

Period: Fall 2024

Topic: **How to induce 'sustainability' in economic policy and corporate strategy**

**How to measure 'sustainable development'**

### Summary

Any economic system is a complex network of human relationships and exchanges used to ensure need satisfaction. To satisfy needs, three human economic activities are fundamental: production, distribution and consumption. Each of the three activities have some negative impact on the natural ecosystem. Economic activities erode natural space and biosphere. The activities cause carbon emissions and material (including hazardous) wastes which, in turn, cause further negative impacts and toxic emissions for the waste disposal (landfill, incinerator, dumpsites).

Therefore, finding the sustainable model of socio-economic development and business continuity is the fundamental question for economic thinkers and is an epochal challenge for public policy makers and business managers. In our times, 'sustainability' is held as a strategic imperative by policy-makers and business organizers. But how can 'sustainability' be translated into public policy and business strategy? Once formulated and implemented, how can the results be assessed and measured? How any progress in the march towards 'sustainability' can be monitored and measured at collective-territorial level as well as individual-enterprise level?

It is worth researching and reflecting on these fundamental questions of economics and management. In this seminar, we shall explore concepts and practices of sustainable development, existing and emerging ideas, various sources of scientific hypotheses, and hypothetical solutions.

### Essential References

Hoekstra, R. (2019), **Replacing GDP by 2030: Towards a Common Language for the Well-being and Sustainability Community**, Cambridge University Press, Cambridge (UK).

Lin, TY., Chiu, Yh., Xie, X.H. *et al.* (2023), **Economic Performance, Happiness, and Sustainable Development in OECD Countries**, in **SOCIAL INDICATORS RESEARCH**, Springer, Berlin (Germany).

Pant, D.R. (2004), **Antropologia e Strategia: Saggio sull'essere umano e sull'economia sostenibile**, Guerini Scientifica, Milan (Italy).