

Advance Praise for *The Significance of Sustainability*:

“Michaud’s little book is a big help when it comes to understanding the tenets of sustainability. Well done!”

—Robert Constantine

“Twenty years ago, I didn’t care. Ten years ago, I started to recycle. Now? I’m a ‘green goddess’ thanks to Michaud’s efforts. Great book!”

—Mary-Ann Martin

“As Kyle Michaud points out in this book, sustainability matters. Everything we do to ensure our children’s futures, matters. It’s time we take it seriously!”

—Kenneth Merchant

*“It obvious Michaud cares about our planet—if you’re looking for an informative, yet to-the-point book, *The Significance of Sustainability* will become your go-to . . .”*

—Richard Edelsen

“Life is about what we know—and, learning what we don’t know. Kyle Michaud tackles what might seem difficult at first glance. At second glance, readers will realize everything he says in his book makes sense. I, for one, am paying attention. A good read!”

—Arianna Cranston

THE SIGNIFICANCE OF
**SUSTAIN
ABILITY**

KYLE Z. MICHAUD

Kyle Z. Michaud Publications

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DEDICATION

For our children's children

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INTRODUCTION

*“Glance at the sun
See the moon and the stars
Gaze at the beauty of the earth’s greenings.
Now, think.”*

—Hildegard von Bingen

The word “sustainability” has become a cornerstone of the everyday vocabulary of millions of people all around the globe. For many, it is considered to be the word of the century, or even millennium. Interestingly, it has been used in a variety of ways, with an array of meanings. In 1992, at the Earth Summit in Rio de Janeiro sponsored by the United Nations, the word “sustainable development” was used for the first time, specifically in the context of a 1987 report entitled, “Our Common Future.” The term “sustainable development” was here defined as: “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Although this quote is vague in defining the factors that could potentially have a negative impact on the survival of future

generations, the definition gives humanity something to think about, along with the motivation to find ways to effectively rescue the planet for the future of mankind. Since this declaration at Earth Summit, there's an ongoing mission to educate the world about impending dangers that threaten our future.

Simple daily tasks that seem innocent pile up toward our inevitable destruction. There has been some success along the way in various countries as their top corporate houses have agreed to lend their complete support to this cause, as well as forming their own initiatives to spread the message.

We share the same earth, air, water, and heat with every other organism on this planet.

The greatest challenge in spreading the word on sustainability is educating individuals on the steps they must take to help save the planet. A majority of the blame can be traced to the way the message surrounding sustainability has been propagated throughout the world.

During the initial years of its discussion, the most common images used to represent the subject of our deteriorating world were often oil wells and smoking factory chimneys. Large corporations have often been blamed for their greed and its repercussions like global warming and climate change.

For a while, many of us were satisfied with this half-truth as it was presented to us. Seldom did we have the courage to look into our own lives and our own homes to determine the impact our habits have on our immediate environments.

Being that we are the most dominant and ecologically advanced species on the planet, it is our responsibility to realize how much goodness we can contribute to help save this beautiful world for our

children, and our children's children; after all, we all share the same Earth, air, water, and heat. Thus far, our ignorance has played a huge role in alienating us from our natural surroundings, reducing our ability to effectively put an end to all destructive activities.

As bleak as this sounds, luckily it is not too late to make a change. We might just have enough time to be made aware of our mistakes, and to attempt to rectify them by making the necessary changes in our daily lives. We begin this process by diving back into our natural-born connection with nature – a connection that has been missing for centuries.

This writing serves an important purpose to help everyone understand sustainability in its true importance in the role of supporting and nurturing future generations. Making the correct decisions in our everyday lives will lead to a plethora of natural resources for our children, and our children's children.

CHAPTER ONE

UNDERSTANDING SUSTAINABILITY

“Sustainability, ensuring the future of life on Earth, is an infinite game, the endless expression of generosity on behalf of all.”

—Paul Hawken

To ensure the success of sustainable development, we must first begin at home with our own health and lifestyle choices. Consistently encouraging better lifestyle choices for our children will create a culture of sustainability passed down through the years, eventually becoming the norm in society.

Research¹ proves that if we want to achieve a sustainable society we must first pursue the following goals:

- Responsible economic growth
- Fair social growth
- Effective environmental protections

These three key elements hold within them the structure