

HUMANITY IN CRISIS: PROBLEMS PILING UP, TIME RUNNING OUT

Are all possible strategies being employed to combat crises, asks Daniel Hellin, CEO of sustainability consultants I&D Gaia.

To speak of innovations as necessary without first considering the accompanying social attitudes would be an exercise lacking in sufficient rigour. Not to take advantage of the opportunity provided by the struggle against crises to re-establish and consolidate civic values would run the risk of papering over the wounds of humankind.

“Our main challenge in this new century is to take an idea that seems abstract, sustainable development, and turn it into a reality for all the peoples in the world,” said Kofi Annan, former UN Secretary General.

Individuals, families, companies, associations. The smaller our scope, the more a situation of crisis catches us by surprise. The often controversial information in the media adds to the confusion; the reality is dressed up to prevent social alarm.

Moral values have become more relaxed⁽¹⁾ and self-assessment is even more difficult without recent historical references in such a heterogeneous suite of crises. Not circumstantial crises but symptomatic of the social and political models of modern civilization⁽¹⁾ and its globalization.

Radical solutions

Let us correlate the extensive economic, environmental and social fronts with geopolitical scenarios. In developed countries, the legitimate quest for wellbeing and paternalist governments have tended to run unchecked; they usually lack any prospection of derived risks or else allow negative repercussions.

The consequential crisis-related cutbacks in the aid provided by first-world countries

to their under-developed neighbours reduces the latter's potential to emerge from poverty and develop them-selves, thus increasing the so-called “beacon effect”. And those developing countries are on the fast track to international competitiveness and tolerate the same unsustainable actions.

A toxic economy, social dehumanization and climate change are just some of the most evident factors resulting, but their holistic nature makes these crises a SINGLE RADICAL CRISIS that must be dealt with as a whole.

Let us acknowledge a past full of strong imbalances and irresponsibility. Mistrust, paralysis, indifference, omission, all negative attitudes that are incompatible with a fighting spirit, stemming instead from our horror. But “we are not brought together by love but by horror”⁽²⁾.

It is time to combine our mutual awareness and put forward the **Paradigm of Sustainable Development** as the joint solution for all fields of society. Solidarity and effort must be our present. Let us innovate from the bottom up through active social participation. Let us reinvent ourselves as a society to achieve a lasting future. Its foundations must harmonize and integrate: a viable economy, a sustainable environment, effective technological development, a fair and just social state and education in moral values.

And all this would be worthless if people were not our ultimate priority, if moral values were not the norm for all social relationships. Our solidarity must mean thinking globally and acting locally.



Daniel Hellin, CEO, I&D Gaia

I&D Gaia

Established in 2007 at the initiative of its CEO, Daniel HELLÍN AYALA, as a comprehensive sustainable development company to provide consultancy, roll-out and training services in Sustainable Development focusing mainly on markets close to our Hispanic idiosyncrasy.



Proposed roadmap

It is necessary to have a new concept of service, through **Sustainable Development Companies** that, based on their know-how and expertise, can promote a culture of **Sustainable Development Leadership** in organizations and become involved in consultancy work and, where necessary, in its roll-out on the ground.

With the ability to co-operate transparently in order to provide training for those developing the new basic concepts for **Leadership Management**:

- **Sustainable Development Office:** The body responsible for managing leadership, led by the teachings of experts and forming an integral part of the structure. Based on a commitment to Total Sustainability and its Maintenance by the Senior Management, this Office will plan strategies and tactics, handling the harmonious roll-out and monitoring the outcomes.
- **Sustainable Development Specialists,** as an additional qualification necessary for those with executive responsibility in the Organization's departments (R&D, Procurement, Production, Ad-ministration, Marketing, HR, etc.), making up the core team alongside the SD Office.

Action Scenarios: High priority in view of their weight and proximity to citizens:

- **Corporate Sustainable Development:** Considered as the most exemplary strategic development for Companies, Associations, Training Centres and Public Administrations, etc., based on the principles of Total Sustainability and its Maintenance, this will be applied to their operations and their relations with stakeholders. It will be instrumented through policies and procedures and it will be an integral part of their management systems, compatible with and open to their quality systems, environmental management systems, HR and health systems, etc.
- **Liveable Sustainable Settings: Buildings, their interiors and affected surroundings.** In view of their significance as the habitat for individuals and having regard for all intrinsic action areas: Efficiency in the consumption of resources. Habitability. Safety. Health. Connectivity. Waste. Control and Automation Systems. Consideration of the entire Life Cycle: Initial design, Construction, Operation and Demolition. Always respecting all of the goals of Sustainable Development in Social, Environment and Economic terms.
- **Management for Environmentally Sustainable Development**
This scenario is common to both of the above, focusing on:
 - Life-Cycle Analysis of the impacts of all processes
 - Carbon Footprints and emission rights trading

Priority groups, on which to focus our efforts and our reach:

- **Small and Medium-Sized Enterprises (SMEs):** In view of their weighting in the country's business fabric, their value in the development of the regions and their position of proximity to Individuals.
- **Multi-disciplinary professionals:** For proper qualification based on prior technical knowledge suitable for the priority action scenarios. These professionals will cover the needs for Sustainable Development Leadership Managers.
- **Educational Centres**

To target these offerings exclusively at business and professional sectors would be to shirk our responsibility, as we would only obtain the re-education of the current production-oriented society by reducing the current sources of unsustainability, but we would not have contributed to rooting out the unsustainable patterns imbued into future generations from the cradle. The expertise of a Sustainability Plan Consultancy and Implementation Company is what qualifies it to run training plans in this subject area.

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[Notes: (1) "Essay on Civic Humanism by the Spanish philosopher Alejandro Llano". (2) Poet J. L. Borges]

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