

## Reference/Citation

**Muñoz, Lucio, 1999. Understanding Sustainability Versus Sustained Development by Means of a WIN Development Model, In: *Sustainability Review*, Warren Flint/PhD(ed), Issue 1, September, USA.**

-----

## **Understanding Sustainability versus Sustained Development by Means of a WIN Development Model**

by

**Lucio Munoz\***

\* Independent Qualitative Comparative Researcher / Consultant, Vancouver, BC, Canada Email: munoz@interchange.ubc.ca

There cannot be global sustainability without local sustainability, or vice versa. Hence, we need to think and act locally and globally in sustainability terms, yet we have been thinking in "sustained development" terms all this time. The winds of change, however, can be heard on the horizon and they indicate the time to move beyond sustained development approaches is coming soon. Common sense has started to find solid ground, and therefore there is a need to present sustainability thoughts in ways that can be easily understood, especially at the local level. The goal of this contribution is to present a qualitative, operational framework that can be used to point out in simple terms the nature and structure of "sustainability" and the implications of this concept compared to what we encounter presently as more traditional "sustained development" thinking.

## **TERMINOLOGY**

W = Dominant social	w = dominated social
I = Dominant economic	i = dominated economic
N = Dominant environmental	n = dominated environmental
D = Development is present	d = development is absent

Dominant = consider as an important variable where action is occurring in the associated sector (social, economic, environmental). dominated = not considered an important variable, passive where no real action is occurring in the associated sector.

## **Development model:**

To simplify the presentation, Development(D) is defined here in terms of three sources of development, Social(W), Economic(I), and Environmental(N) development, as follows:

$$1) D = W + I + N$$

The above indicates that Development(D) takes place when Social objectives(W), or Economic objectives(I), or Environmental objectives(N), or any grouping of them is present in dominant or "active" form. The key here is the "active" form, implying the taking of actions in a particular sector (social, economic, environmental). But also note that these are additive in nature (formula number 1), suggesting that "development" can and does occur when any one of the sector objectives is achieved. For example, traditional economic development occurs often even when environmental quality is not of prime consideration.

### **Non-development model:**

There is no development(d) when Social objectives(w), Economic objectives(i), and Environmental objectives(n) are all present in the dominated or "passive" form at the same time. This is the anti-thesis (opposite or opposing view) of the Development model in formula number 1), and which can be stated as follows:

$$2) d = win$$

Notice, that here, none of the elements of the system is in the active or dominant form, but rather the "passive," implying no real action in any sector.

### **Optimal development model:**

There is Optimal Development(D\*) when all objectives, Social(W), Economic(I), and Environmental(N), are present in dominant or active form at the same time, which can be stated as follows:

$$3) D^* = WIN$$

Therefore, Optimal Development(D\*) is self-sustained development: development supported by a WIN combination, representing equal action consideration for all sectors simultaneously.

### **Sustainability:**

It is widely accepted that Sustainability(S) requires the equal consideration of Social(W), Economic(I), and Environmental(N) actions at the same time. Hence, Sustainability(S) is Optimal Development(D\*), which can be stated as follows:

$$4) D^* = WIN = S$$

The above indicates that Sustainability(S) is the strictly WIN position, where development is self-sustained.

### **Sustained development models:**

Any model that deviates from the WIN position in formula number 4) is a sustained model, a model that does not have a strictly WIN position. Sustained models are different forms of sustainable development models. In other words, sustained models or sustainable development models can be understood as situations resulting from sustainability failures, as it is explained below.

#### **A. Deep development models:**

Deep models arise when two components of the sustainability system are present in dominated or passive form, such as the deep socialist model(Win); the deep economic model(wIn); and the deep ecological model(wiN). The dominant component in each of these models maximizes development at the expense of the other components or sectors.

#### **B. Development partnerships:**

Partnership models come about when one component of the sustainability system is in dominated or passive form, such as the Socio-Ecological partnership model(WiN); the Socio-Economic partnership model(WIn); and the Eco-Economic partnership model(wIN). In all these partnerships, the partners maximized their objectives by exploiting the non-partner, or passive sector. Note that the dominant partnership in development today is the Eco-Economic partnership(wIN). Moreover, the Eco-Economic partnership (wIN) is the model most commonly associated with the "sustainable development model" put forward by the Bruntland Commission in 1987 or the "environmentally sustainable development model" being promoted by the World Bank.

### **Conclusions:**

There can be development even when one or two sources of development are in passive form. However, these are sustained development or "sustainable development" positions resulting from specific sustainability failures. The sufficient and necessary condition for sustainability to take place is when all sources of development are present in active form at the same time. Hence, sustainability is optimal development, a "WIN" approach where all development concerns and potential actions are considered at the same time. Therefore, sustainable development is not sustainability, as illustrated by these simple formula representations.

----- About the Author -----

Article by Lucio Munoz. Mr. Munoz is an independent researcher with interests in developing theoretical and practical applications of sustainability frameworks. Mr. Munoz works out of the

University of British Columbia in Vancouver, BC (Canada). For comments and questions concerning this article, contact Lucio at e-mail: munoz@interchange.ubc.ca.

=====

**Reference/Citation**

**Muñoz, Lucio, 1999. Understanding Sustainability Versus Sustained Development by Means of a WIN Development Model, In: *Sustainability Review*, Warren Flint/PhD(ed), Issue 1, September, USA.**