Implementing Sustainable Development: Strategies And Initiatives In High Consumption Societies

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As a compliment to analyses of production and its processes, Sustainable Consumption (SC) is the study of resource and energy use (domestic or otherwise). As the term sustainability would imply, those who study SC seek to apply the concept of "continuance"—the capacity to meet both present and future human generational needs. SC, then, would also include analyses of efficiency, infrastructure, and waste, as well as access to basic services, green and decent jobs and a better quality of life for all.


In my field which is in general dealing with the social and economic aspects of society I would tend to use 'resilience' to signify 'the capacity to recover from disruption', whereas 'the capacity to adapt' would be signified by using the term 'adaptability'. Adaptability is the capacity to respond through modified behaviours to repeated disruptions of a particular class such that the effects of those disruptions tend to be ameliorated in the event of future occurrences. For the business enterprise, sustainable development means adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today while protecting, sustaining and enhancing the human and natural resources that will be needed in the future. Sustainable development is good business in itself. It creates opportunities for suppliers of "green consumers", developers of environmentally safer materials and processes, firms that invest in eco-efficiency, and those that engage themselves in social well-being. These enterprises will generally have a competitive advantage.

Therefore, wherever we do business, we will take the initiative in developing innovative solutions to those environmental issues that affect our business.