



São Paulo - Brazil - May - 22nd to 24th - 2013

4th INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

From ‘Dilution is the Solution to Pollution’ to ‘Regional Sustainable Development’ is the Solution for improved Quality of Life for All: A Long and Challenging Journey

Donald Huisinigh

Tennessee University - USA

Societal progress toward more sustainable patterns is often slow and unpredictable. Frequently, crises trigger major changes from the ‘business-as-usual’ approaches to new ‘normal behaviors.’ Some of the historical crises that triggered abrupt changes will be reviewed to contextualize the resultant societal changes. A brief review will then be presented of the thirty-year history of the evolution of the prevention-oriented concepts of Cleaner Production of Cleaner Products & Services in the framework of sustainable local & regional development. Based upon insights gained from this review, the speaker will address evolving societal, ecological, technological and economic trends, which provide reason to be cautiously optimistic that in the next three decades, regional, national and global imperatives will be addressed with improvements in socially responsible values, paradigms, and strategies built upon global eco-system and societal sustainability. The new approaches will be based upon trans-regional and trans-generational equity that goes beyond currently dominant economic indicators of success to new ones, which will include but not be limited to ‘Gross National Happiness,’ the ‘Wellness Index,’ ‘the Better Life Index’ and the ‘Quality of Life Index.’ These and related qualitative concepts will be integrated into socially, ecologically, and

Universidade Paulista “Campus” Indianópolis – Rua Doutor Bacelar, 1212

Mirandópolis – CEP: 04026-002 - São Paulo-SP – Brazil - Phone/Fax: 55-11-5586-4129



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economically sound governmental and corporate policies, that are based upon ‘Education for Sustainable Societies’ for people of all ages. Monitoring of impacts of the new paradigms and values will be done based upon the global electronic monitoring and communication tools that are & will be available. What will be the roles, opportunities and responsibilities of individuals, families, communities, corporations, NGO’s regions, nations and international organizations within the context of healthful eco-systems, globally? Will we/they have the will to act responsibly?