

KEY TAKEAWAYS

Sustainability Myths: Part 1

We explored two “myths” about sustainability: that a universal understanding of sustainability exists, and that consumption-driven growth can be “green.”

1. Myth #1: A Universal Understanding of Sustainability
 - “One size fits all” sustainability solutions are very unrealistic. Solutions need to be tailored to local contexts.
 - International sustainability efforts should respect national sovereignty and local conditions, as governments are more likely to commit to frameworks that benefit their people and economies.
2. Myth #2: Consumption-driven Growth can be “Green”
 - Growth should enhance wellbeing and respect planetary boundaries, not just focus on unlimited economic expansion.
 - Technological advancements in efficiency can conversely lead to increased consumption of resources. For example, more fuel-efficient cars can lead to more driving and, ultimately, higher overall fossil fuel demand.