



ECSO6001: Sustainable Communities & Global Development

Theme 2: Measuring Environmental Issues

Part 2: Decision Making, Values and Ideology



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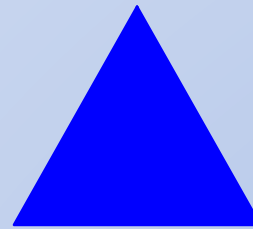
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ENVI Conceptual Tools

European Committee on the Environment, Public Health & Food Safety



Scale of the
issue



The Elements of
Sustainability



Decision
Making



Values,
ideology,
strategies



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based on (Barr, 2008)



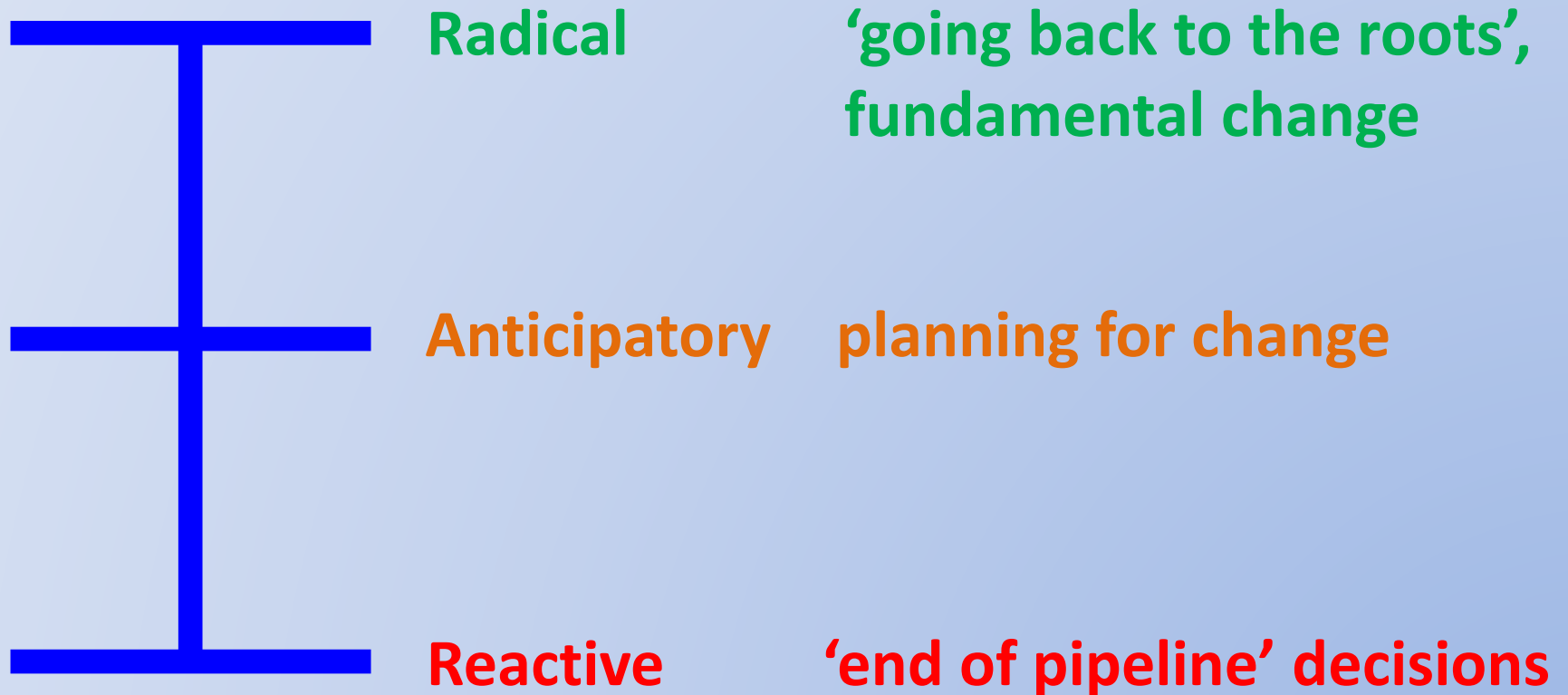
Decision Making



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Decision Making

In the context of sustainability there are basically three types of decision making.



Decision Making in Industry

'Elements' Considered

Situation

Environment
and
Economy
and
Society

Radical

Change in demand
Less consumption
Alternative consumption

Anticipatory

Change in process
Cleaner technology
Elimination of toxics

Environment
and
Economy

Reactive

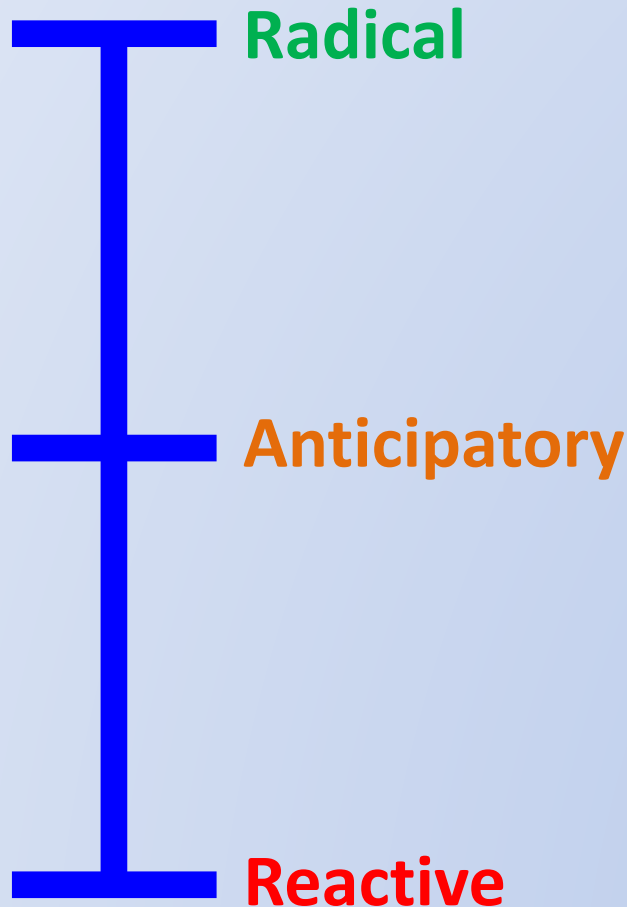
Treatment of sewage
Disposal of waste
Oil spills etc.

Environment
or
Economy



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Environmental Decision Making



Biodiversity

Apply 'landscape ecology' principles to human activity

Establish National Parks to protect habitats

Create zoos and seed banks to protect endangered species

Transportation

Completely redesigning cities and transport systems

Creating 'cleaner' fuels, congestion charges

Catalytic converters to 'clean' emissions



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Historical
example:

Northern Telecom



- based in Canada
- 42 plants in various countries
- manufacturer of electronic components (telecommunications)
- 1988: 1000+ tonnes of CFCs per year
- 1992: 0 tonnes of CFCs used per year

What are CFCs?



Original Process

- 1) raw components **and grease**
- 2) manufacturing and assembly process
- 3) **clean off** grease with CFCs
- 4) finished product

Revised process

- 1) raw components, **no grease**
- 2) manufacturing and assembly process
- 3) **no need to clean off** grease with CFCs
- 4) finished product

Improving the Environment AND Economy

- \$1 million to develop new process
- \$4 million savings in first year (no CFCs)
- \$50 million savings to year 2000
- international environmental prize = great publicity
- contract with Mexico for industrial innovation (very lucrative)

Historical
example:

When decision making goes wrong

- Poor decision making in that does not include the 'society' element can directly effect a population causing them to suffer greatly
- This is the reason that we study sustainability in the context of social exclusion.

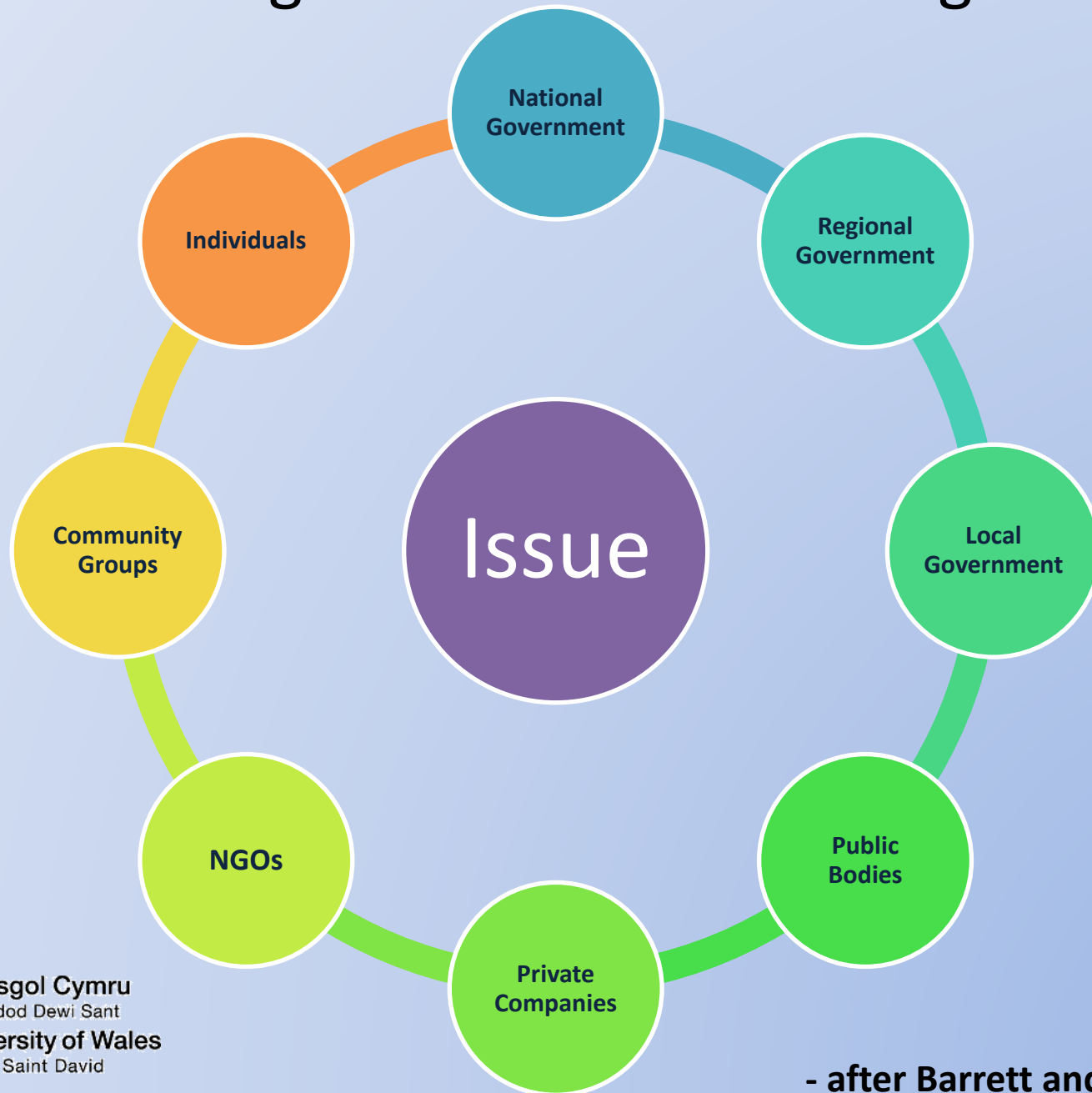


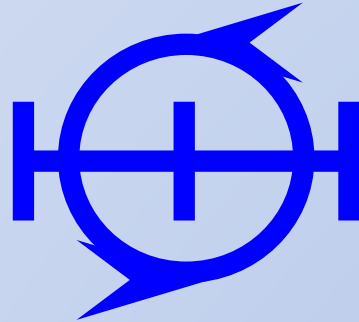
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Fragmented Decision-Making



Integrated Decision-Making



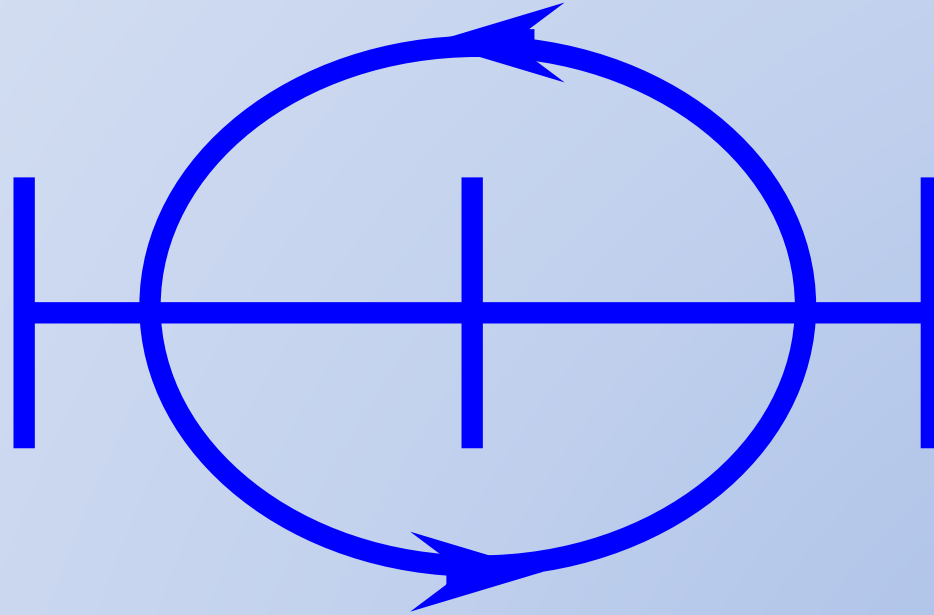


Values, ideology, strategies



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Values, Ideologies and Strategies



The values, ideology and strategies of a government or organisation will effect its decision making

The Interaction between Values, Ideologies & Strategies

Values

- Literally the things that we hold to be individually, culturally, socially, spiritually or morally important
- A definable set of values can be brought together under the concept of **Ideology**

Ideology

- Short form summary of basic values that eliminates the need to engage in deep philosophical investigations every time action is required

The Interaction between Values, Ideologies & Strategies

Ideology

In a given situation people or organisations will make decisions based on their ideology. Can we think of examples?

- Industrial Capitalism,
- Marxism,
- Christianity,
- Liberalism,
- Socialism,
- Conservatism,
- Judaism
- Feminism
- Veganism
- Buddhism
- Eco-socialism
- Techno-centrism
- Eco-centrism
- Eco-feminism



Interactions Amongst Values, Ideologies & Strategies

- **Values**

- Individual, cultural, social, spiritual, moral
- Definable sets of values constitute

- **Ideologies**

- e.g. Industrial Capitalism, Marxism, Christianity, Liberalism, Socialism, Conservatism, Judaism
- ...which give rise to

- **Strategies**

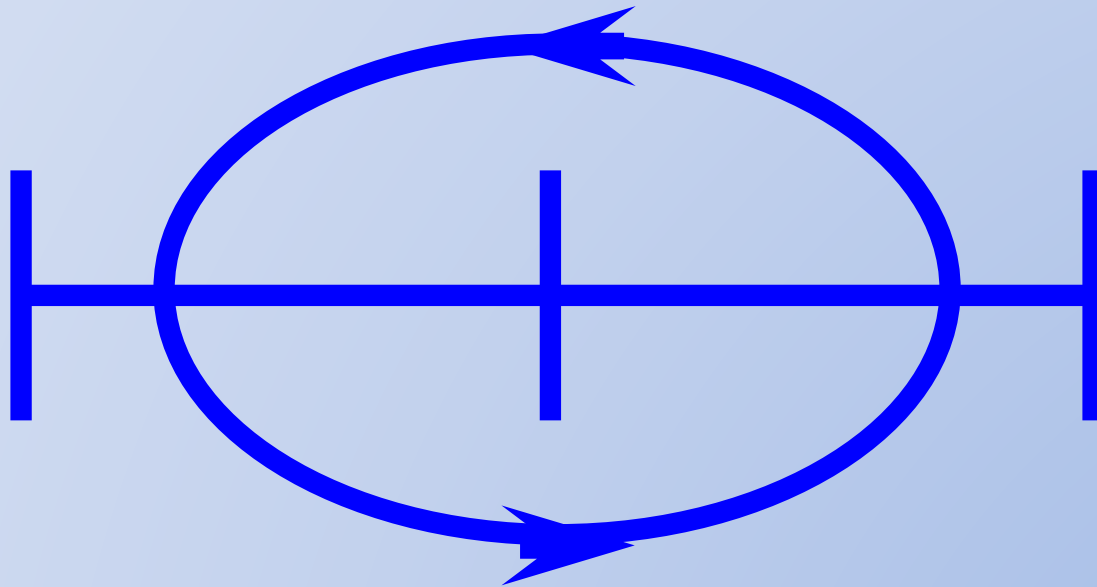
- practical applications of ideologically consistent ideas, actions, policies and programs

Interactions Amongst Values, Ideologies & Strategies

values

ideology

strategies



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values

ideology

strategies

Environmental Values

- Holistic perspective
 - everything is connected to everything else parts can only be understood in the context of the whole
- Nature as a living organism or system

values

ideology

strategies

Environmental Values

- Humans living within nature
 - -> inherent value of other organisms and inanimate objects
- Limits to growth

values

ideology

strategies

Environmental Values

- Appropriate technology
 - matching the scope and scale of technology to the task at hand principles of durability and efficiency
 - recognition that new technology brings both benefits and problems



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values

ideology

strategies

Environmental Values

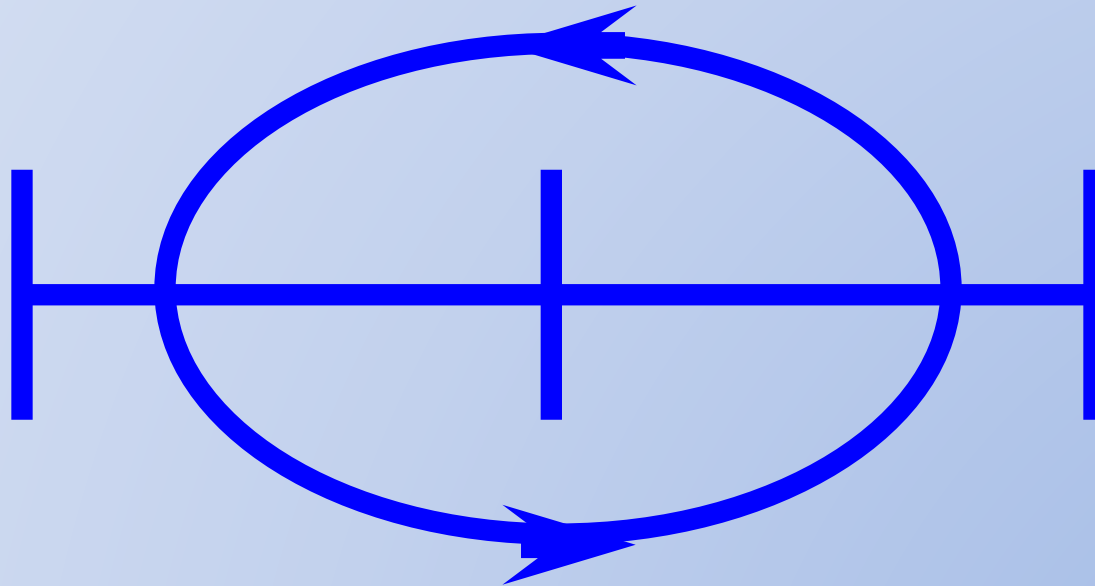
- Appropriate scale
 - Appropriate sizes for institutions, social organizations, communities accessible and accountable decision-making in public and private sectors

Interactions amongst Values, Ideologies & Strategies

values

ideology

strategies



Environmental Ideologies

values

ideology

strategies

- Technological optimism / techno-centric
- Sustainable development
 - Brundtland Commission
- Social ecology / Eco-socialism
 - Murray Bookchin
- Deep ecology /eco-centric
 - Arne Naess
- Ecofeminism
 - Françoise D'Eaubonne
- Various 'green' political parties
 - many variants: e.g., alliances with socialism, feminism, peace movement, etc.



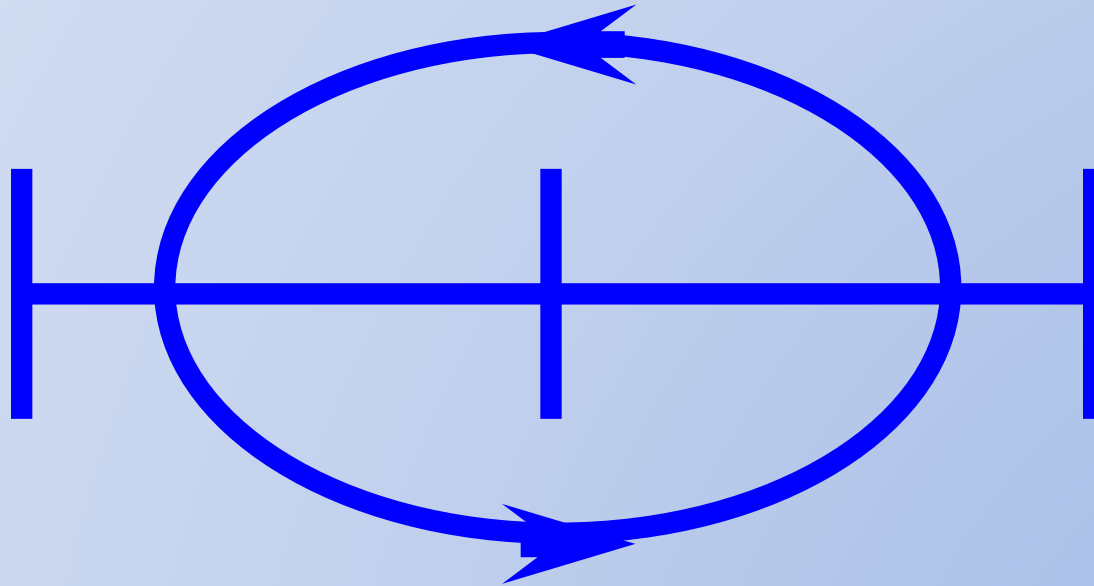
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Interactions amongst Values, Ideologies & Strategies

values

ideology

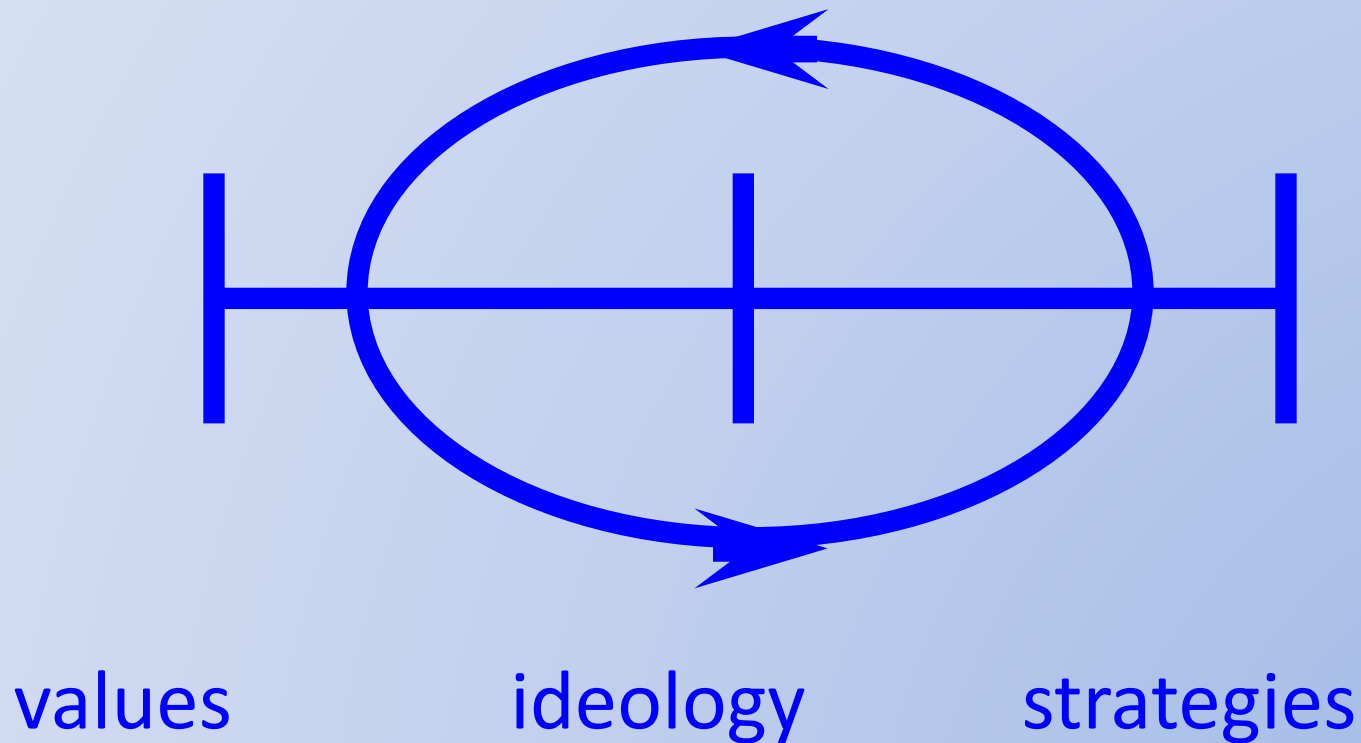
strategies



Environmental Strategies and Strategists

- Reform environmentalism
 - traditional bureaucracies and political action
- Direct action and intervention
 - e.g. Earth First!
- Single-issue lobbying / intervention groups
 - e.g., Save the Rouge Valley System
- Permanent organizations
 - e.g., Greenpeace
- Alliances and coalitions
 - e.g., Canadian Coalition on Acid Rain
- Round tables, forums
 - e.g., National Round Table on the Environment and the Economy

Interactions amongst Values, Ideologies & Strategies

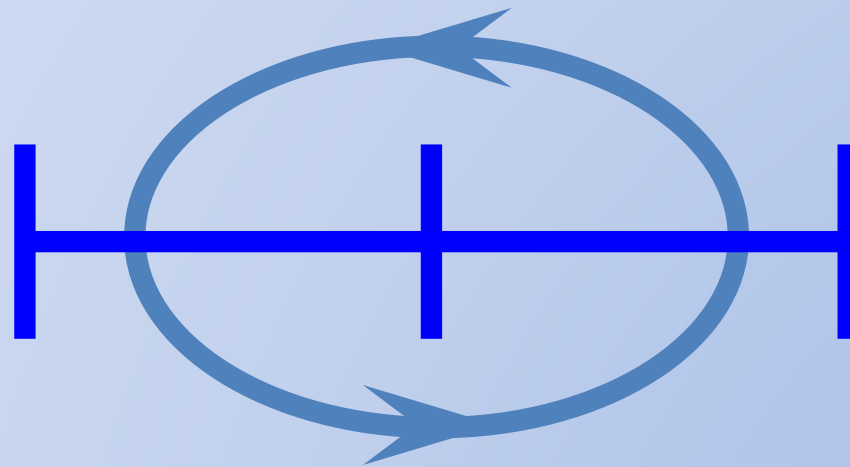


Interactions amongst Values, Ideologies & Strategies

values

ideology

strategies



- feedback loop allows for reflection, re-evaluation, adaptive management

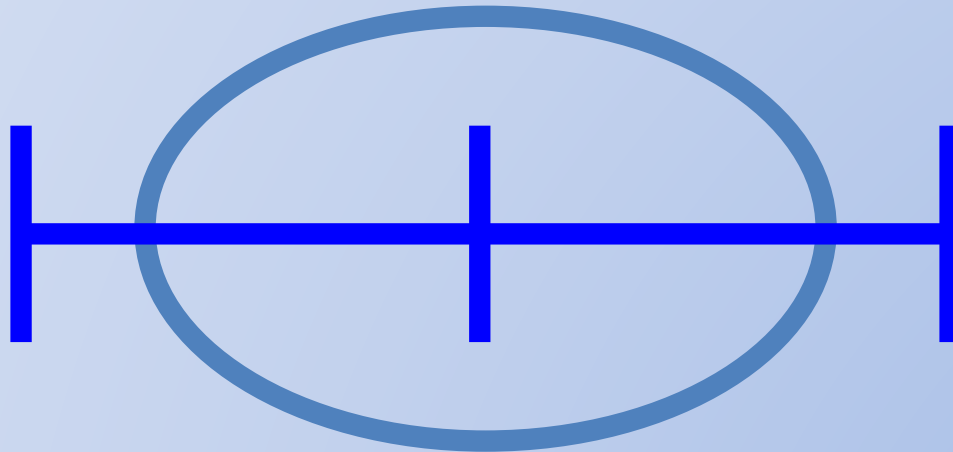


Interactions amongst Values, Ideologies & Strategies

values

ideology

strategies



- if no feedback loop: inflexible, unresponsive

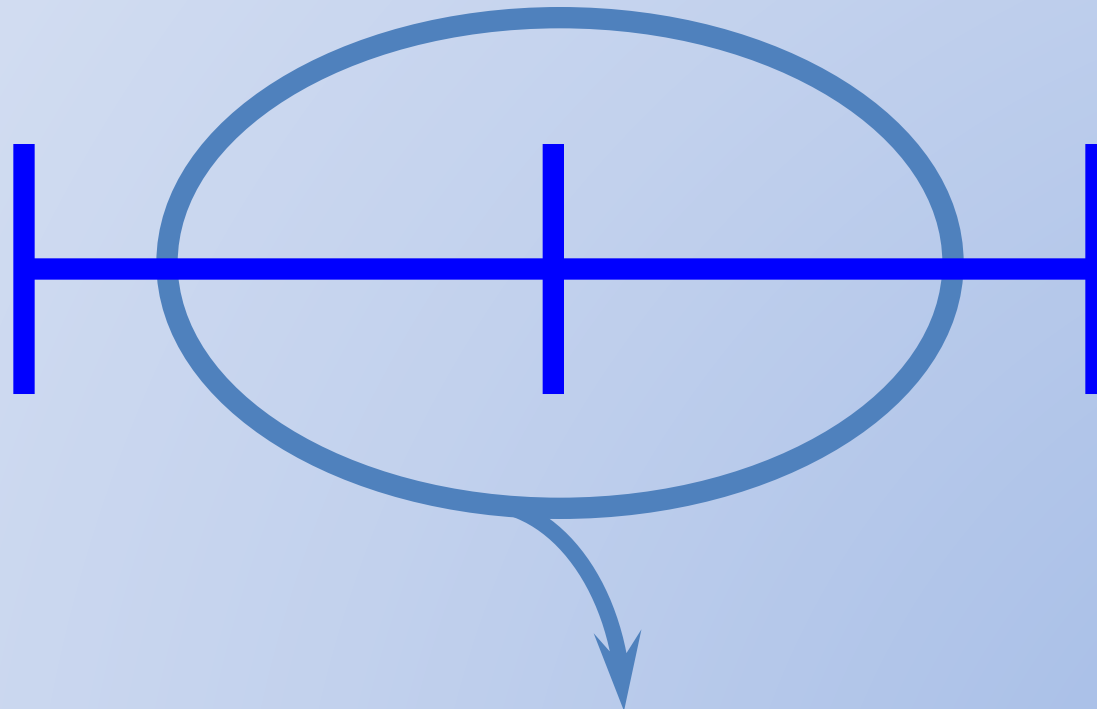


Interactions amongst Values, Ideologies & Strategies

values

ideology

strategies



dogma



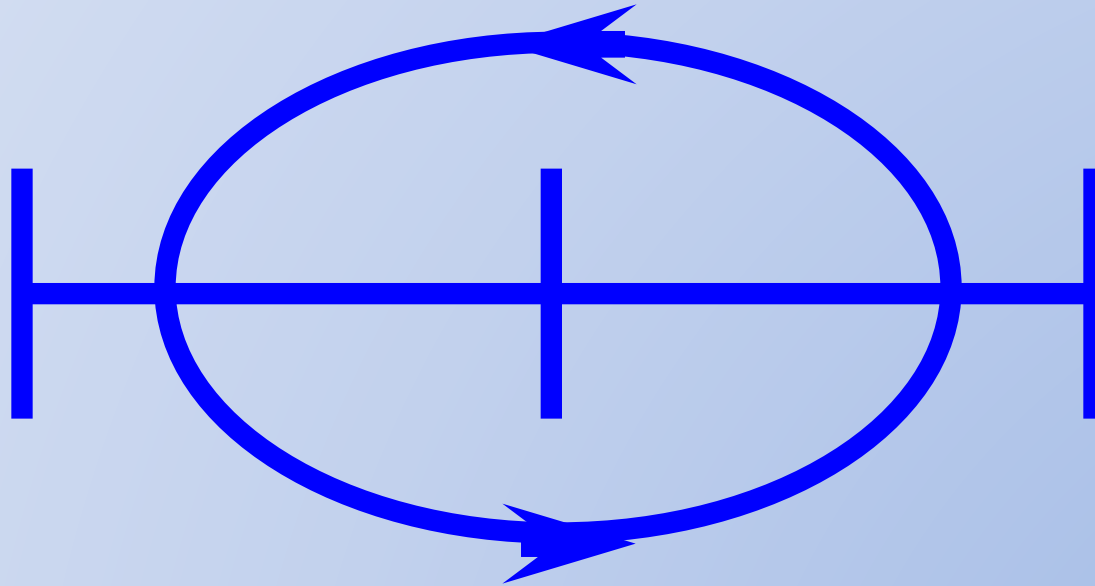
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Interactions amongst Values, Ideologies & Strategies

values

ideology

strategies



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Evaluating Sustainability Issues – Guided Study

Here is a current environmental issue.



Using reliable sources of information, find out more about the situation.



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Evaluating Sustainability Issues – Guided Study

Using the Guided Study Sheet ‘Assessing a Sustainability Issue’ make an assessment of the following;

- Scale – how far do the effects of this issue reach i.e. local, regional etc.?
- The Three Elements – which of these are effected and how?
- Decision Making – is the decision making ‘reactive’, ‘anticipatory’ or ‘radical’?
- Values and Ideologies – can you detect any ideology at work in this issue?



**Be prepared to discuss this with
the larger group in next session**

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