

## COMPETITIVENESS THROUGH ENVIRONMENTAL HEALTH

**Stanciu Miltiade**

*Spiru Haret University*

*Faculty of Marketing and International Business*

**Dinu Cristina**

*Spiru Haret University*

*Faculty of Marketing and International Business*

*Abstract: This millennium, confronted with a globalization of means leading as fast as possible at certain pursued aims, highlights the importance of competitiveness from the perspective of the continuous fight against limitation of resources. In this context, "the machine of life evolution and economy" has got an engine named competitiveness. "The rules of circulation" should focus on all livings to whom, from the perspective of survival and natural, human and social life accomplishment, the well-known concept of health may be attached. At the same time, competitiveness through environment health should try to reach the convergent performances which means that any form of superior knowledge and experience should always take into consideration environment health.*

*Keywords: competitiveness, environmental health, living entity*

*JEL: O13, I10, Q5*

### **1. Remember**

This millennium, confronted with a globalization of means leading as fast as possible at certain pursued aims, highlights the importance of competitiveness from the perspective of the continuous fight against limitation of resources. In this context, "the machine of life evolution and economy" has got an engine named competitiveness. "The rules of circulation" should focus on all livings.

"All livings" known on the Earth consist of a diversity of life forms, with human and nonhuman features<sup>74</sup>. People, families, environment, communities, organizations and institutions are common components of all livings. They are interrelated in an organic functionality, our existence depending on their normal development and purpose (desired) future. We raise the issue of analyzing all livings through the development of natural, human and social life. From the perspective of survival and fulfillment of human, natural and social life, the six components of "all livings" can be attached as a common denominator to the concept of "health."

"Extending the vision of human health on other components that define non-human life is meant to give a defining meaning to functionality without considering forms which manifest in terms of its purpose. This means, in our opinion, that as we talk about human health as a state of normality and harmony of life functions, we can also talk about family health, health organization, health communities, health institutions etc., as fully functional life status in these ways, in terms of their purpose as organic parts of all livings. While the concept of human's health is accepted as wellness excluding diseases, the other concepts, such as family health, organization health,

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<sup>74</sup> Popescu, Constantin, *Raționalitate și speranță. Paradigma întregului viu*, Ed. Renaissance, București, 2006, p.34.

environment health and so on, do not reflect the values that they define, the criteria that differentiate them and the indicators that quantify their evolution.

**The model** (see fig. no.1) denoting the health of “all livings” and its components is a nonlinear and dynamic that has to permanently adjust itself to new requirements and imperatives that exist or may appear.

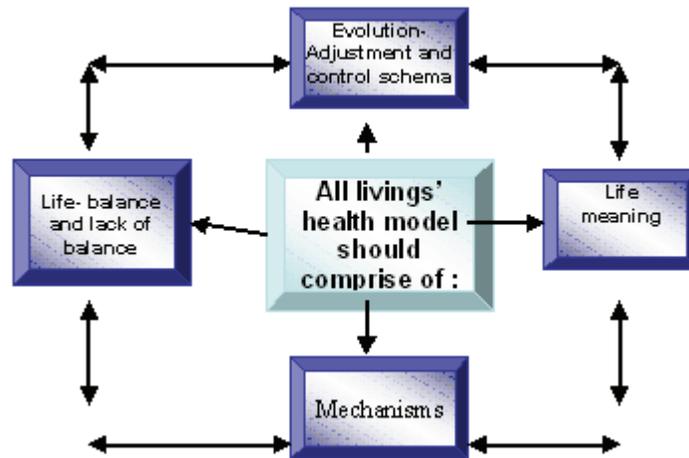


Fig. no. 1 Model of all livings' health

## 2. Competitiveness through environment health

**The health of „all livings”** is defined as an assembly of natural- social parameters of which constants give shape to the convergent evolutions in the time and the space of our common microcosm, for the phenomena and the processes generating life from the perspective of the paradigm presented above

For example, Hubert Reeves- physician and laureate of Albert Einstein prize wrote in 2005<sup>75</sup> that our Earth is sick. The planet is getting warmer and warmer, natural resources are getting fewer and fewer, soil and water are polluted and many species of plants and animals are either extinct or in prone of extinction. There are just negative effects of the damage that our civilization brought about in its race for development ignoring exactly the fundamental conditions of its own existence.

In other words, one of the components of the all living system- environment, is heavily affected by the action of other component- HUMAN. The consequence is the extinction of both components due to their interdependent relation. But, actually, what is environment or ecosystem made up?

The ecosystem is made up of communities of livings (biogenesis) occupying a space or a geophysical niche (biotope)<sup>76</sup>. The interactions that take place within the system design and redesign a balance between the following moments entrance, birth, abandon and death.. The conflicts, adaptability, hierarchic organization are just several of the ecosystem principles and are similar to those of human society. The ecosystem relation is integrative between two open systems, which, actually, are part of the other one, but each of them stands for a whole system. At the same time, there is a direct relation between the autonomy of a living system and ecosystem: the bigger the degree of autonomy is, the more dependent on the ecosystem it is. At

<sup>75</sup> Reeves, Hubert, *Pământul e bolnav, ce șanse avem să supraviețuim*, Ed.Humanitas, București, 2005, p.26.

<sup>76</sup> Morin, Edgar, *Paradigma pierdută: natura umană*, Ed. Universității Alexandru Ioan Cuza, Iași, 1999, p. 22.

the same time, the greater the ecosystem complexity is, the more able it is to provide goods and products for society, implicitly to human

The relation man-society functions according to the principle autonomy through dependence, development and autonomy maintenance, being linked to educational dependences<sup>77</sup> (schooling and long socialization) cultural and technical. In other words, the degree of humans' ecologic independence and dependence is manifested at the level of social and natural, practically, at two heteronomous levels in a permanent interdependence.

In accordance with the whole living's vision paradigm, the parties can not be separated from the whole. Therefore, the whole concept of health gives the composing part alive, which we have named the same value as the whole environment. Therefore, the health of economy can not be separated from its natural support systems, namely the environment from where people get more of our resources.

More than half of the world's people depend directly on agricultural land, grassland and forests and natural sources of fish. And, there are more addicted to industries that are based on wood products, leather products, cotton textiles and food industry in terms of their jobs.<sup>78</sup>

When defining competitiveness through environmental health, it is important to track the performance of meaning. Through performances of meaning we understand to use the conquests of knowledge and life experiences in order to improve environmental health service. For example, the strategy of development and of elimination of health may be a sense that environmental systems that support economy do not get worsen.

But ... unfortunately, farmland surfaces get even shorter with direct effect on agricultural crops, grasslands turn into desert areas which influences the food of animals or increases temperature. Lester Brown says that if the degradation of Earth still keeps on growing, then recovery will mean a huge international effort- even larger and more demanding than the Marshall Plan<sup>79</sup>.

The divergent performances mean to use knowledge and understanding of life experience to destroy all forms of environmental biodiversity under all its expressions of identity. Unfortunately, these performances are now scattered across the Earth. For example, the manufacture and detonation of the atomic bomb is a divergent performance due to its damaging effects it can have on environment! The environmental effects revealed by the images captured after running experiments with nuclear bombs stand for such evidence.

Pharmaceutical and petrochemical industries have expanded so successfully the control on their consumers' products because they share the same mechanistic world views and the associated value system, which corresponds to their technologies and represents the basis of their economic and political motivation. And although their methods are generally against ecological principles being unhealthy, they are strongly supported by scientific authority, which subscribes to the same improper vision of the world. Changing this situation is now absolutely vital for our survival and welfare which will be possible only if people could get a new vision, a holistic and ecological one.<sup>80</sup>

Pope John Paul II, referring to the environment problems, stated in his encyclical letter *Centesimus annus*, that humans, seized with their desires of possessing and using after their own pleasures, more than necessary, consume excessively and disorderly the resources of the planet and its own life. It is the anthropological error that destroys the natural environment which, unfortunately, is overspread significantly in our times. Discovering their capacity of transforming and creating life, humans seem to forget that it is done with full sacrifice. They think the planet can always be used for their benefits as if it had not got any shape or destination that they can

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<sup>77</sup> *Ibid.*, p.24.

<sup>78</sup> Lash, Jonathan, *Dealing with the Tinder as well as the Flint*, Science, vol. 294, nr. 5548, 30 november 2001, p.1, 789

<sup>79</sup> Brown, Lester, *Planul B.2.0. Salvarea unei planete sub presiune și a unei civilizații în impas*, Ed. Tehnică, București, 2006, pp. 150-151.

<sup>80</sup> Capra, Fritjof, *Înțelepciune aparte, dialoguri cu oameni remarcabili*, Ed. Tehnică, București, 2004, p.208.

neither develop, nor ignore as well.... Thus, unfortunately people generate the revolt of nature that they hardly master in their intention of controlling everything. Under such circumstances, it is easily to remark human's poorness and meanness revealing the desire of mastering for own interest and benefits<sup>81</sup>.

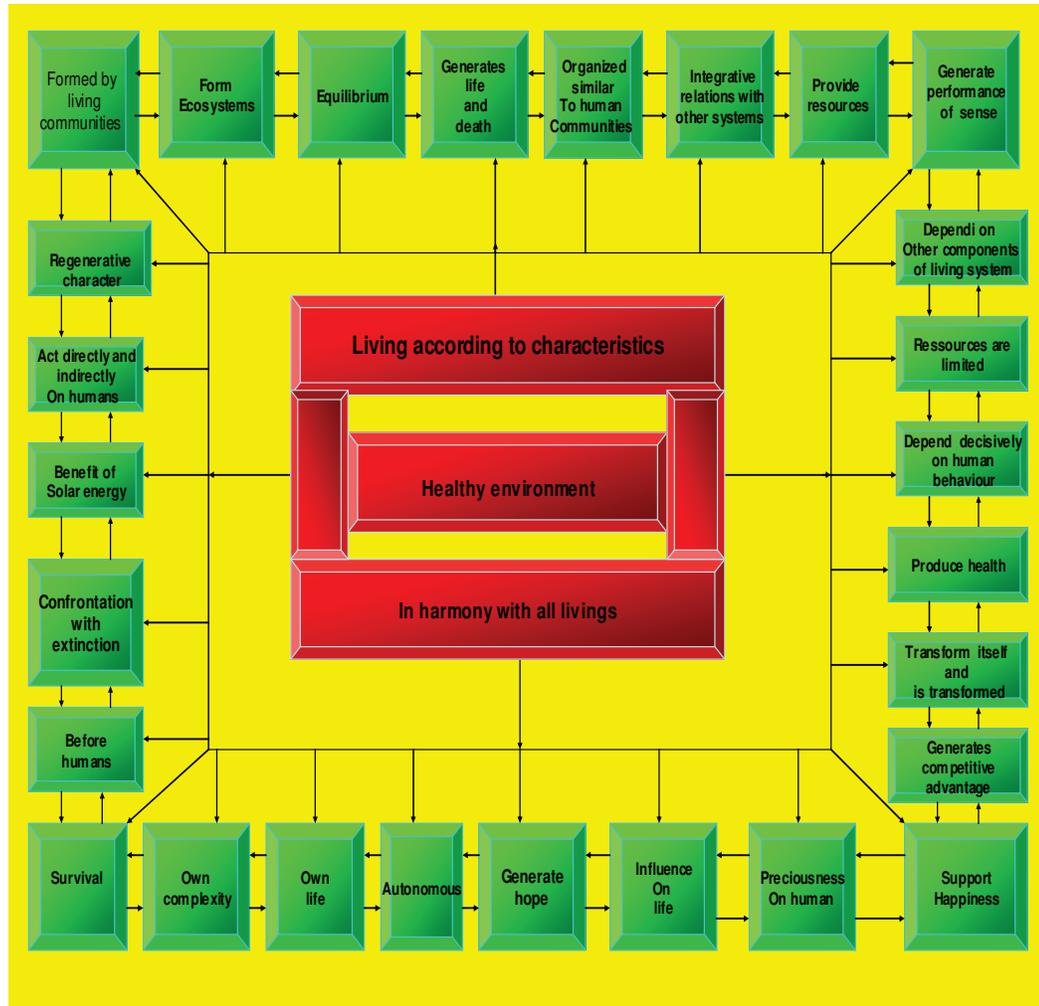


Fig no.2 Conditions for a healthy environment

### 3. Building a future together

We believe that it is time to reflect better of the consequences resulting from a rush at all costs after strict financial result competitiveness, whereas that environmental damage can quickly lead to economic decline, as it was the case with ancient civilizations that have shifted nature and have disregarded terms.

The solutions for the conflict between competitiveness and environment protection mentioned by several business people are generated, as Michael Porter asserted, by a narrow perspective on prosperity sources and static vision of competition. The strict regulations on environment do not end up the competitive advantage in front of rivals and certainly, it is often intensified. The properly established standards of results will encourage companies to redesign technology. In

<sup>81</sup> Papa Ioan Paul al II-lea, Scrisoarea enciclică *Centesimus annus*, 1991, p.473-474 în *Enciclice*, Ed. ARCB, București, 2008.

many cases, it will lead to a process that does not pollute, but decrease costs and improve quality<sup>82</sup>.

It only depends on us the way in which we use democracy and power in order to understand amiably each other when approaching our future, world policies and customs to our children's benefits and the whole humanity. It is our duty to turn the 21<sup>st</sup> century in a flourishing epoch. Considering the context of this world economic crisis, we should free our imagination, invention capacity and spirituality with which we were also endowed. It is our responsibility. The future is ours<sup>83</sup>, the ex-president of the USA Al Gore asserts.

We can conclude that when fighting to get more resources definitely decreasing in number, to be competitive is quite real, but to be competitive and healthy is more important for our future as living forms of Earth, than for the interest of certain organizations or institutions. As responsible citizens of human society, it is high time to think of our future.

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<sup>82</sup> Porter, Michael. „American's Green Strategy”, în R. Welford și R. Starkey (eds.), *Business and the Environment*, London, Earthscan, 1996, p.31.

<sup>83</sup> Gore, Al, *Un adevăr incomod*, Ed. Rao, București, 2007, p.296.