

Reinterpreting the Definition of Sustainable Development

After reading *Reinterpreting the Definition of Sustainable Development*, I had a different view about the real definition of Sustainable development. For example, as civil engineer, sustainability projects do not have to be high-performing buildings or infrastructure, and that the given city can be repurposed without changing a single brick. It is a form of experiential urban design that repurposes the city by living it and learning it differently. This focus on lived experience as a form of urban change is replicable. It could be relatively easily adopted by other sustainability projects in existing urban areas. The role of a grassroots project in an existing urban area can be to envisage and share new practices that generate social learning and lead to changes in how people and environment relate.

Personally, I believe that the objective of the integrated development of sustainable products is to meet the consumers' need closing the cycles around the product as much as possible, because the predilection for durable, reusable and remanufactured products is already identified as a tendency by some scholars. In this context, environmental awareness is considered as a vital concept to the survival of the companies in the global competitive market and product development must be focused not only on meeting the needs of consumers, but also consider all aspects that permeate its production, consumption and disposal.