



Cents and Sustainability: Securing Our Common Future by Decoupling Economic Growth from Environmental Pressures

Cheryl Desha, Charlie Hargroves, Michael Harrison Smith

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Cents and Sustainability is a clear-sighted response to the 1987 call by Dr Gro Brundtland in Our Common Future to achieve a new era of economic growth that is 'forceful and at the same time socially and environmentally sustainable'. The Brundtland Report argued that not only was it achievable, but that it was an urgent imperative in order to achieve a transition to sustainable development while significantly reducing poverty and driving 'clean and green' investment.

With some still arguing for significantly slowing economic growth in order to reduce pressures on the environment, this new book, Cents and Sustainability, shows that it is possible to reconcile the need for economic growth and environmental sustainability through a strategy to decouple economic growth from environmental pressures, combined with a renewed commitment to achieve significant environmental restoration and poverty reduction. Beginning with a brief overview of some of the most pressing environmental challenges of our time, the book then explains 'decoupling theory', overviews a number of factors that can undermine and even block efforts to decouple in both developed and developing countries, and then discusses a number of key considerations to assist the development of national 'decoupling strategies'. The book then focuses on presenting evidence to support greater action, not just on climate change, but also on decoupling economic growth from the loss of biodiversity and the deterioration of natural systems, freshwater extraction, waste production, and air pollution.

In the lead up to the 2012 United Nations Earth Summit and beyond, Cents and Sustainability will be a crucial guide to inform and assist nations to develop strategies to significantly reduce environmental pressures, strengthen their economy, create jobs and reduce poverty.

'I commend the team from The Natural Edge Project and their partners for undertaking to develop a response to 'Our Common Future' to mark its 20th anniversary.' Dr Gro Brundtland.

Sequel to The Natural Advantage of Nations

Published with The Natural Edge Project

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