

World Fresh Flash Catalog

THE WORLD ECONOMIC ANALYSIS 2010

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世界经济 2010 年刊

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世界经济年刊



经济观察报
The Economic Observer

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可持续发展与绿色经济

Sustainable Development and Green Economy

但可持续发展的主流并非环境问题是不正题。

实际上这个主题很大程度上关系到我们生活的真正意义和我们存在的理由。我们该如何度过这一百，并继续的进化过程。并且长期思考用以解释我们的文明及它的经济社会真相的方式。否则，我们甚至看不到价值和可能由谁一个孩子。

巨大的经济危机不是由不可持续的而有限的条件造成的，而是产生于对世界和普遍的生活方式的认知中。而且我们缺乏需要对这些生活方式采取新的态度和平衡措施。如果还没有新的话，那么我们将不会再有任何更多的附加量。健全健康和幸福的人。

环境问题及其造成的天气和自然环境的破坏等问题都需要得到解决。这不仅仅是在具体问题上采取行动。例如，一高市价，降低二氧化碳排放量，或减少温室气体。而且，我们需要对这些问题的交叉产生的结构做基础。问题的根源在于社会结构和经济制度和非物质价值。新制度，新方法。因此，问题的核心就是经济的可持续发展。

“附加值”或“经济增加值”应该被看作推动力和资本的成本，而不是企业的风险和资本价值或利润的代价。从而避免了对企业价值和价值的计算。

综合基础的研究是十分重要的。这个研究证实了这个地球上领导者在可持续发展问题上第一个也是真正的挑战。在1971年，罗马俱乐部 (<http://www.clubofrome.org/>) 麻省理工学院的麻省理工学院 (MIT) 芝加哥分校，罗马俱乐部提出了可能会影响到社会变化以及未来预期的一些关键性因素。这项研究产生了“增长极限”的报告。这个报告预测了我们在2100年之前，世界将在2050至2070年之间持续高速增长。该报告已被送到世界各国领导人，包括政府、非政府组织、学术机构、学生等那里，但受到了恶意的批评。没有人把它真正读一读，甚至很快被忘了。因为它的环境问题只是将我们的经济和社会模式做出的。然而，今天，可持续发展成为世界上所有国家的最重要的一个问题。

自然资源，粮食，人口问题，资本问题，污染等以及他们的相互关系，决定

了我们的文明可持续发展的趋势。这比再举比任何人都认识到可持续发展的必要性和确定现状的具体措施办法更关键。

“增长极限”报告在1971年的报道可以很容易地得到验证。尤其是新世纪之初期及食品短缺的警告。同时，生产资本的减少和科学危机的爆发也预示着新预言。在上个世纪末，世界发展的内容和日益严重的污染问题也已经开始了。今天，在报告中提到的一切都将发生。

这有时间可以证明了。

如果我们从地球上生活着的最后一种物种，那就想象出一个比所有循环性物种为禁止的经济模式。一个可以给我们需要的办法来解决经济危机的模式。一个可以解决环境问题且减少有害的普遍而持久的模式。一个可以使我们停止用污染和掠夺地球的模式。

从这个角度来看，“可持续发展”指的是对自然规律和物种限制和对这种方式的挑战。体现在它对所有事物都有和谐和公正的一面。一个文化上和行动上的改革必须开始。它必须重新发动经济、社会和环境发展。如果我们不完全清醒地意识到这个星球生命的脆弱，可持续发展将不可能实现。如果我们不改变这些自然法则的驱动和行动，一切都将结束。而且可能是不完全料。毫无用处的。没有任何结果。

可持续发展与地球的存在与否没有关系。它与政治和经济系统是相关。制度危机不决定改变我们已习惯了的经济和社会模式。我们必须会在继续中看着我们的文明崩溃。

艺术、文化、智慧和美丽会使世界。这都是在可持续发展中可以创造也创造出有人智慧和智慧的经济价值和福利的应有条件。许多发达国家都有这些独特和宝贵的条件。这对于激烈的市场竞争和真正的价值创造来说，它们是特殊的力量和战略资源。

必须清醒的是，任何个人行为都应该尊重社会的生活方式。在任何情况下大家都必须共同努力来促进这种新的生存方式。这不需要任何革命，争取或者冲突，它简单、方便、自然、亲切。而且对每个人来说都一样。



没有时间可以浪费了。

可持续发展与地球的存在与否没有关系，却与我们的生存息息相关。如果我们不决心改变我们已经习惯了的经济和社会模式，我们最终会在废墟中看着我们的文明崩溃。



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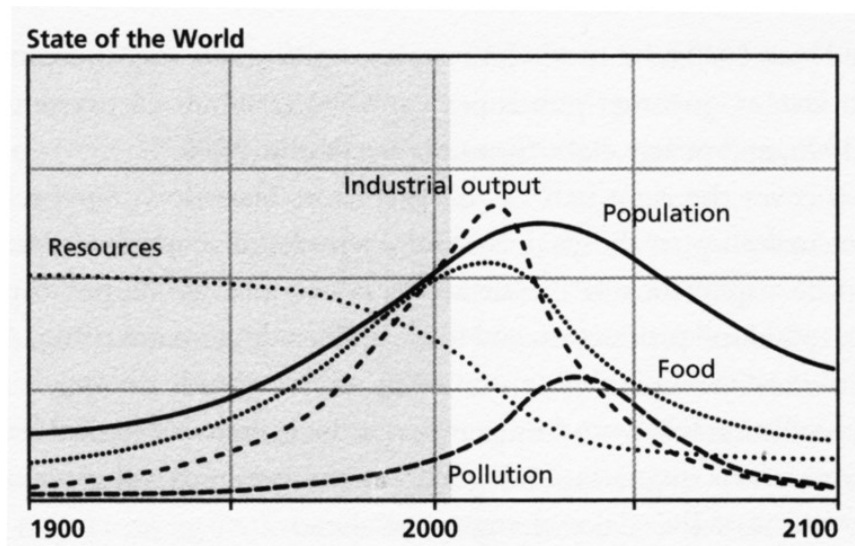
SUSTAINABLE DEVELOPMENT AND GREEN ECONOMY

“Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” (Brundtland, 1987).

It is not correct to treat the topic of Sustainability as an “environmental” issue, when in reality the issue is much more dramatically tied to the real meaning of our life and our reason to exist. There will not be resources nor possibilities to cure even a child, if we do not understand soon that we must turn the page and start a new evolutionary process that modifies substantially a way to interpret our civilization and its economic and social truths. There will not be any more added value, jobs, or well-being for anybody if we do not understand that the great economic crisis is not caused from contingent and limited situations, but is born from a vision of the world and a common living style that now demands a new attitude and a new balance.

The pollution problems, atmospherical impacts and the dangerous modifications of the natural cycle are not solved only by taking action on specific issues (for example: general energy saving, lowering Co2 emissions, or regulating the greenhouse effect), but by facing the true structural causes that are actually determined by the overlapping of all these issues. The root of the problem is tied to the way in which “Added Value” (material and immaterial) of our society is created and used. Therefore, the core of the issue is actually Sustainable Development from an economical perspective. The “Added Value” or EVA (Economic Value Added) should be used as an increment of value through the contribution of work and capital factors, and not as the value of an enterprise at the end of compensation of risk capital, thus avoiding speculation on the creation of virtual values of the enterprise.

It is fundamental to synthesize the base study that created the first and true alarm in the consciences of the planet's leaders on this topic of sustainability. In 1971 the Club of Rome (<http://www.clubofrome.org/>) challenged Massachusetts Institute of Technology (MIT) of Boston to single out the critical factors that would impact the evolution of our society, and their expected consequences for the future. The study led to the report “The Limits to Growth” that predicted the collapse of our population before the end of year 2100 (more precisely between 2050-2070). The report, having been sent to all world leaders (Governments, NGO, academic institutions, students, etc), was sourly criticized. It was also placed aside and soon forgotten because of its devastating forecast that decidedly put under question our actual economic and social model. Today the topic of the Sustainability is an issue of the greatest importance in all countries of the world.



The diagram highlights the possible evolution of five critical factors identified, with their interrelations, that determine the possible development of our civilization. These factors are: natural resources, food, population development, evolution of capital, impact of the pollution. The diagram is explained with particular detail because its fundamental that everyone takes into account the importance of Sustainability and because it is essential to identify concrete solutions for these conditions.

The “The Limits to Growth” (1971) report and its predictions can easily be verified, especially the start of the food shortage crisis foreseen at the beginning of the new century. As well as the industrial capital decrease and the beginning of the economic crisis punctually taking place exactly in these predicted years. The problem of the scarcity of resources at the end of the previous century has also already begun, as well as the growing pollution problem. Today, everything that has been mentioned in the report is being confirmed.

There is no time to lose.

If humans are the most intelligent species living on Earth, it is possible to imagine an economic model in which all destructive and devastating work can be stopped; a model that can give us a firm solution to the current economic crisis, a guaranteed universal and long-lasting social model to solve the growing problem of diminishing planetary resources, a model that will make it possible for us to stop smothering our Earth with pollution.

From this point of view the word Sustainability represents the imitation of natural cycles and the logical morals that inspire them, manifesting its elements of harmony and justice in everything, for everyone, always. A cultural and behavioural movement must begin. It must be able to make the model of today's existing market evolve, and consequently our society, and then the atmosphere from which we draw our same existence. The Sustainability cannot be reached if we don't completely enter into the rules that have always characterized the existence of our planet and determined our same existence. If we don't harmonized our actions according to these natural laws, all shall be ended, partial, useless, sterile.

The Sustainability does not concern the vitality of the Earth, rather it questions the survival of our species: if we don't decide to modify the economic and social model in which today we are accustomed, we shall guiltily assist to the collapse of our civilizations.

Art, culture, nature, beauty, shall save the world. They are all assets that create economic value and

well-being in a totally sustainable way, beyond being appreciated and desired by people of every community and nation. Many rich countries possess these assets, unique, exceptional and everlasting. They shall be extraordinary forces and strategic devices for the competitive market and for the creation of true value.

It is necessary to make certain that a single person's behavior is not an exception in respect to the life-style of the society in which we live. It is necessary that everyone makes an effort to promote this new way of existence in every situation and with great consistency. Revolutions aren't necessary, nor are dogmatic attitudes, controversy or conflicts. Its all much more simple, easy, natural, intimate, and diverse from one person to another.