



Cutting through the sustainababble

April 17, 2013 by Melanie Thompson

The international organization, [The Worldwatch Institute](#), is warning that the environmental movement will require a “dramatic reboot” if it is going to help create a truly sustainable future. In its new publication, *State of the World 2013: Is sustainability still possible?* (published on 16 April), the Institute attempts to cut through what it terms the “sustainababble” of green claims and counter-claims to suggest clear ways to a sustainable future.

The document, available as a [PDF download](#) (price: \$22) is divided into three sections that address how the term sustainability should be measured, how to attain it and how we can prepare for the possibility of falling short. It defines an array of sustainability metrics and examines various policies and perspectives – including geoengineering, “cultural engineering”, corporate transformation and energy solutions – that could put the world on a path to sustainable prosperity. It also assesses the likely consequences of failing to make changes before the planet reaches various tipping points.

The State of the World 2013 project’s findings are being disseminated to a wide range of stakeholders, including governments, non-government organizations (NGOs), community networks and business leaders. Further details are at <http://blogs.worldwatch.org/sustainabilitypossible>.

Read more: <http://www.thenbs.com/blogs/sustainability/index.php/2013/04/cutting-through-the-sustainababble/>