

## **1st. INTERNATIONAL COLLOQUIUM**

### **SUSTAINABILITY, THEORY OF SPEECH TO PRACTICE in Business, Government and Academia "All for a Collective Strategic Action"**

As a result of initiatives arising from different forums of the University of Sonora and from Sustainable Development Plan of the same institution, and in order to create a framework for exchange, analysis and dissemination of knowledge to the work of researchers, teachers, student graduates and undergraduates interested in the topic in business and government, has emerged this attention space which has resulted in environmental problems, which today, have been converted to outstanding and urgent subjects that provide healthy and especially sustainable options.

This event is to generate and share new knowledge, commitments, and actions that lead to better practices in the field of education, social participation, community work, institutions, and government work in seeking solutions to the negative impact on the environment that brings itself economic development of society today.

This is why it was planned to work with the following topics:

- 1. Environmental Education and Sustainability.**
- 2. Facing Society: Human Development and Quality Of Life.**
- 3. From Economics: Public Policies for Sustainable Development.**
- 4. Socio-Governmental Management Facing the Challenges of Sustainability.**
- 5. Technological Innovation for Sustainability.**

- 1. Environmental Education and Sustainability.**

Teaching under the environment and sustainable development has become complex in recent decades; resizing concepts, routes and involved accomplices, new meanings that are protected by new theoretical and methodological approaches that emerge and pass through artificial scientific breakthroughs towards new multidisciplinary and interdisciplinary knowledge; so it reveals a potential urgency to emerge critical levels in light of the innovative design of speeches from a pedagogy towards understanding and explaining the framework of interactions of the environment, society, culture and economy and analytical levels.

The need to design strategies that go beyond the instrumental sense of a specific educational model towards a critical education, in response to damage by economic influences of political and social nature knowledge increases; which is necessary for environmental education in the context of sustainable development, responsive to the different conditions of geographic, climatic, educational, nutritional, cultural and economic disadvantages, setting aside the axiological issues. Environmental education translates into the ability to defend the right to health, quality of life, life on a damaged planet.

This Round table is intended to motivate the analysis of the main challenges in environmental education (formal and informal) and its relationship to sustainable development, such as "development that meets the essential needs of the present without compromising the ability to meet the essential needs of future generations".

## **2. Facing Society: Human Development and Quality Of Life.**

Regardless of the definition adopted, most scholars agree that sustainable development should consider the human being as the center and foundation of any strategy, whose ultimate goal is to improve their quality of life and human development.

Issues such as health, housing, security, community development, inequality, marginalization, overcrowding, equity, are some of the some social causes that cause natural unsustainability can be analyzed through experiences and case studies. How that link theory with social practice is achieved is by promoting the action of men and women as citizens, mobilizing human and institutional resources through active participation, programming and implementation of regional, municipal, sectoral, municipal and / or community programs.

Human development can be understood as a process where the person becomes equilibrium with the surrounding environment, and it is this notion of equilibrium that is linked to sustainability; because the human being realizes the need to maintain it, especially when the effects of imbalance manifested in the occurrence of events that affect the integrity, security and quality of life of the people.

Undoubtedly, the prevalence of sustainable environments represents the resolution of health problems, food, water availability and satisfaction of priority needs for human beings, because the needs are not only considered weaknesses, but individual and collective potential. Given that the quality of life itself is a potential source of motivation for the actions of human beings.

### **3. From Economics: Public Policies for Sustainable Development.**

The central element of sustainable development for all economic and social system is how to harmonize the economic growth of a country, a region or a community with resources that make it possible, that is, to combine growth and development with the welfare of the population, conservation of natural resources, and environmental care. This leads us to re-think the role of government and public policy instruments to channel and help achieve economic progress, but with the hallmark of sustainability.

Public policies, while statements must be constructed, executed, monitored and evaluated by civil society and government, are making areas relevant to the decision of the future nations, states and municipalities. The cooperation of citizens through collective action strategies seems to be today, a clear formula to build the legitimacy and effectiveness of public policies.

Therefore, before the multiple evidences of environmental impairment, pollution, depletion of marine species and endangered species, global warming and gradual expansion of extreme poverty, among many other elements that affect sustainable development. The urgent time comes to reflex, analysis, discussion and evaluation of public policies generated with the aim of addressing this problem, which is considered as a fundamental part of the search for a solution to the urgent problem of sustainability and economic development in a more benign scenario, both for nature and for humans.

### **4. Socio-Governmental Management Address the Challenges of Sustainability.**

The socio-governance relate to the strategic and organized action of civil society specialist to join and working together with government institutions, in terms of network government, in order to generate effects of satisfaction, confidence and credibility of these institutions.

Using concepts such as "effectiveness" (replacing efficiency or effectiveness), "corruption" as corrosion, dysfunctionality, poor design, weak or useless institutions and "state", while complex rules govern the conduct of rulers and ruled society, add to the concept of "management" as a systemic action action-oriented and creative solutions to management problems at this round table will seek to reflect responsibly from the multidiscipline, with the idea of civic responsibility as a form of joined management (next to institutions) to optimize its functions and its effect in the field of sustainability.

Let the government institutions alone without constant accompaniment of expert citizens have been historically catastrophic; the expectation of a three-year or a six-year change; changes of political will; there are or there are not resources; or that the society is incorporated from political parties to the government no longer seem an appropriate option to improve the way towards sustainable development. Discussion of various forms of responsible citizen collaboration and its impact on the institutions to seek sustainability to look for suggested impact.

## **5. Technological Innovation for Sustainability.**

Throughout the history of mankind there has been presented technical innovations and changes that have caused a great impact on society, and have even allowed some cultures or nations to have an advantage over other culture or nations; then, it should be understood that innovation is a key aspect in the economic development of all countries and it is necessary to address social inequality, overcome problems of poverty and environmental care. Which includes innovation, technological innovation that exists includes scientific and technical activities where products or processes are created or significantly improve existing ones to satisfy a need of society.

In view of the obvious social environmental country crisis, as Mexico has based its economy on the exploitation of natural resources, it is now faced with the commitment to move towards sustainable development, which requires the support of a social knowledge in which the added value of innovation is added. So this round table will reflect the multidisciplinary groups of professionals of the activities of the academic and scientific community about the contributions that are being given to the scientific output of universities is strengthened and strategically set up for national projects that contribute to obtain a greater commitment achievement to collective welfare, inclusion, equity, environmental conservation and peace in the nation.

Receive a warm greeting of welcome and enjoy and get the most benefits from this event.

Ana Lilia Banda Castro

**OPERATIONS COORDINATOR**