



FOOTPRINT FORUM 2010

MEET THE WINNERS OF THE 21ST CENTURY

Measuring unsustainability

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What can we measure?

- Sustainability cannot be measured because it is not a physical phenomenon; sustainability is an ideal state.
- The *distance* from sustainability is easier to measure
- Unsustainability is a relative concept

Easy to measure?

- Causes of unsustainability are many and we deal with a *complex system*
- Many indicators are needed to assess *how far* we have to go to reach the goal of sustainability.
- Unsustainability is a *syndrome* for humanity

Towards a diagnosis

- As soon as we are aware of the problem, we should intervene; alternative is denial
- before any sustainability therapy, it is necessary to implement an unustainability diagnosis on the basis of an objective analysis of the environmental platform

No favorable wind...

- ...for those who do not know where to go (Seneca)
- and for those who do not know where they are
- Needed: knowledge of the environmental state of the system

*Hi David, I was walking up there
and I've lost my keys!*

I'm looking for them!!

*Cause there's a streetlight
here!*

Ehi Rachel, waz up?

*Let me see: Your keys
were lost up there, right?*

*So why are you looking
for them here?!*



‘Ο μύθος δελοι οτι

- Analysts should not just use available data but look for the data that are really needed for an environmental (un)sustainability assessment
- Economic data are not what we are looking for even though they are the most available
- Using them is like using someone else's keys to try to enter our home!!!

'Ο μύθος δελοι οτι

- Policy makers should be aware of the role of appropriate data sources as a basis for enabling sustainability assessments
- Policy makers should use their capacity to place “streetlights” (e.g. funds) in the right position to enlighten environmental characteristics