

What is Sustainable Development? (SD)



What is Sustainable Development

'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.' (Brundtland 1987)

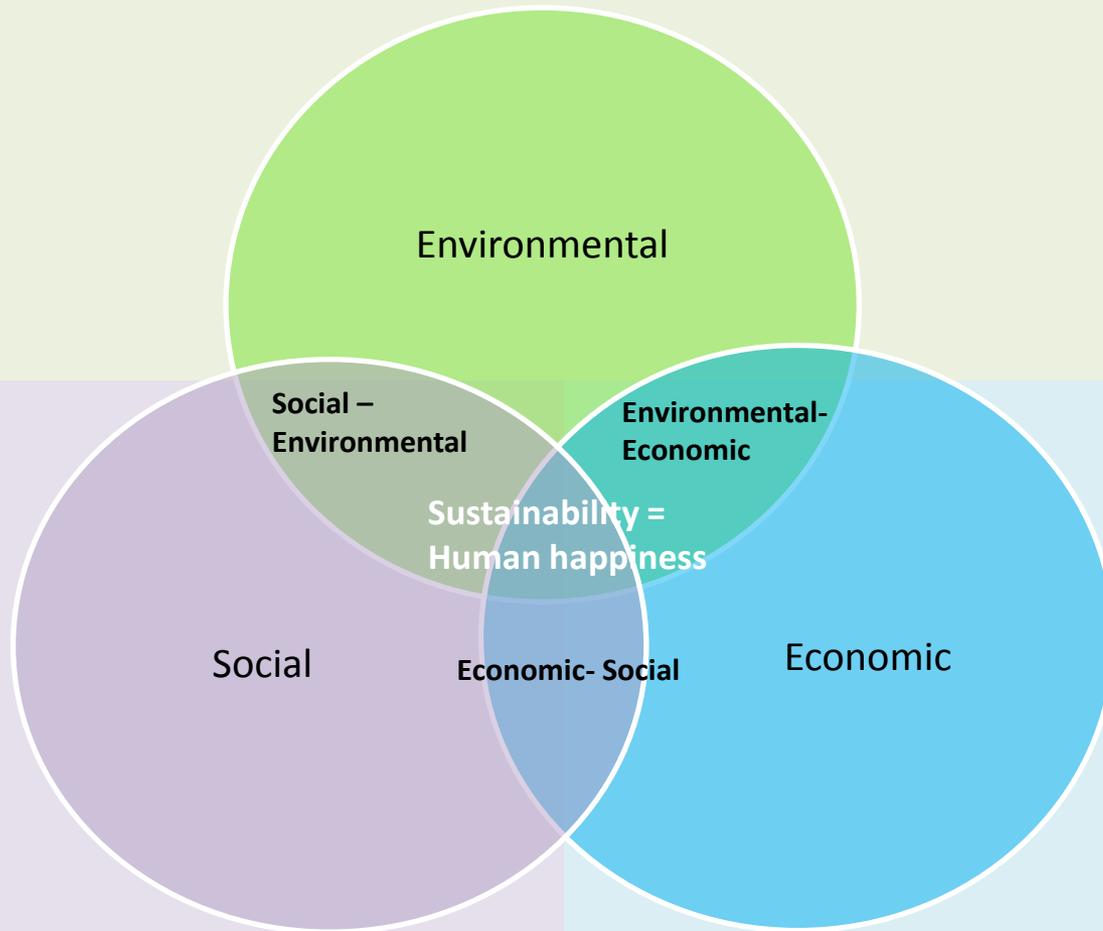
Sustainable development is about using resources more efficiently, in order for society to reduce not only its impact on the environment, but on the economy, whilst improving social impacts both locally and globally to ensure a fairer and more sustainable future.

Education and Sustainable Development

- Education is essential to sustainable development, in order to improve SD we need to understand it
- The education of today is crucial to enhancing the ability of the leaders and citizens of tomorrow to create solutions and find new paths to a better, more sustainable future...
- SD will impact on you in the workplace
- You can make a difference

The Three Elements of Sustainable Development

The diagram illustrates the three elements of SD and focuses not just on the economic value of a company or project, but also on the environmental and social value



All three elements are required in order to achieve sustainable development and an impact on one element will usually have a knock on effect for the other two elements

To put it another way let me introduce the Wombat...



<http://www.global-mindshift.org/memes/wombat.swf>

Task

Investigate the positive and negative impacts of animal testing in the **cosmetics industry**

Collect case studies and examples from companies who do and do not carry out animal testing

Discuss the issues as a class and produce a display around the impacts of animal testing



Should we be conscious consumers?

How do your purchases impact on other people/animals?
Could you positively impact others through your purchases?

Should we be making consumer choices that are truly
'cruelty free'?



Why test on animals?

- Animal testing is basically making use of animals in cosmetic experiments carried out for the betterment of humans
- Testing in the cosmetics industry aims to identify allergies and sensitivities that may affect humans



Animal testing within the European cosmetics industry

The EU banned the testing of cosmetic ingredients on animals and the sale of the finished product in 2009

Since March 2013, it has been made illegal to market any cosmetic products in the EU that have involved animal testing, regardless of where in the world the tests were carried out.

The 2009 ban still allowed companies to test for the most complex health risks on animals (including toxicity that could lead to cancer), but these are now prohibited.

Are there other restrictions in place?

Can we now buy all cosmetic products with confidence?

Unfortunately not.

- An eyeliner or concealer stick or bottle of perfume and its ingredients bought in the EU cannot be tested on animals
- But there are lots of big companies who want to sell to the Chinese market.
- The legal requirement in China is currently for cosmetics to be tested on animals before they can be sold.
- This means that although YOUR EU product will not be tested on animals, you might still be supporting a company that tests on animals elsewhere in the world.

Arguments for and against animal testing

- Animal testing is basically making use of animals in cosmetic experiments carried out for the betterment of humans
- A few animals tend to react the same way as humans in response to certain sensitivities and allergies
- Poor or cruel treatment of animals
- The EU has banned animal testing why can't all countries?
- We all love makeup and hair products but they are completely non-essential to human life – is animal cruelty really necessary?



NOT TESTED ON ANIMALS

Companies to avoid currently include:

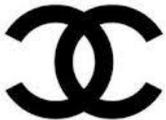
Avon, Armani, Aussie, Benefit, Bobbi Brown, Cacharel, Chanel, Clarins, Clearasil, Clinique, Elizabeth Arden, Estee Lauder, Dove, L'Oreal, Lancome, MAC Cosmetics, Michael Kors, MaxFactor, Maybelline, Neutrogena, Olay, Pantene, Ralph Lauren Fragrances, Redken, Revlon, Rimmel, YSL, and Vichy

AVON

the company for women

CLINIQUE

Allergy Tested. 100% Fragrance Free.


CHANEL