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Why is the Cleaner Production of Cleaner Products and provision of Cleaner Services INSUFFICIENT FOR ACHIEVING SUSTAINABLE SOCIETIES?????

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During recent decades, as societal members have become increasingly aware of the negative impacts humans are causing upon each other and upon our ecological life support systems, they/we worked to develop and implement approaches for controlling, reducing and preventing them from occurring.

In the early era of environmental protection, most countries established pollution control regulations designed to 'force' industrial leaders and society, more broadly to treat pollutants at the 'end-of-the-pipe' after they were produced. This pollutant treatment approaches led to a mentality of, "it does not matter what we do as long as we treat the pollutants that we produce after you produce them!"

This led to the development of a vast array of 'end-of-pipe' pollutant control/treatment technologies. These technologies have helped to reduce the negative impacts of many human activities. However, all are expensive to buy, install and to operate at the corporate and municipal levels and they always treat the SYMPTOMS OF INHERENT INEFFICIENCIES within the system rather than challenging the corporate or municipal leaders to ask the following questions: a. What resources am I wasting? b. Why am I wasting them? c. How much are these inefficiencies costing me? d. How can I reduce or totally eliminate these inefficiencies by seeking to prevent them at their sources, rather than treating them when they become wastes?

The process of making the paradigm shift from treating the symptoms of inefficiency via diverse pollution control to prevention-oriented approaches are helping companies and municipalities to improve their economic, environmental and social bottom lines;

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this is sometimes called the 'Triple Bottom Line (TBL).' These approaches are promoted and implemented under terms such as: a. Pollution Prevention, b. Cleaner Production, c. Green Productivity, d. Eco-Efficiency, e. Green Chemistry, f. Green Engineering, g. Eco-Products, h. Green Buildings.

Much TBL progress has been made within individual companies in changing their production processes, products and services. Similarly, progress in improvement of eco-efficiency of clusters of companies via the concepts of Industrial Ecology are being implemented and documented, world-wide.

The Journal of Cleaner Production (JCLP) is one of the international journals that are serving as a forum for the on-going documentation of and debate about the array of 'prevention oriented approaches.' The JCLP is now in its 15th year of publication and is now published in 20 issues per year.

A study of the results published in this and other journals reveals that although much progress has been made, much remains to be done.

Some of the crucial questions that should be addressed include:

- a. If the exciting and proven successes in the prevention-oriented approaches in some companies in industrial sectors, worldwide are so positive, why have such a relatively few company leaders implemented them?
- b. What approaches are needed to accelerate and to expand the number of companies that are benefiting from prevention-oriented approaches?
- c. What can/could/should be done at municipal, regional and national levels to promote widespread implementation of prevention-oriented approaches?
- d. How can regional sustainability initiatives (RSIs) be used to catalyze and coordinate the implementation of prevention-oriented approaches within and among



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companies as well as within and among municipalities and regional governmental organizations?

e. What needs to be done in regard to urgent challenges such as 'Global Climate Change', poverty, species diversity losses and work to achieve the Millennium Development Goals?

f. How can holistic approaches to global, national, regional, local, corporate and private citizen empowerment help us to help us make the transition so truly 'Sustainable Societies'?

g. What if we succeed? What if we don't????