





Any action that does not degrade the systems supporting it

- A GENERAL DEFINITION OF SUSTAINABILITY.

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

- BRUNDTLAND COMMISION, 1987.

Leave the world better than you found it, take no more than you need, try not to harm life or the environment, make amends if you do.

- PAUL HAWKEN

Do unto others as you would have them do to you.

THE GOLDEN RULE (or the ethic of reciprocity)
 Originally attributed to confucious

Equity over time.
Think of it as extending the
Golden rule through time ... Do
unto future generations as you
would have them do unto you.

- ROBERT GILMAN, CONTEXT INSTITUTE

Living and working together for a common good.

- JAPANESE PRINCIPLE OF "KYOSEI"

Don't eat your seed corn.

- FARMER COLLOQUIALISM

Improving the quality of human life while living within the carrying capacity of life's supporting systems.

Understanding the interconnections among economy, society, and environment

Living within limits

These definitions deal with a couple main concepts:

ETHICS & FORESIGHT



Sustainable design is design that factors in all of these different ideas

"good" morality, foresight, etc. ...

Design that accounts for people in the present & in the future.

Design that leaves the world better than we found it.



- BRIAN DOUGHERTY, GREEN GRAPHIC DESIGN

Most designers are in the representation business, so their first response has been to design a poster about sustainability. But the transition to sustainability is not about messages, it's about activity. - JOHN THACKARA



ALEX STEFFEN, founder of WorldChanging.