

Shaping the future via Sustainability

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Abstract: Sustainable development is a contested concept, which in turn influence how issues are formulated and actions proposed. It is usually presented as the intersection between environment, society and economy, which are conceived of as separate although connected entities. The economy is often given priority in policies and environment is viewed as apart from humans. They are interconnected, with the economy dependent on society and the environment while human existence and society are dependent on the environment. The separation of environment, society and economy often leads to a narrow techno-scientific approach, while issues to do with society that are most likely to challenge the present socio-economic structure are often marginalized, in particular sustainability of communities & the maintenance of cultural diversity. Environmental sustainability includes awareness and solutions of global warming, greenhouse effect, acid rain, pollutions, plastic waste optimization, and green chemistry. Social sustainability includes sustainable architecture, lifestyle & ethical consumerism. Economic sustainability includes production & resource management. It is all about awareness to develop strategies to achieve sustainability without consuming whole resources & to maintain it for future generations. For a solution to be truly sustainable and good it must have a positive return to the environment and society. It's not just about solving for negative it's about creating a positive.

Keywords: Sustainable development, Future generation, Economic sustainability, Social sustainability, Environmental sustainability, Resource management, Awareness, Sustainable architecture, Ethical consumerism