

# NSDS IN DEVELOPING COUNTRIES

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# INTERDEPENDENCY MATRIX OF SUSTAINABLE DEVELOPMENT

	<b>Economy</b>	<b>Social</b>	<b>Environment</b>
<b>Economy</b>	<u>Poverty alleviation</u>	Impact	impact
<b>Social</b>	Impact	<u>Human develop.</u>	Impact
<b>Environment</b>	Impact	Impact	<u>Conserve ecological life support system</u>

# PROBLEMS TO ENCOUNTER

1. Short term gain (exploit resources) versus long term gain (enriched resources sustainable);
2. Economic interests dominate, social and environmental interests subordinated;
3. Individual scale of preference versus societal;
4. Market failures (social and environmental costs not internalized in economic costs);
5. Government failure requires countervailing powers of corporation and civil society;

# SUSTAINABLE DEVELOPMENT VALUE FORMATION

1. Education and human resource development;
2. Incentives (economic, awards and recognitions);
3. Disincentives (fiscal, subsidy and pricing policy);
4. Regulations, rules of law (penalties, fines);
5. Moral persuasion (religion, customs, culture);
6. Social and peer group pressure;
7. “Me-too effect” through net working;
8. “Shame effect” through “embarrassment award”;
9. Social Marketing;
10. Integration of relevant science and technology