

Overture de “Emerging Issues of Sustainability Management”*

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Abstract

The economies of many developed countries are increasingly marked by businesses focused on a hard-liberal spiral.

In global markets, companies are nowadays exposed to socio-environmental forces on a vast scale. This calls for a modern code of corporate social responsibility that clearly demonstrates the company’s global corporate responsibility in the overall framework of sustainable growth.

On the demand side, moreover, consumption styles will progressively change increasing the degree of satisfaction and fulfilment of people in any place of the world. The result is represented by a ‘Transformative Development’, which will compel a “win-win” situation with an overall better life quality, labor conditions and a healthy economy, which can ensure lasting wellbeing and respect for life in an entirely sustainable environment.

Keywords: Sustainability; Management; Global Markets; Planet Life Economy Foundation

1. Overture

The economies of many developed countries are increasingly marked by businesses focused on a hard-liberal spiral in the tireless infuriated search for sales opportunities offering minimal production and marketing costs.

In global markets, this exploitation causes inevitable competitive hurts between organizations at various levels whit specific conflicting interests involved (transnational corporations; local governments; and, finally, at an international, level those bodies regulating competition, such as antitrust authorities, central banks, etc.).

In global markets, divergent interests may manifest among various players, and the corporate responsibility must mediate – at both a corporate level and at the level of individual operating entities – between company profitability and social and environmental issues (Brondoni, 2003).

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2. Global Sustainable Development and the Planet Life Economy Foundation Experience

In the 70's years of past century the MIT- Club di Roma edited a report about economic development with the famous "Collapse Diagram" which firstly moved the world leaders' consciousness on the emergency of evolving the current unsustainable industrial and market paradigm into a new one, more carefully responsible about social and environmental issues.

Right after this, Georgescu Roegen foresaw a new economic theory when he firstly identified his *Bio-Economy* concept as a mean for a concrete possible sustainable development. In other words, linking economy to *Nature's Laws*, he has indicated the fundamental logic about evolving economy in a sustainable manner.

Then, in the middle of 80's, the Burtland Commission (ONU) with the Sustainability Declaration and the numerous global initiatives succeeding this subject up to the current years finally officially tackled this matter.

In those years, same world's leader multinational companies in branded fast moving goods engaged me in Italy as Managing Director or CEO.

I could therefore directly come across with the progressive change of corporate culture up to the moment I decided to leave managerial responsibilities. I decided to take benefit from my experience to create a specific no-profit Foundation aiming at implementing a new sustainable economic paradigm within the corporate practices and culture: the Planet Life Economy Foundation (www.plef.org). At that time, I was not involved in environmental or social matters nor conscious on Bio-Economy concepts, but I had clear perception that current corporate market approach - based on a speculative finance degeneration and marketing exasperation - was incompatible with environmental and human wellbeing.

My Foundation was born at the beginning of 2003 with the help of other well-experienced managers and corporate consultants: almost 20 years before the current companies' concern on *Ecological Transition*.

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