Lecture 1: Paradigm Sustainability

1. Paradigm

- A paradigm is a framework containing the basic assumption, ways of thinking, and methodologies that are commonly accepted.

- Anthropocentric view (instrumental view): is based upon the notion that the significance of nature is derived upon the value it provides to humanity. It views humanity is the centrepiece of importance and therefore, the value of nature corresponds to what it can offer humanity.

The use of natural resources such as coal by human means that coal has value to human instrumentally. Coal could be used to provide energy for people, which is valuable for the survival of human in general. Likewise, because natural resources is essential for the sustainable life of human so people have to conserve it, which means that natural resources is valuable to humanity. Hence, using and preserving natural resources is environmentally ethical in terms of anthropocentric view.

  - Develop: The nature is the most valuable to humanity when it is developed or transformed

  - Preserve: We get the most value of the nature when we preserve it

    - Laboratory: It's impossible to replicate the compounds being formed after millions of years in the nature synthetically -> we need to preserve it because there might be extremely useful things provided us

    - Silo: View nature is a type of insurance. The diversity of nature helps absorb the shock for natural disasters

    - Gym: It's difficult to replicate synthetically the recreational value that nature offers -> need to preserve the nature

    - Spiritual: There is some deep spiritual elements of nature which play essential part in spiritual lives of people

- Non-anthropocentric view: It views nature as having inherent value which allows it to be valuable in and of itself. The concept proposes that nature is valuable regardless of its correspondence to humanity.

  - Animal: View animal as the key sphere of moral concern. Animal rights should be respected and their sufferings should be minimized

  - Ecosystem: We should be considering the nature on a wider level and taking into consideration the entire ecosystem, as each element within the system plays a role in essence to the wider community

2. Sustainability

- Sustainability is, in original version, to meet the need of the present without compromising the ability of future generations to meet their own needs in regard of development

- Sustainability is a contested term because the concept of sustainability can be interpreted in many different ways which develops a debated and challenged disposition surrounding the true meaning of the notion. The meaning of the term varies depending on the entity defining the term, which leads to its contested nature

- Two elements of sustainability (Hopwood et al.) are socio-economic and environment concerns

- Differences between 3 positions

	Status quo	Reform	Transition

Supporters	Those who work within the corridors of power exert influence on government and business in decision making	Diverse groups from government to academics and mainstream NGO experts	Those who focus either on environment or socio-economic and both
Solutions	Markets and economic growth. Essentially macroeconomic stability and the empowerment of free market are at the core of importance	Laws and regulations. Governments and international bodies are persuaded to undergo reform. Technology can be utilized for increase in ability to operate economy with lesser emphasis upon natural resources	Radical solutions to solve the root of the problem
Perception of sustainability issues	Insignificant	Significant	Significant
Level of need for changes	Unnecessary	Likely necessary	Extremely necessary
Resources scarcity	This is not a problem that needs to be addressed and solved immediately. Companies and customers who concern about this issue will look for alternatives such as inventing and using solar-powered gadgets.	This is a serious problem but fundamental change is unnecessary. Solutions could be that government or public agencies set a rule on what time electricity is cut off to save the energy	This is a serious problem and the current structures in place are ineffective enough. A more foundational change in society and in institutions is needed.

3. Measuring sustainability

- "When accountants communicate reality, they create reality" / "We recognize revenue when it is realized"

The claim is based upon the idea that the process of measurement and the manner by which something is measured, ends up defining the concept itself. In reference to the quote based around the meaning of revenue, becoming review, we realize that by subjecting a certain concept to a set of boundaries and measuring such a concept in reference to margins, we actually create what the concept itself is and the manner in which it its viewed -> measurement makes the concept being actualized