

Contents

Foreword (<i>Øystein Dable</i>)	xiii
Preface	xvii
Acknowledgements	xxi
List of Figures	xxiii

CHAPTER 1

New Economics for Sustainable Development	1
Introduction	
A New Paradigm	
Sustainable Development	
Sustainable Economy	
Sustainable Nature	
Sustainable Culture	
Conclusion	

Case 1

About Norwatch – the Monitoring of Norwegian Business Interests in the South (<i>Arild Hermstad</i>)	21
What is Norwatch?	
The Need for Such a Project	
The Start of the Project	
Focus on Journalistic Methods	
Results	

CHAPTER 2

The Historical Context	33
Introduction	
Development at Macro Level	
The Restoring Perspective ('The Polluter Pays')	
The Resource Management Perspective	
('Look Before You Leap')	
The Eco-Development Perspective	
('Nature Has Inherent Value')	
Development at Micro Level	
The Reactive Stage	
The Receptive Stage	
The Constructive Stage	
The Proactive Stage	
A Comparison between Developments	
at Macro and Micro Level	
Conclusion	
Case 2	
SAS's Balancing Act between Benefits for Society	
and Problems for the Environment (<i>Niels Eirik Nertun</i>)	57
The Strategy for Continual Improvement	
Work on Different Fronts to Reduce the	
Environmental Impact	
SAS Encouraging the Development of	
Environmentally Adapted Technology	
SAS Diffusing Solutions for Environmentally	
Adapted Defrosting	
Environmental Schemes Conducive to the Realization	
of Environmental Objectives by Airports	
Benefits for Society and Social Responsibility	

CHAPTER 3

A Turn Towards Circulation Economics 65

Introduction

A Copernican Turn

From a Mechanical to an Organic Worldview

From Linearity to Circularity

From Competition to Cooperation

From Value Monism to Value Pluralism

Conclusion

Case 3Partnership in the Market – Max Havelaar as an
Example of Moral Consumers, Vulnerable Producers
and Fair Trade (*Knut J. Ims*) 93

Introduction

Market Partnership

We Want Trade, Not Aid

Fairtrade Max Havelaar Internationally and in Norway

Consumer – Know Yourself!

Towards a Test of Producer Vulnerability?

Conclusion

CHAPTER 4

Circulation Economics 109

Introduction

Context Variables

Nature

Culture

Flow Variables

Functions

A Paradigmatic Example – the Cycle of Paper Processing

Life Cycle Assessment (LCA)
Components in Life Cycle Assessments
Product Limitations in Life Cycle Assessments
Life Cycle Assessment as a Method
Choice of Perspective
Data Collection
Data Analysis
Consequence Assessment
Suggestions for Improvement
Conclusion

Case 4

The Function of Banks in the Economy (*Svein Berglund*) 137

From Balance to Imbalance
The Function of Banks in the Economic Life of Society
About the Function of Cultura Bank in Particular
Possible Influence on the Environment and Society
Cooperation
Communication
Profitability

CHAPTER 5

Economy and Nature 149

Introduction
Nature
Biology and Nature
Physics and Nature
Economics and Thermodynamics
Economics as Circular Value Chains
Conclusion

Case 5a	
Environmental Issues in Architecture (<i>Marius Nygård</i>)	181
Environmentally Friendly Refurbishing of an Old Apartment Building	
Urban Apartments with Innovative Solutions in Buildings and Outdoor Areas	
Ecological Principles on a Large Scale	
Case 5b	
Decentralized Urban Greywater Treatment – The Example of Klosterenga (<i>Petter D. Jenssen</i>)	189
Introduction	
Greywater Composition and Treatment Needs	
System Design	
Results and Comments	
Conclusion	
CHAPTER 6	
Economy and Culture	195
Introduction	
Culture	
Culture as Commodity and Identity	
Freedom in Economics and Culture	
Strong and Weak Evaluations	
Realization of Positive Freedom	
Corporate Social Responsibility	
Economic Responsibility	
Legal Responsibility	
Ethical Responsibility	
Philanthropic Responsibility	
Conclusion	

Case 6

Nature and Culture in the EU – a Particularly Challenging Partnership (<i>Jean Jaminon</i>)	233
A Partnership Is the Worst Ship that Ever Sailed	
The Long March from the Treaty of Rome to the EU Constitution	
Environmental Work in Practice	
A Challenging Partnership	
Investment in Human Beings	
Breaching the Bond between Economic Growth and Environmental Destruction: An Impossibility?	
Nature and Culture in the EU: Twenty-five Countries at a Crossroads	

CHAPTER 7

The Communicative Arena	249
Introduction	
The Philosophical Foundation	
Communicative Processes within Circulation Economics, the Simple Model	
Communicative Processes in Circulation Economics, the Integrated Model	
Norsk Returkartong A/S as a Communicative Arena	
Conclusion	

Case 7

The Socially Active Municipality (<i>Jostein Barstad</i> and <i>Lars Wang</i>)	275
Background	
Why is the Social Perspective of the Municipality So Important?	
What is a Socially Active Municipality? Opportunities and Challenges	

Epilogue – Reflections on Circulation Economics	285
About the Authors and the Contributors	293
References	299
Index	311