KEY TAKEAWAYS

Sustainability Myths: Part 2

We explored two further "myths" about sustainability: that the free market alone can address sustainability challenges, and that technology is a cure-all.

1. Myth #3: The 'Invisible Hand' will Solve our Sustainability Problem
   - Unregulated markets often prioritise short-term profit over long-term sustainability goals.
   - This inherent limitation means companies aim to produce goods and services cost-effectively for profit, not necessarily to provide public goods or address sustainability.

2. Myth #4: Technology is the Panacea
   - Although technological advancement presents great opportunities for sustainability, many technologies are either nonexistent, too expensive, or underperforming at scale.
   - Relying solely on technology can lead to a shirking of responsibility by governments, businesses, and individuals to address the root causes of the challenges we face today.