

**AULI MELLADO, Enric**

**Inclusion of Environmental Factors in Business Strategies**

**Abstract:** Environmental variables are beginning to be taken seriously in business strategy design. The appearance and development of concepts such as «sustainable development», «ecoefficiency», «triple bottom» and the «next industrial revolution» and their general acceptance at the Rio de Janeiro and Johannesburg Summits are bringing about a substantial change in the weight of certain environmental variables in the business context. The variables most clearly affected to date are energy, the use of certain materials and waste management, but sights will soon be trained on construction and transport as well. Insofar as the effect of these variables is to some extent predictable, they should, obviously, be included in the strategy formulation process. But integrated management systems, whether or not in combination with ISO or EMAS standards, do not suffice for such inclusion; rather, the subject must be addressed by corporate governing bodies at the highest level. A number of studies and codes on business behaviour are being developed for this purpose.

**Key words:** sustainable development, environmental protection, business strategy, production standards.

**JEL Classification:** K32, Q32, Q38.

**BRUNDTLAND, Gro Harlem**

**Health and Sustainable Development**

**Abstract:** Since the eighties, considerable progress has been made in environmental issues, with the signing of international conventions, the general reduction of pollution and a deep awareness of the importance of applying suitable environmental policies. There has also been an «awakening» of public awareness of the importance of health in countries' economic development. This article analyses how health and sustainable development are related, focusing, on the one hand, on the long-term social, economic and environmental benefits to be obtained from investment in human health and on the other, on the implications of environmental deterioration for health.

**Key words:** sustainable development, environmental degradation, environmental protection, international conventions, health, quality of life.

**JEL Classification:** K32, Q20, Q30.

**EL SERAFY, Salah**

**Green Accounting and Sustainability**

**Abstract:** Ten years after the Earth Summit, in which «green accounting» was endorsed as a promising method for attaining world-wide «sustainability», the precise meaning of these

terms remains elusive. This article analyses the present status of green accounting, evaluating its importance for reaching sustainable development and reviewing the reasons that have led to an apparent slackening in progress in this regard, despite the general acceptance of the concept by the international community. Certain questions are put forward that may contribute to restoring the original momentum and to furthering empirical study in this area.

**Key words:** environment, sustainable development, national accounting.

**JEL Classification:** B40, O10, Q20.

**JIMENEZ BELTRAN, Domingo**

### **The EU's Sustainable Development Strategy in the Global Context, from Rio to Johannesburg**

**Abstract:** Over the years, the European Union has developed an environmental protection strategy of its own whose co-ordinates are to be found in the framework of the world-wide initiatives stemming from the summits at Stockholm, Rio and now in Johannesburg, in September 2002. This article contains a review of the environmental objectives defined at the Stockholm Summit in 1972 and in Rio in 1992, as well as a detailed analysis of the Union's environmental agenda, describing its regulatory framework, aims reached and the most immediate challenges to the success of Community sustainable development strategy.

**Key words:** environment, sustainable development, community policy, EU.

**JEL Classification:** K32, Q38.

**JIMENEZ HERRERO, Luis M.**

### **Sustainability as Dynamic Equilibrium and Adaptation to Change**

**Abstract:** The application of sustainability to development has been presented as a simple idea to respond to complex problems. The difficulties encountered in reaching a specific, integrated, objective and generalised definition for this term, in both the scientific and political contexts, have, however, led to some frustration, while admittedly affording the occasion for a systemic approach to the new lines of cross-disciplinary research they have introduced. This article stresses that sustainability and sustainable development, conceptually and strategically speaking, are better understood as processes of change, adaptation, self-organisation and standing equilibrium to adjust ecological, economic and social system relationships within a single and global system.

The joint evolution of these systems involves aspects such as hierarchy, uncertainty and ignorance along with other, ethical considerations, all of which are inherent in the very substance of sustainability.

**Key words:** sustainable development, eco-development, ecosystems.

**JEL Classification:** Q20, Q32.

**JIMENEZ LATORRE, Fernando and RAMS RAMOS, Catalina**

### **Economic Growth in a Context of Sustainable Development**

**Abstract:** It may be justifiably sustained today that economic policy is incomplete without a chapter on environmental economics, in which three key areas of study can be distinguished. The first refers to problems of assessment of environmental quality, the second deals with the so-called theory of environmental regulation and the third is related to the impact of such regulation on economic growth. This article attempts to identify the most relevant aspects of each of these three areas, stressing in particular the possible forms of governmental intervention, with a view to minimising the cost of such regulation in terms of both growth and employment.

**Key words:** sustainable development, economic policy, environmental policy, environmental protection.

**JEL Classification:** K32, Q32, Q38.

**LOSTE MADOZ, Juan Antonio**

### **Legal Mechanisms for Protecting the Environment**

**Abstract:** Beginning in the seventies, industrialised economies have taken an increasing interest in environmental protection within the legislative framework of environmental law. However, environmental law is not wholly free of legal uncertainty with respect to the application of a number of instruments, such as «ecological flows» in hydroelectric facilities or arrangements for the restoration of historically polluted land. To remedy these shortcomings new legal mechanisms need to be introduced in the existing legal categories without violating universal legal principles, such as legal certainty or the non-retroactivity of provisions on penalisation.

**Key words:** sustainable development, environmental protection, pollution.

**JEL Classification:** K32, Q38.

**RAMOS GOROSTIZA, José Luis**

**A Distant Precedent for the Debate on Sustainability: The American Conservationist Movement (1890-1920)**

**Abstract:** This paper shows that the American Conservationist Movement (1890-1920) is an essential historic reference for understanding the patterns of the present social concern about the environment and sustainable development. The conservationist movement, which drew wide public attention to environmental problems for the first time, led to unprecedented public and private initiatives intended to conserve wildlife and emblematic natural environments, and to achieve «wise» and «scientific» use of natural resources. It also raised awareness of the ethical obligation to future generations in terms of today's use of the natural environment. Although the conservationist movement was unable to develop a rigorous economic analysis of the scarcity of natural resources, in its wake certain economists - such as Ely, Gray or Ise - attempted to explore the connections between conservationist ethics and economic theory.

**Key words:** economic thought, sustainable development, nature conservation,

**JEL Classification:** B10, N51.

**SCHUL, Jean-Jacques**

**Sustainability in the Design and Implementation of Projects: Practical Implications**

**Abstract:** Although sustainability is not a new concept, the public interest it has generated requires project analysts to pay greater attention to the interrelationships among the three pillars of sustainable development - economic, environmental and social acceptance -. This entails adopting a longer-sighted approach and a change in procedures. Analysts must be in a position to reject unsustainable proposals and conduct project follow-up, even after the projects in question are operational. These requirements involve revising the principle of «project analysis» as a closed system.

**Key words:** environment, sustainable development, projects evaluation, development multilateral banks.

**JEL Classification:** O19, Q20.

**TORRE OLMO, Begoña and GARCÍA OLALLA, Myriam**

**The Spanish Market for Mutual Funds**

**Abstract:** The purpose of this paper is to analyse the mutual fund market on the grounds of participants' response, in terms of demand, when confronted with evaluations of the

quality of such financial instruments. An attempt is made to determine the factors explaining the decision to invest in one or another equity portfolio in a context of imperfect capital markets where the efficiency of traditional models of asset appraisal is called into question and where strict economic rationality is distorted by informative asymmetries and far removed from decision-making criteria. The combined effect of these factors is that investor behaviour is patterned on complex models.

**Key words:** securities market, mutual funds, investors, investment demand.

**JEL Classification:** G24

**VAN BOLHUIS, Frederik**

#### **Market Democracies and the Longer-term**

**Abstract:** In its pursuit for greater prosperity for all, an ever greater part of the world is banking on the market-democratic system, with economic and political decision processes which are inherently biased towards the near-term. This equips countries poorly to chart a sustainable development course - one which fairly balances the interests of current and future generations. The present article analyses what parts of market democracies may be targets for public policy to make them more far-sighted. Drawing from a number of promising cases where farsighted steps were taken, it recommends a number of policy and institutional measures that may contribute to this aim.

**Key words:** sustainable development, political institutions, economic systems, international agreements.

**JEL Classification:** D60, D78, Q38, Q48.

**VAZQUEZ ABAD, Jesús**

#### **Financial Risk and Market Price of Shares**

**Abstract:** The last few years have witnessed a greater interest in the study of financial policy from a strategic perspective as the result of the growing importance attached to it in reaching key business objectives. In this line of research, the present paper intends to analyse how good financial management can, within overall company policy, contribute to attaining higher growth rates and impact the worth of a company measured in terms of the market value of its shares.

**Key words:** financial policy, financial leverage, business strategy, corporate finance, PER.

**JEL Classification:** G32, M21.

**YAMADA, Gustavo**

**Reduction of Poverty and Environmentally Sustainable Economic Growth:  
The Case of Latin America and the Caribbean**

**Abstract:** The reduction of poverty levels, which affect over one third of the population in Latin America and the Caribbean, is a priority objective in government policy throughout the region. On the grounds of a brief diagnosis of this poverty, the present essay discusses the elements of a comprehensive strategy to reduce it, primarily via environmentally sustainable economic growth. It also addresses a series of specific actions to magnify the impact of such growth on the reduction of poverty in areas such as opportunities, human development, social protection, social prevention and political and social mainstreaming. This framework serves as a basis for the Inter-American Development Bank strategy on the issue.

**Key words:** sustainable development, poverty, economic growth, social inequality, Inter American Development Bank, Latin America and the Caribbean.

**JEL Classification:** O11, Q20.