



CAN CLEANER PRODUCTION MEET THE CHALLENGES OF SUSTAINABLE CONSUMPTION & PRODUCTION IN A CHANGING GLOBAL BUSINESS SCENARIO

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ABSTRACT

The challenges of achieving Sustainable Consumption and Production goals is becoming harder due to rising population, rapid urbanization, changing life styles. These trends have caused global businesses to expand and manufacturing and service industries to grow further. The concept of Cleaner Production was introduced two decades ago as a proactive approach to eliminate environmental negative impacts from industries and to save resources by preventing and mitigating generation of wastes. Some environmental management experts consider Cleaner Production is outdated and inadequate to meet the goals of Sustainable Consumption and Production. They argue that Cleaner Production has not provided sufficient impact during the past two decades to justify its adequacy to meet the environmental needs of the changing global businesses and therefore argue that new tools are required to address the environmental issues and problems of the modern businesses. This paper argues that Cleaner Production is still valid as the most potent approach to combat the global pollution issues caused by businesses and that practitioners have not applied Cleaner Production properly in the business world to develop a critical mass as evidence to the potential of the approach. The author argues that Sustainable Consumption & Production will never become a reality unless a major change occurs in the global population to practice sustainable consumption patterns. It is easier to approach from the production aspect to make this impact but this is not possible until and unless all the industries practice Cleaner Production. The paper further elaborates major barriers in the application of Cleaner Production to make it most potent global approach to Sustainable Development and propose some strategies to overcome these barriers.

Keywords: Cleaner Production, Proactive Approach, Sufficient Impact, Justify Adequacy, Most Potent Approach