

Chapter 5: From Concept to Movement

In this chapter it is widely described how ecological and economical needs didn't meet each other on those times. Today it is highly encouraged that the sustainability is a valuable business. I agree with that and today it is studied in multiple researches that through sustainability a competitive advantage can be achieved. In today's world the different needs of different sustainability aspects seem to meet better than in history. Today I think that at least in Finland the social and economic needs of sustainability don't seem to meet. One of the many reasons for this is the labor costs in Finland.

Another topic discussed in this chapter is that word sustainability was introduced or used in the context it is today in 1990s. I wrote in my earlier reflection of the chapter that the sustainability has become to today's world in different form. There hasn't just been the word sustainability to describe economical, ecological and social aspects of sustainability.

It seems that all the factors aren't so "in" at the times. Other aspects of sustainability are risen in different times and this seems to be the biggest problem regarding the sustainability. In the first chapter of the book there was described how the cut down of the forest later affected on economy and later socially. When these all aspects are thought when making choices the world should work better. However, making choices which are sustainable from every aspect is extremely hard and maybe some aspects have to be sacrificed sometimes.

Chapter 6: Sustainability Today: 2000–Present

In the chapter there is discussed sustainability metrics, energy, design and green building, urbanism, transportation, education, economy, social sustainability and food. The big picture in here is that when we watch things from history to present the sustainability has become a business. In the chapter there is described how consumers today are worried if the things they buy are sustainable. Today people are more aware of sustainable purchases.

Another popular things today regarding to the sustainability are organic and locally produced food, eco-friendly designed products etc. The sustainability has become in some way a marketing word which in

some cases is already false marketing. If we think about ten years from now the fair trade products were really popular and organic food products were experienced as products for people who come from rural areas. We could say that social aspect of sustainability was emphasized. However, today the social aspect is included in the label organic at the same time when it is also ecologically produced.

The point from this chapter is that sustainability is a profitable business. However, it isn't profitable in a short time but in a long run it is because if the sustainable principles aren't appreciated we'll finish up all the resources we're offered.

Chapter 6: The Future: 10 Challenges for Sustainability

The last chapter of the book discussed about the future of the sustainability and the challenges of the future. Some of the challenges are those we face already now but in a more severe form.

However, the most interesting aspect is the harmonizing the needs of poor and wealthy. In a team leading the main goal is to get the team towards the same goal – the same concerns also the sustainability. If the poor people and rich had the same needs the resources of rich and the ideas of poor could be combined and then they could innovate together solutions to sustainability challenges. One challenge where it doesn't count if you are from wealthy family or poor people is clean air. If we destroy forests the air becomes a very valuable and it is hard to think that you could buy it with money. When the needs start to be same for every people no matter how much money they have the sustainability challenges are going to be solved.

In the future it'll be interesting to see if one or more aspects become part of the sustainability than just social, economic and ecological aspects. Is there something that we're not even counting to happen?