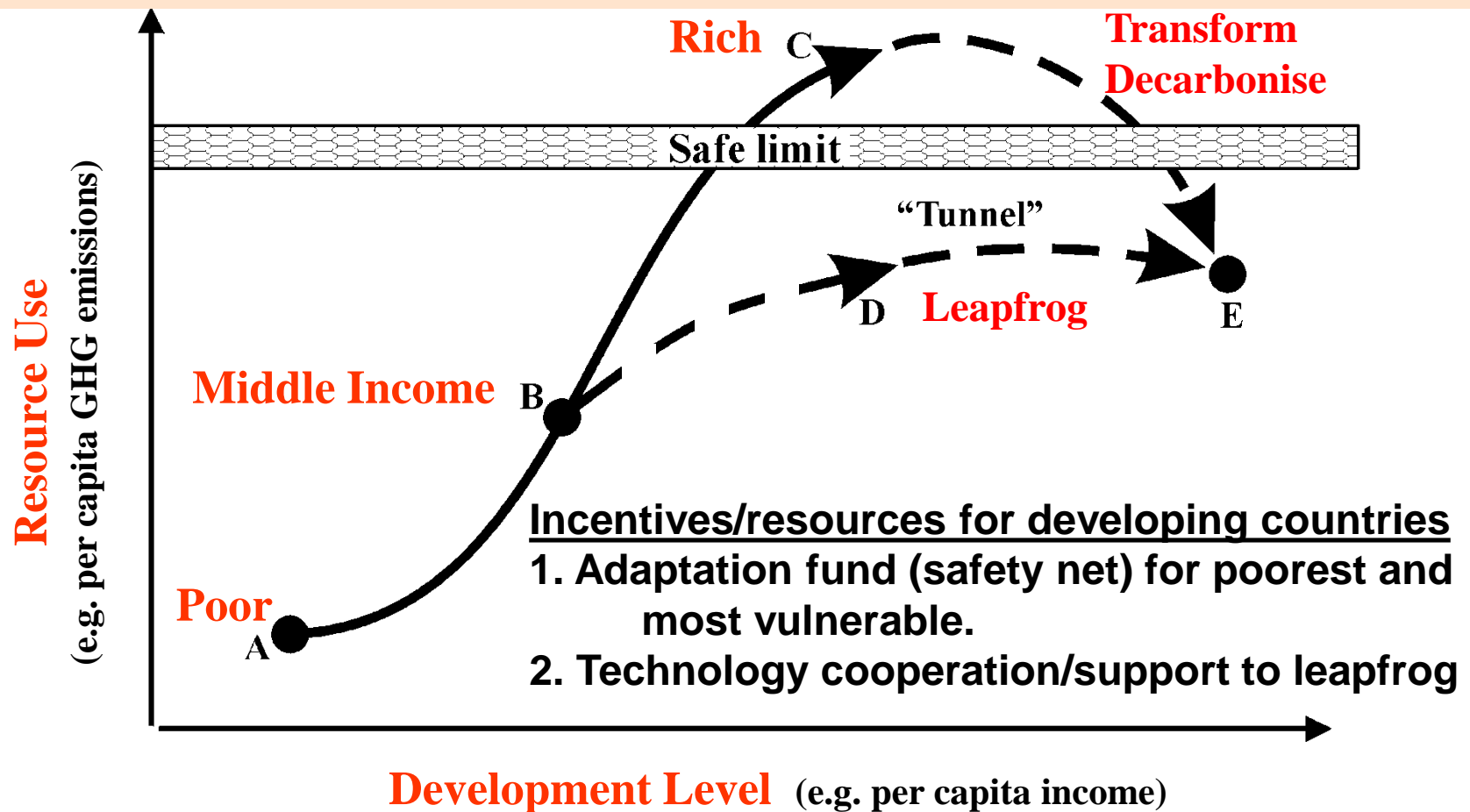
MDMS via “Tunneling” & global cooperation to Share Resources Equitably for SD - 1



Source: M. Munasinghe (1995) "Making Growth More Sustainable," *Ecological Economics*, 15:121-4.



MDMS via “Tunneling” & global cooperation to Share Resources Equitably for SD - 2



Source: M. Munasinghe (1995) "Making Growth More Sustainable," *Ecological Economics*, 15:121-4.

Millennium Consumption Goals – Basic Concepts

Key MCGs

1. Address under-consumption of the poor:

- Ensure basic human needs (food, water, energy, health, etc)

2. Address unsustainable consumption of the rich:

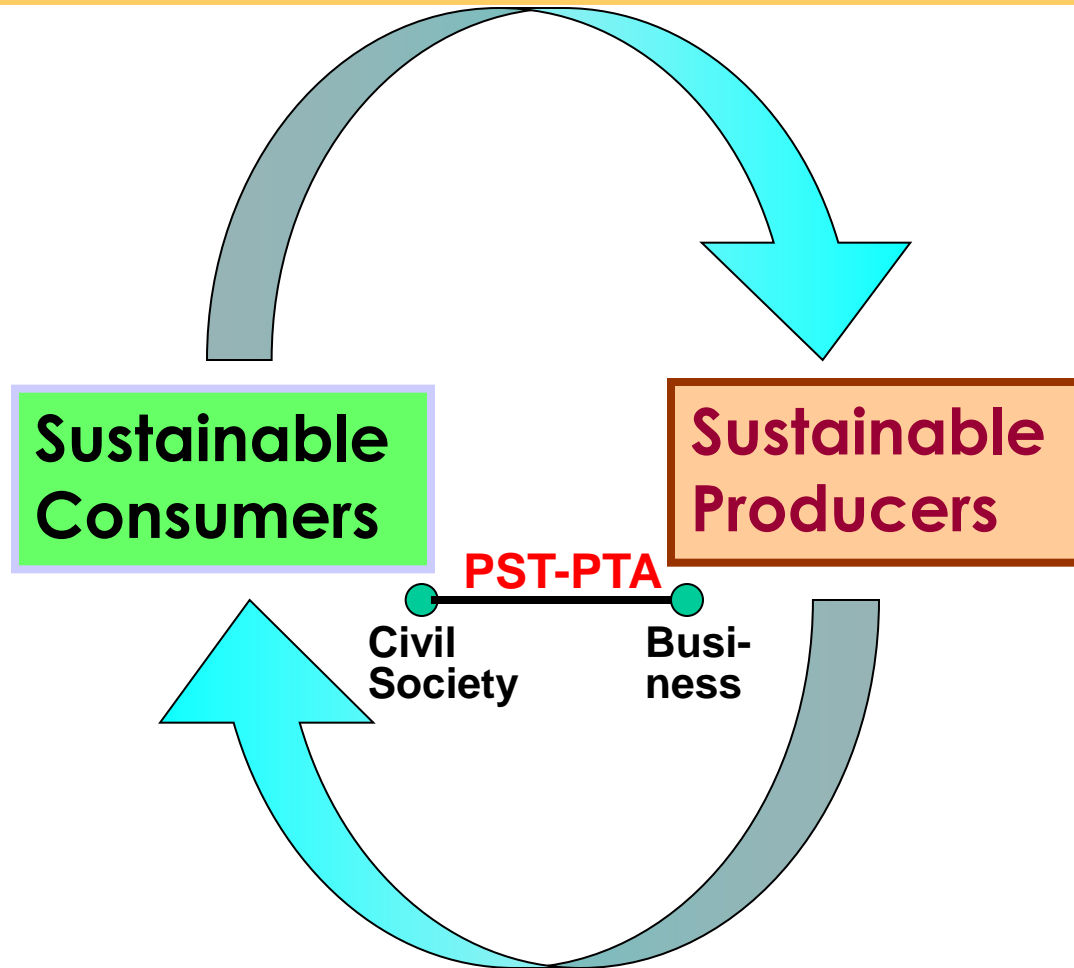
- GHG emissions
- Energy
- Food
- Water
- Land use and Biodiversity
- Pollution & Waste (air, water, solid and toxic waste)

Other MCGs

diet and health, lifestyles, livelihoods and work, financial system, military spending

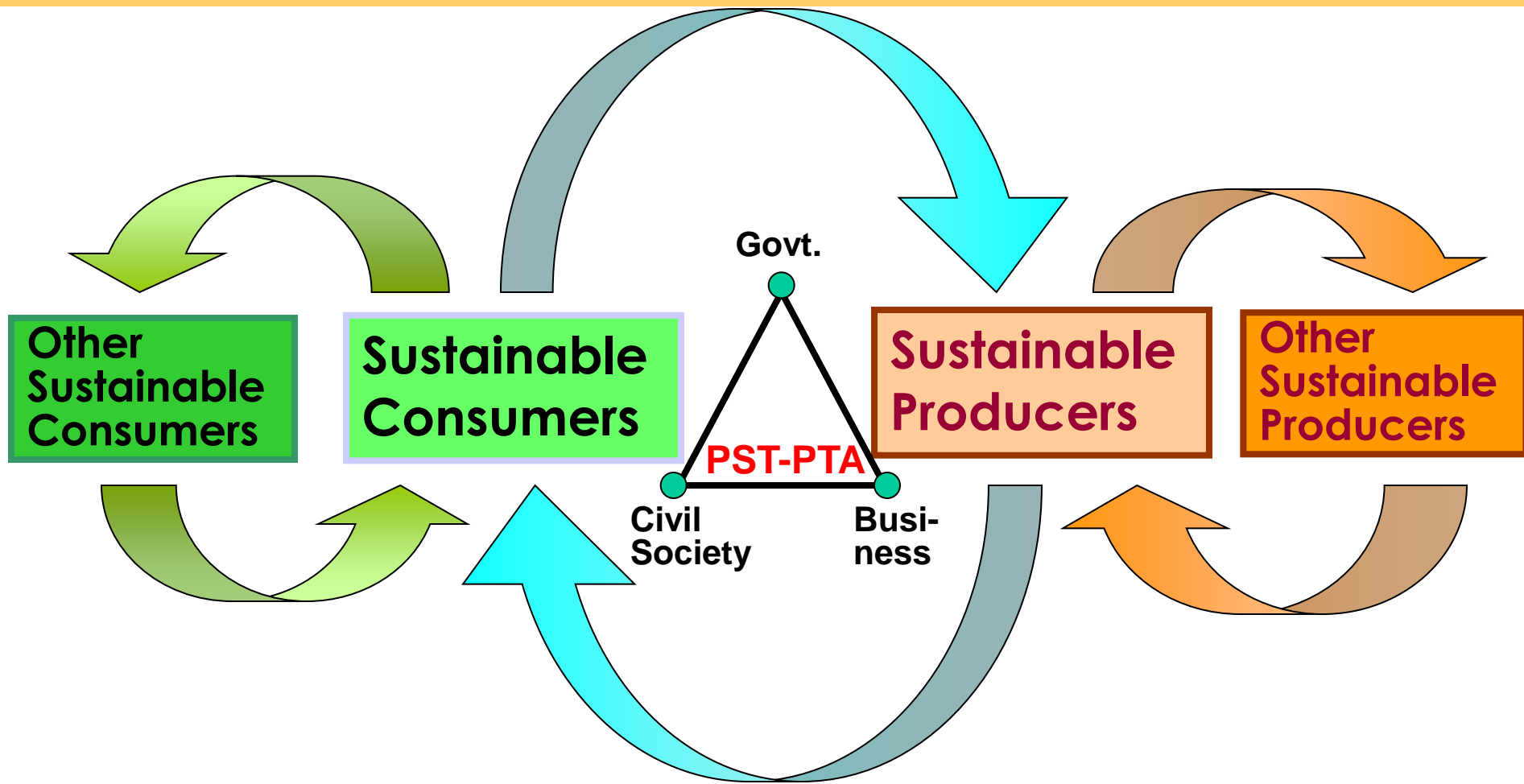
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Bringing Sustainable Consumers & Producers Together: 1 Sustainability Culture - Making Development More Sustainable (MDMS) Sustainability leadership by a few consumers and producers



Bringing Sustainable Consumers & Producers Together: 2 Sustainability Culture - Making Development More Sustainable (MDMS)

Spreading Sustainable behaviour (GNH supplements GNP)



Hopeful final message from PST to the World

- **Multiple global problems pose a serious challenge to us all – poverty, energy, water, hunger, climate change, economic crises, resource scarcities, ecosystem harm, etc. are interlinked.**
- **There is hope that there are integrated, holistic solutions to these problems, provided we begin now - we should not despair although the issues are complex and serious.**
- **Using the Sustainomics framework, we know enough already to take the first steps towards making development more sustainable (MDMS), that will transform our risky “business-as-usual” scenario into a safer & better future.**
- **Governance systems (at all levels) must be transformed to deal comprehensively with multiple crises.**
- **Business and civil society can help government in identifying issues, changing values and implementing solutions.**
- **PST empowers us to work together to build new sustainable development models for a 21st century Global Eco-Civilization.**

Ancient Pali Blessing (Sri Lanka)

**“DEVO VASSATU KALENA
SASSA SAMPATTI HETU CA
PHITO BHAVATU LOKO CA
RAJA BHAVATU DHAMMIKO”**

Environmental: “May the rains come in time,
Economic: May the harvests be bountiful
Social: May the people be happy & contented
May the king be righteous”

Even in ancient times, a favourable environment, economic prosperity, social stability (and good governance), were clearly identified as key pre-requisites for making development more sustainable.

Thank You
Very Much

