

# The art of loving sustainability

Jewel Tai, 28 October 2020



Remember the last time you received love by another's kind action? It may be someone's seemingly smallest act of letting you board the bus first, or a remarkable move of sacrificing their greatest desires to fulfill yours. We'd suggest to you that the person who offered that action could be feeling even better than you!

## Overflowing passion & holistic living

Loving sustainability to the whole can be expressed in the art of living it holistically, whether in these smallest actions or investment of time. Think of it this way - the overflow of passion for something naturally results in full immersion in it. Sustainability is one of many movements that we see, but there isn't a fixed set of rubrics to quantify its value for comparison. We have definitely seen numerous standardised parameters set in place to reflect its impact, including the number of followers and financial value of investments. However, these can never do full justice to the courageous hearts that form its foundations.

## Beyond the green environment

In each heart, the beauty of sustainability is the patience endured to enjoy it. Cambridge Dictionary defines the term *sustainability* as "the quality of being able to continue over a period of time". You might be wondering how the kind act mentioned at the start has to do with sustainability, but this clearly captures sustainability through a social lens that increases the quality of life as you go about your daily route. Social sustainability is an area of sustainability that tends to be neglected, although it plays a key role in what sets the human apart from a machine - the emotion. Especially as societies make their way through the Covid-19 pandemic, the struggle from isolation is real, even for the introverts. WorldBank emphasised the similar level of importance that social sustainability holds in reference to its economic and environmental counterparts. For a society to ensure its longevity, social sustainability cannot be neglected as all of it contributes to the well-being of each individual that plays an irreplaceable role in society.

## Puzzle piece & portrait

Amidst this interactivity of individuals holding various positions in the economy, sustainability has undeniably emerged as a mark for competitive advantage. We cannot deny that the competitiveness of

businesses is as important for sustaining the economy as sustainability is important for our quality of life - they work hand in hand. If we can't even live, how can we build our competitiveness.. And vice versa!

Let us encourage you to find a balance in your passion for both, so that you can take ownership of your business "puzzle piece" as much as you do so for the portrait of your most lovable city. Top business rankings may not be the maximum position you can hit. Expand beyond standing alone at the top of these rankings for profit alone, but hold a brand and heart that care too. Certainly the competition doesn't get any easier, but the fulfillment of relationship-building can be so much more.

It takes a step of faith to test an idea for sustainability, whether in environmental, social or economical areas. Doesn't the love for something or someone require that risk, too? Why not bring it all together, take a risk to love your sustainable city? What you love, you will surely sustain!

Resources:

1. <https://link.springer.com/article/10.1186/s40309-019-0157-0>
2. <https://www.sciencedirect.com/topics/engineering/social-sustainability>
3. <https://www.worldbank.org/en/news/feature/2020/09/02/five-things-about-social-sustainability-and-inclusion>
4. <https://dictionary.cambridge.org/dictionary/english/sustainability>
5. <https://www.esg.adec-innovations.com/about-us/faqs/what-is-social-sustainability/#:~:text=Social%20sustainability%20is%20a%20proactive,with%20people%2C%20communities%20and%20society.>
6. <https://www2.deloitte.com/content/dam/Deloitte/in/Documents/risk/Board%20of%20Directors/in-gc-sustainability-risks-and-opportunities-report-noexp.pdf>
7. <https://www.pwc.com/jg/en/publications/ned-sustainability-presentation-may-2012.pdf>

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