

THE SUSTAINABLE DEVELOPMENT – A GREEN INVESTMENT ARGUMENT

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Abstract: *Man has always tried to model nature since ancient times, but at the same time, he had to follow certain rules for living in harmony with it and do not affect its renewal cycle. But, beginning with the industrial revolution that changed worrying, man has arrogated himself the right to control nature and use its resources for its own interest. From these causes the mankind is in a real ecological crisis. This article aims to analyze this issue from a historical perspective by arguing that the sustainable development offers true solutions to the problems posed by our common future. Furthermore, sustainable development is the starting point for the development of green energy infrastructure investments. The methods used for analysis are the historical study and his configuration on the current events, the analysis, the forecasts based on the concrete dates, international trends and on phenomena and events.*

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1. Introduction

Environmental changes appear to be too deep and too accelerated both in terms of soil and subsoil resources. Industrialized society induced a massive increase in people who consume huge amounts of resources and energy. Rationality seems to not characterize man full of his own self and of his ability to dominate the nature. Irrational exploitation of ecosystem resources induced an extremely harmful effect to our planet by using science and technology that has printed another operating rate. Barry Commener believes that "environmental degradation is due to a lack of human activity"ⁱ. Perhaps man will have to face a lot of extreme events to understand how bad he done against the nature; more than 7 billion people work hand in hand with an army of machines, technique for environmental modification, aimed at raising living standards. L. Brown makes a remark forecast "if it will still be taken by surprise, industrialized societies could be put in a position to perform the costly and doubtful task of planet maintenance"ⁱⁱ.

All over the world governments make decisions on climate change and environmental pollution stating that this is the most important goal for the future of their states. Accumulation of environmental issues was done in decades of irrational exploitation, unplanned. Industrialization itself is not a bad thing for humanityⁱⁱⁱ, but how it is done can be harmful for the future of global society. So mankind is becoming increasingly pressed by vicissitudes which it has itself created without a solution to solve them without a plan. The control against the nature is reversed in the failure of dominates it. Environment reverses its created conditions for many thousands of years: that economic life is becoming increasingly difficult by its activities.

Plants and animals disappear, the land turns into desert, people get sick of skin diseases, respiratory diseases, cancers. In developing countries pollution kill daily over 25,000 people, in the 90s. It's curious how society is becoming more developed, but at the same time, more sick, although it has a so vast stock of knowledge. In recent years this knowledge that we have mentioned above, combined with technology are increasingly directed more towards remedying environmental problems. However it seems that the efforts are not enough. So, when all these modern realities were still in their early stage, the scientific community has pulled the alarm bells which were their first expressed in terminology, and then through practical plans which we generic call today sustainable development.

2. Literature review

Beginning with Adam Smith within contemporary times the development was analyzed in a repeated way like a goal of any of capital owner, who wants his business progress. With globalization, conceptually speaking, it is trying to redefine the concepts, and hence, its development. In the same time, with the report "The Limits to Growth," of the Club of Rome, which took place in 1972 and focused on the environment, it was identified a multitude of interpretations of the development term, one of which brought to the limelight the environment vision on development, namely ecodevelopment that, according to Jan Timbergen represent "looking for concrete development strategies capable to lead to the rational and healthy use in ecologically terms of a given system to meet the basic needs of the local population"^{iv}.

So, with the new regard on the "new vision" of development, in the 1980s was shaped the sustainability term. In addition to the visions which the documents of various international institutions have on sustainable development and which we will analyze below, we note an analysis conducted by Professor Ion Pohoată in his work "European Strategies and Policies for sustainable development". He brings in the limelight^v the different valences that the term suffer, depending on the angle from which it is viewed. So, he mentions that a biologist or ecologist will explore the concept through "natural resources and the environment," the economists regard to the prices and costs, the demographers see the sustainable development in terms of population explosion, etc. Meanwhile, the he holds for analysis the opinion of Jan S. Hagendorn which he consider "generous" and "cover", more complete than Brundland report.

Jan Hagendorn, leading the development with the adjective "sustainable" find that it is difficult to sustain the growth in an environment found in a continuous deterioration or if the population number is not kept under control or if the agricultural land is fragmented, etc.. In conclusion, quoted by Professor Pohoată, he adds, "unsustainable development is the development in which the negative environmental impacts affects economic growth^{vi}."

Continuing, being driven by the same vision of Professor Ion Pohoată, he capture a definition of Professor Camelia Cămășoiu concening sustainable development, a view which brings together the most complete idea of the concept: "This new phrase promotes conservation and regeneration of natural resources, technological development, increased production and targeting investments in harmony with the current needs of all members of society without compromising the ability of future generations to ensure their own needs". We identify bits of Brundland report concening the sustainable development and, too, essential ideas, generally circulated and accepted in the practice and in the theory of recent decades.

Lately, the concept of sustainable development gains new meanings and it is deeply analyzed especially because its basic meanings are required to define the future society. However, being so often used, the term dilute the essence, putting the problem to find the terminology substituents for its various branches which have evolved and which have printed more essential mutations to the basic term. Generally speaking, however, to determine the matrix in which we conduct our research, the concept summarizes meanings related to that socio-economic development model, seen on a long period of time and which it try to find the "middle way" between the progress of society and natural environment. World Commission on Environment and Development, in one of its reports, "Our Common Future" says that the sustainability represent a kind of development that "meets the needs of the present without compromising the ability of future generations to meet their own needs^{viii}".

Therefore the concept involves a change process in how to exploit resources, to focus the investments, to adapt institutions and laws in harmony with the environment. The term of sustainable development can be seen by many fields or interest^{viii} areas, being seen differently depending on these:

- economic: efficiency, growth, stability
- social: living standards, social dialogue, culture protect / heritage
- Environmental: Biodiversity / resistance systems, natural resources, prevent pollution

In fact, sustainable development prints an another meaning to the humankind traditional developing way. It conforms to the idea of finding the tangible means, concrete, to initiate the development revolution as in the past centuries initiated the industrial revolution. It is by its nature a new economic growth type opposite to the current one, which, inevitably, will produce benefits to the contemporary and future human society.

2. Worldwide evolution of the concept of sustainable development

A few decades ago has raised a new concept combining human development needs with the need for a new pact with nature, which, worryingly, began to be increasingly affected by over-exploitation. Among the various international seminars began to outline the scope to the term sustainable development, which in its original meaning, try to find a solution for the environmental impact of human activity. But the really important point on the agenda concept born after 1968. For a concise summary we appeal to a structure that highlights not only the evolution of the concept, but how the pressure and weight of this global movement put pressure on states to modify their vision. Do not forget that try to create context and motivation topic, namely - financing environmental infrastructure investments, the arguments underlying such investments:

-1968 - Club of Rome was created what have as staff composition various areas personalities and which it began to find solutions to the problems of development of human society.

-1972 - Created Club in Rome published "Limits of Growth". The report states that human activity can not be separated from the environment and can not have a continuous character, completely apart from the potency of nature. It brings into question a number of hot topics concening the population growth, the effects of industrialization, pollution, food issues and the resource depletion.

-1972 - The UN Stockholm Conference takes place relating to the environment, as shown concern with respect to environmental damage. Subjects were taken from previous meetings. In addition it brought to the foreground the need to raise the standard of living of human society. Also noted the need to increase the living standard of people, accepting the indissoluble link between quality of life and environmental condition for

present and future generations. What brought the conference refers to a specific action plan for the environment and concrete actions on environmental management.

-1983 - The United Nations has decided to set up World Commission on Environment and Development, chaired by Gro Harlem Brundtland, Prime Minister of Norway. The Commission has received the name of this lady. Commencement of the trial, the issue of environmental issues and finding solutions efficiently.

-1987 - Brundtland Commission brought to the foreground the report "Our Common Future" which was highlighted two issues of major interest, namely that the development is not only a better life for some of the world's population, but for the entire spectrum planer and second development involves the use of resources and protect the environment.

-1992 - Rio Summit - was attended by 120 heads of state who have resumed the subject of sustainable development. The purpose of the conference was to find new ways of economic development, especially industrial development. So were adopted a number of documents containing a set of principles. So, we remember "Rio Declaration" accompanied by an implementation plan called "Agenda 21".

-2002 - Summit in Johannesburg in South Africa - was an assessment of progress as a result of the Rio Summit and reiterated support for further reforms. The results of the meeting have resulted in Johannesburg Declaration on Sustainable Development and implementation plan of making this meeting. Essential ideas that result from this conference refers to continuing the fight against poverty and the fight against environmental pollution and protect resources.

Therefore, in recent decades have been taken a number of conventions with an international character with commitments from each state and deadlines to fulfill the obligations concerning the environment and climate change. It was recognized that Earth has limited resources and can not sustain growth indefinitely. Extreme events, climate change prints a fast growing pace rhythm of adoption and respecting of the rules by human society what will must to maintain a balance of its development.

4. Sustainable development concept evolution in Europe

The European Union has become the most important player of implementing all international conventions were signed. Although it has clear objectives engaged in various international meetings, Union forces continually the note stating that more effort can be engaged while the industrial and emerging powers can accomplish the same things. If we look at historical issues of sustainable development in the European Union, through the constant concerns that it has had over time, we can establish the following chronology, useful purpose for current paper as the previous one:

1972 - Paris Summit - was shaped protective equipment alarm on the environment in the context of economic growth and raising living standards

1987 - Single European Act – in which was mentioned for the first time the environmental policy of European Community like a document matrix.

1993 - Treaty of Maastricht - really took shape environmental policy in many aspects becoming a strategic objective of the European Union through the including the Treaty, four years later.

1999 - Treaty of Amsterdam provided a legal basis for environmental policy for a more coherent and effective action in the E.U.

2001 - Goetheborg Summit - has adopted the E.U. Sustainable Development Strategy and set the package of Sustainable Development Indicators.

2005 - It commenced an action of Sustainable Development Strategy Review

2006 - It has adopted a new Sustainable Development Strategy for an enlarged European Union. The vision was a unified one, with emphasis on harmonious social development, sustainable for the environment.

2007 - Treaty of Lisbon on global warming. It brings to the fore the issue of energy security and European solidarity

4. Conclusions

The conclusions are in the sustainable development principles and indicators. There we find the progress. Thomas Jefferson, on September 6, 1789 made the following statement: "We can say that the earth belongs to each generation during its existence, it deserves full and whole and no generation can do more debt than can be paid during their existence" Starting from this observation we can see that the generations consume more that they can pay their own existence. So we are not discuss in this case of sustainable development, especially that has a series of principles that were very consistent set by the Declaration of Rio de Janeiro in 1992 which was written as an expression of the will of all States to the UN to make changes to a such society. Declaration includes a number of 27 relevant principles to the present research. They have been implemented in one form or in another one in all areas of environmental law of the states. We will remember here by the most important ones, which are found, in the same time, in the EU Sustainable Development Strategy^{ix}:

1. Promotion and protection of fundamental human rights;
2. Solidarity within generations and between generations;
3. Cultivating an open and democratic society;
4. Information and active involvement of citizens in decision-making;
5. Involvement of businesses and social partners;
6. Policy coherence and quality of governance at local, regional, national and global;
7. Integration of economic, social and environmental impact assessments and consultation with stakeholders;
8. Using modern knowledge to ensure economic efficiency and investment;
9. Precautionary principle for uncertain scientific information;
10. Application of the "polluter pays" principle.

To these we add other important new principles found in the Declaration of Rio and complete picture of a company trying to make efforts to move towards a sustainable future for sure. We recall the right of states to development and poverty eradication, elimination of unsustainable patterns of production and consumption, peace, participation, collaboration. At the same conference was presented too an practical plan to achieve these goals. This plan called Agenda 21, which allows local governments around the world to define and approve plans for long-term sustainable development. Its guidelines focused on the eradication of poverty, environmental protection and the creation of sustainable goods and services.

There are three general indicators summarizing a very good the development with its attribute of "durable".

- The first one is the average life expectancy at birth, which in its turn comprises a number of factors that influence life, individual health development, food, housing, etc..
- The second indicator is the rate of training that reflects the knowledge that the individual possesses, the ability to participate and communicate in a social environment and being active in the economic environment.
- The third indicator quantifies the gross domestic product per capita, which expresses the average income per capita for ensure it a decent living.

All three indicators above give a value called another indicator named Human Development indicator. It's easy to understand how the principles and calculation performance indicators will determine the dynamics of investment in green energy infrastructure. Higher incomes and a higher quality of life have always allowed high investment level commensurate with them. In fact sustainability is even green investment reason. And yes, the sustainable development offers true solutions for an sustainable future.

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^{vi} (Jan S. Hogendorn, *Economic Development, Third Edition Harper Collins College Publishers, Inc. 1996*)

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