

SUSTAINABLE DEVELOPMENT PARADIGM – SYNOPSIS

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Abstract: *Even if sustainable development is a concept that gained quite recently its scientific prestige, through contribution of researchers its content has upgraded to a high degree of conceptual luggage and, through contribution from governance representatives, has gained an impressive good-practice background. Allowing the use of different methodological premises and conceptual tools, sustainable development paradigm is equipped with all the elements that would allow the opening of new horizons of knowledge. Based on the facility which can operate the concept of sustainable development, the European Union aims to develop both a more competitive economy based on environmental protection as well as a new governance of economic policy. This on one hand demonstrates the sustainable development ability to irradiate creativity towards the establishment of interdisciplinary bridges and on the other hand explains the growing interest of researchers interested in the problem of analyzing in detail this fruitful concept. Launched first as a theoretical framework to serve justify actions responsible for weighting economic growth, the concept of Sustainable Development has quickly become a topic of ethical debate circumscribed to the area of perfectibility of human nature to the necessity registry. In this regard, the philosophical content of this paradigm could not remain outside researchers concerns, who want to provide both policy makers and the general public a wide range of evidence to demonstrate the viability of this paradigm. Academia waits until maximization of the contribution of governance to achieve sustainable economic development, which consists in conjunction of this upward path with the momentum given by public policy sync, perfectly adapted for globalization era and all crises to come. However, because this concept based its structure and composition on three pillars, equally important – economy, society and environment – any attempt to strengthen and expand its epistemological foundation by highlighting not only its practical value but also the conceptual view, it is not strictly philosophy but rather an interdisciplinary vision, called to best respond to challenges of current issues. From this perspective, we argue here that assuming sustainable development principles in society leads to establishment of a comprehensive global peace regarding planet's resources. Therefore, in this paper we addressed both conceptual path of development and theoretical and practical implications of the paradigm of sustainable development and its implications for the controversy created around areas of application and that of actual interference with other key concepts involved in the study of development and competitiveness.*

Keywords: *economy, education, management and sustainable development_philosophy*

JEL Classification: Q01, Q56

Introduction

In an emblematic style, the European diverse continent is promoter of unitary sustainable development, in belief that precisely diversity can guarantee preservation of its priceless potential. Transferring to the concept of Sustainable Development heritage values of humanity, European Union takes further the example of great nations regarding historical reconciliation upon resources and transformation of its regions into vectors of solidarity

and international cooperation. Therefore, we intend here to bring arguments to support the idea that, far from being a sentence of stagnation rendered against those who take entrepreneurial advantage from progress, essentially, *sustainable development is a humanist plea against states battle for the planet's resources and for the establishment of a global peace.*

Reviewing the issue of sustainable development paradigm, we argue the premise stated using both historical-critical method of analysis as well as that of *synthesis of valued content*, operating an original selection of research corpus dedicated to multifaceted nature of the topic. By combining these methods we hope, on one hand, to reduce to common ground issues involved in sustainable development and, on the other hand, to highlight the major impact of an emerging field from multidisciplinary approach.

Based on contextualization of mutations occurred in the Sustainable Development definition, we analyze the main aspects of its philosophical content from the perspective of relevant responses. Also due to strong interest in Sustainable Development operationalization, we analyze its principles under pressure of alarming scenarios. We believe that the premise on which we started is supported by the fact that currently, *based on Sustainable Development paradigm, new answers are being looked for*, to the crisis of resources, as well as operating and consumption of resources. It is a signal that the conceptual building of Sustainable Development has done its full duty to scientific community, still being far to have consumed its relevance, both on instrumental and axiological level.

Without questioning the fact that the central element of Sustainable Development concept is interaction between demographic landmark, economic progress and reporting to natural resources and to the need for optimization of relationship between needs and aspirations, also we emphasize its cultural and educational dimension. Also, the trend towards sustainability of socio-economic development process compels researchers to periodically review the limits and opportunities of Sustainable Development globalization and the politicians to develop new programming documents to be endorsed by major European and international actors engaged in specific actions.

1. Operational definition of Sustainable Development concept

The origins of Sustainable Development concept should be looked in the occurrence of humanity awareness on the need to preserve the environment, transposed into environmental laws. Even though they are relatively new and were usually reserved for the protection of species of plants and animals, as early as 1930-1940, the international community has begun to recognize the need for cooperation of nations to preserve resources across borders (Djoghla, 2006). Although first report of the Club of Rome, of 1972 was giving Sustainable Development power to stop abuses against the environment (Meadows et al., 2004), this raises a number of issues that initially could not be taken into account, such as those related to vulnerability, poverty, threats of climate change, etc.

Therefore, researchers include today in this concept a plurality of elements that offers Sustainable Development paradigm a greater operational capacity (Turner, 2008). In *The plundering of the planet continues* - final report of the Club of Rome from 2013, it is highlighted that we are at the limits of economic growth based on extraction of minerals, including metals and fossil fuels (Bardi, 2013).

However, the iconic definition of Sustainable Development is due to the commission led by Gro Harlem Brundtland from Norway, because of inclusion in the UN World Commission on Environment and Development Report, - *Our Common Future* from 1987, of two key concepts related to the capacity of the environment to meet the needs of present and future "needs" (in particular, those essential of poor countries) and "limitation" (imposed on states that have advanced technology and social organization). On the other hand, concerns of the sustainability report entitled *Is it possible?* (Worldwatch, 2013) fall

in an attempt to restore the meaning of Sustainable Development at the expense of its use as a marketing tool, investigating the ways in which we can prepare for drastic changes of environment and resource depletion, seen as outbreaks of migration and conflict.

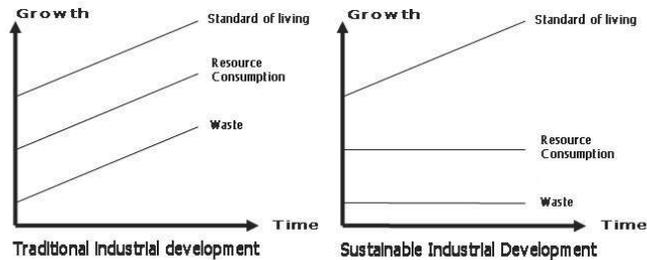


Figure 1: Traditional development models and Sustainable Development models
Source: Şoaită, 2010.

In Figure 1 is shown comparatively the Sustainable Development model under Johannesburg Declaration, adopted at the Rio +20 Conference, suggesting courses of action on the possibility of increasing production and consumption without creating a negative impact on the environment. This issue of breaking the direct relationship between economic growth and environmental impact as a result of consumption, resource use and waste generation arises for all countries but, unlike traditional patterns of economic and industrial development, which consumes increasingly more natural resources generating pollution, only the implementation of the sustainable production and consumption patterns favors optimal use of resources (Şoaită, 2010)

Whether for the Brundtland Commission, which had in mind that the environment does not have unlimited resources and it cannot absorb the amount of waste we produce and the pollutants we issue, Sustainable Development should aim combining optimization measures, transparent evaluation processes and long-term measures, for the Rio de Janeiro Conference, in 1992, called the Earth Summit, these things were included in a concrete action plan (Agenda 21) imposed by the need to tackle climate change, conservation biodiversity and stop deforestation heavy (Deslandes, 2011).

The fact that Sustainable Development takes into account human resource development, could lead to termination of disagreements on planet's resources, thus, bringing this theory down from utopias among unitary approach of present threats (Bonciu, 2013). So, epistemological evidence brought to its support, can provide a natural transition of communities to sustainability (Ciumaşu, Stephen, 2008).

2. Sustainable Development Concept Coordinates

Roots of Sustainable Development theory are in welfare economics and the social market economy, the concept being mostly a product of experience of early environmental action programs (Bourdages, 1997). Although generous and floor covering through topics and problematic, theory of Sustainable Development has forged early on a self epistemological base and a notional and categories system that is used whenever desired an exposure or analysis of its conceptual content (Pohoaţă, 2006). Currently, it is considered that *introducing the term Sustainable Development in the usual vocabulary of economics was an objective necessity*, and surveys show that people perceive strong moral weight of that concept (Cajes, 2011).

The humanists' desiderata contained in *sustainable development paradigm* supports the idea that *it was built to bring humanity a comprehensive peace on global resources*. In order to steer the economic thinking towards a new approach, a new paradigm in which respect for the environment become constitutive element, it must be highlighted Nicolas

Georgescu-Roegen *Bioeconomics* contribution (Constantin, 2005), leading to creation of a timeless perspective on consumption and preserving natural capital intact. Among the authors warning on imbalances caused by current civilization development due to growing pressure on base resources, is Lester R. Brown, which suggests, as solutions to save civilization, building an energy efficient global economy, harnessing renewable energy, restoration of natural systems, poverty eradication, rescuing "failing states" and, finally, providing food for eight billion people (Brown, 2006). However, these practical solutions arising from understanding Sustainable Development paradigm in the sense of an argument for world peace on planet's resources represent a new way to turn Sustainable Development into a policy objective, suitable to respond to the great problems of mankind (Nordhaus, 1998).

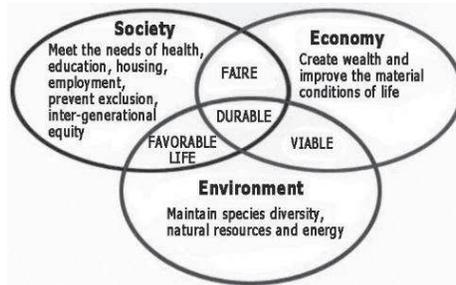


Figure 2: Confluence of main sustainable development fields
Source: Petrișor, 2006.

In Figure 2 is established that convergence of the three major spheres ensures elements of Sustainable Development tracing in all policies mixes - environment, economy and society. First, it establishes that any environment development should be analyzed quantitatively, at least in theory, by magnifying the likely impact on preserving the ability of future generations to meet their own needs. Secondly, the company receives a fair perspective on the economy that can rebuild intra-generational solidarity and, thirdly, the economy get rid of considering economic growth as an imperative of development itself, thus meeting through environmental responsibility, conditions consistent with environmental sustainability (UN, 2012).

3. Verifying the sustainable development paradigm through holistic theories

As the sustainable development paradigm becomes accessible to the general public and common sense, there is a tendency of abandoning the usual scientific slang. However, according to the falsification theory developed by Karl Popper, no scientific system can claim to be complete and valid for all times. Probabilities must be formulated, waiting for invalidation, since a theory which is not invalidated by any possible scientific event, is not scientific (Popper, 1981). This view of scientific progress in stages consisting of quantitative accumulation followed by revolutions in which paradigm of science is changing fundamentally, was made by Thomas Khun in his theory under which scientific revolution means replacing a paradigm by another (Khun, 1999). Together with this, the ideas of Ludwig von Mises of human reporting to his condition in a general human action, called praxiology, according to which man constantly makes choices at every step finding options and solutions (Mises, 1998), close the scientific verification of Sustainable Development paradigm consistency. Successfully overcoming the three types of checks above, it can be considered that Sustainable Development can become a scientific field by itself and not just a chapter in the theory of economic development (Pohoăță, 2006). An important direction explaining adherence of Sustainable Development paradigm to the scientific community is the fact that it has become a strategic goal of humanity due to the

supreme threat posed by ecosystems disappearance (Nicholas et al., 2005). Considering that, ultimately, Sustainable Development is development of people for people, attempts are made to replace the concept of sustainable economic growth with *sustainable human development*, given that the first concept focuses exclusively on obtaining income, while the second one requires consolidation of all opportunities, economic, social, cultural and political (Șoaită, 2010).

On the other hand, using the valences of unsustainable concept in shaping human development possible scenarios to verify the conditions of Sustainable Development falsifiability theory, we are reducing the risk induced by a series of crises at the level of our entire socio-economic and environmental system (Anand, Sen, 1994). Appealing to the full range of global issues and taking into account that they are interlinked, the concept of sustainability is also a challenge for organizations, individuals and governments, from which is required integration in new frames of thinking and acting. In this regard, the concept of integrated Sustainable Development appeared which is intended to be a response to all scattered calls initiated by researchers, to put an end to fragmentation in this area (Brown, 2006). Passing the test of holistic theories, an attempt to unify the area of Sustainable Development and of frameworks and methodologies for its implementation, corresponds to termination of disputes on resources.

4. Milestones of sustainable development paradigm

A first axiomatic component of definitions for Sustainable Development is the attempt to integrate ethical judgments in economics, bringing closer the sustainable development paradigm to the cultural level. Corresponding to the moral progress desideratum, ethics that lies at the core of sustainable development issue requires fair sharing of resources within population of a state, between states and between generations (Cajes, 2011).

Therefore, the concept of sustainable development is today not only a solution to combat global warming, but also the engine of socio-political development. Directions of action of policies for sustainability means achieving cooperation based on the principles that give consistency to Sustainable Development paradigm (UN, 2012). Its general principles requires five basic conditions that must be met in order to achieve the transformation of the current development into Sustainable Development: integrating environment and economy, preservation of biological diversity and natural resource conservation, care, prevention and assessment of environmental measures and long-term focus partnership and participation in the transformation of Sustainable Development into joined responsibility through actions at all levels of activity (Bourdages, 1997). *It can be said that sustainable development is the supreme political problem of the XXI century.*

In Figure 3 we have a representation of the main spheres of influence of Sustainable Development paradigm corresponding both to its dedicated definitions as well as its current application trends. Unquestionably appreciated as a dynamic process of change in the institutional and human level, Sustainable Development enables people to achieve their potential in terms of protecting the environment and thereby aspire to a sustainable future economic prosperity and social justice for a time frame as large as possible (Ghica, Bulearcă, 2009).



Figure 3: Main influence areas of sustainable development paradigm
 Source: Ghica, Bulearcă, 2009.

Some research activities use sustainability areas to argue that the environment is a combination of nature and culture left at the disposal of the political factor. Therefore researchers try expanding multidisciplinary capabilities of Sustainable Development paradigm by including some human development strategies (Comsa, Bogdan, 2011). Furthermore, while trying to prove that Sustainable Development should not jeopardize maximization of economic welfare, economic sustainability recognizes the subjectivity of the concept of welfare and economic incentives need in order to adjust market imperfections in optimal environmental management (Beckerman, 1994). Aiming to become a science not only of measurable quantities but also of human quality, it is believed that economy will need to rely on contemporary research of organizations behavior (Dinga, Ionescu, 2010). Thus, economic sustainability concept is based on scientific fact that all life and human activity takes place within the planet limits and, consequently, the economy - as basic function of society - has the role of promoting sustainability principles (Alvila-Pires et al., 2000).

5. Support instruments and concepts for sustainability paradigm

An important role in achieving Sustainable Development objectives is given to institutions, organizations and business, called to reorient strategies and technologies towards clean technologies and low material and energy consumption (Rusu, 2008).

A concept adapted to Sustainable Development paradigm is the Corporate Social Responsibility which facilitates operationality of Sustainable Development notion, CSR enabling enterprises to achieve economic ambitions reconciliation with social and environmental requirements (Kemp et al., 2005).

Given that the current development path chosen by humanity is not sustainable, it is clear that Sustainable Development makes more sense regarding peace over global resources of the planet. In this respect, the outcome document of Rio +20 Conference in 2012, entitled "The future we desire" didn't met the expectations, because it does not pay enough attention to the urgency of the crisis affecting us. Thus, through the expected launch in 2015 of Sustainable Development objectives, decided in Rio +20, it is expected to be set much stronger targets for environmental protection (Moldovan, 2011).

As both instruments and beneficiaries but also victims of all development activities, people are those who will decide the success of Sustainable Development, depending on the degree of involvement in its implementation and monitoring (Pragati, Perna, 2013). In the better scenario case, the effect of economic and social development will put less pressure on the environment and natural resources (measured by the ecological footprint). *Ecological footprint* of a country, region, city or village includes the area of cropland, pasture, forest and fishery necessary for production, but also necessary to neutralize generated waste (Harris, 2003). While the Ecological Footprint meet sustainability criteria applied to human activities, *The Ecological Footprint Biocapacity Index* correspond better to the need to preserve natural capital. From its measurement follows *the ecological*

deficit, namely the extent to which a country, a region or a city exceeds through its ecological footprint the local ecological capacity of the territory considered, for example, urban areas, or *the ecological surplus*, which is the difference between a country, region or city ecological deficit, against available ecological capacity.

Because the tools and concepts dedicated to Sustainable Development continuously expanded its thematic area, the globalization trend of sustainability concept has become obvious. Those who were taken somehow by surprise by the end of the Cold War, now believe that the problem of Sustainable Development globalization is rather one related to consciousness than to globalized market economy system (Pisano, 2012). Reality shows that, while the global consumption will grow at the current rate, not far from now, in 2030, humanity may need not one, but two planets (Worldwach, 2013).

6. New conceptual horizons of sustainable development

Sustainable Development requires a set of quantitative, structural and qualitative transformations, both in economy and in scientific research, production technologies, operational mechanisms and organizational components of the economy, thinking and behavior of people and social relations (Nordhaus 1998). Also, Sustainable Development aims to integrate social and environmental concerns into economic decisions, which is why operating with the paradigm of Sustainable Development requires international cooperation and technology transfer based on participation and responsibility (Bourdages, 1997).

Unfortunately, Sustainable Development is at the intersection of functional blockages identified, particularly, in the implementation of environmental policies. Figure 4 offers a summary of the main concerns arising from the beginning of research on Sustainable Development, which allowed the opening of this paradigm to the current horizon analysis resuming from an interdisciplinary perspective, old themes that receive clarifications and additions as much as solid justification, both easy to use in order to justify action.

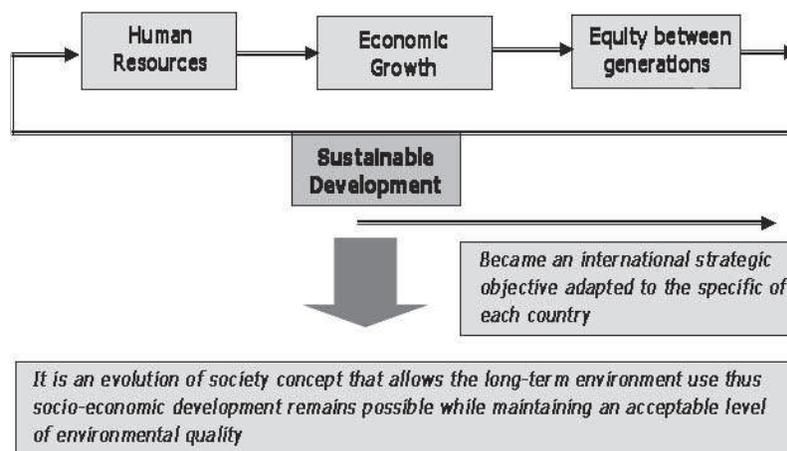


Figure 4: Sustainable development opening to new concepts

Source: Comşa, Bogdan, 2011.

Another phrase recently appeared in Sustainable Development paradigm, as an expression of the possibility of practical application of new environmental philosophy, is *Smart Sustainable Development*. This addresses a comprehensive approach of Sustainable Development, through the use of concepts related to *eco-bio-economy*, innovation and quality. Moreover, was released the term of *Integrated Smart Sustainable Development*, in order to stimulate networking of some concepts from economy, eco-economy, bio-economy, biology, ecology, biodiversity, integrating new approach areas

such as *eco-bio-economy, green agro-food, international diplomacy and eco-bio-diplomacy* (Chichilnisky, 1996).

However, among all emerging concepts within Sustainable Development paradigm, the most pervasive is **resilience**, due to its regulatory content. Although initially resilience had a purely technical signification, by extrapolation to the environment and living structure, it acquires meaning of regeneration capacity (Buchs, Blanchard, 2011). Therefore, although resilience involves complex computational models, hybrid multifaceted, many experts feel that this conceptual perspective on the changing socio-ecological system could open the door for a more sustainable world (Pisano, 2012).

Conclusions

During this scientific exposure, we could notice both the prolific foundation of the Sustainable Development concept, which lies in ability to integrate policies and economic goals with social and environmental protection requirements, as well as philosophical issues raised in its operationalization. By subjecting sustainable development paradigm to analysis from several research perspectives, including the holistic one, we can conclude that *sustainable development is a civilizing idea*, with continuous improvement possibilities (Pisano, 2012).

Analyzing the operational mutations of this concept, we believe that the mainstreaming practical premise, from which we've started, namely that *sustainable development aims towards a global agreement on planet's resource exploitation*, also may fall between the various concepts which represent the base of Sustainable Development paradigm. This, in turn, is supported through scientific work that gives society an innovative framework of multiple developments.

Since the beginning of this argumentation, it could be seize the Sustainable Development paradigm capability to provide a natural transition from the conceptual rigidity to operational flexibility that allowed us to structure the presentation so that we can highlight its interweaving capacity. Also, given the importance of contextualizing how the importance of sustainability is conceived and perceived, we found that there is a need to extend the current paradigm for the structures and policies that do not provide a basis for sustainable development (Anand, Sen, 1994).

As highlighted in the material hereby presented, research work and favorable local conditions to the principles and patterns of Sustainable Development action, are not sufficient to enhance the sustainability process so that it can withstand social pressures threats. Therefore, together with proper Sustainable Development management, the entire educational system is called to perform the change of mind needed to create a new sensitivity to what should concern in the most serious way all mankind (Bourdages, 1997). Staying in essence an expression of empowering people to make sustainable choices, sustainable development paradigm sets the coordinates of these choices, for the purposes shaping a desirable future.

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