

THRIVABILITY MATTERS

Newsletter and updates



Hello,

Happy February! We have a little bit of new content this month. We are introducing mini-articles (Thriver's Voice), which are small articles from one of our teams, to show you a new aspect of our local communities, and insights that you might find interesting.

Today's story highlights the importance of Sustainable Development Goal (SDG) 12: **Responsible Consumption and Production**. It's often difficult to really understand all the jargon revolving around technical writing like the SDGs, so this fictional story is here to show the human side so you can more easily experience what SDG12 really means.

Everything



As the sun rose over the rolling fields of the Johnson family farm, a gentle breeze carried the scent of freshly tilled earth.

Mark checks a bag of organic fertiliser. Stepping up behind him is his wife, Emily, saying, "This isn't working. We pay too much for organic fertilisers. We're bleeding capital. If we don't make profits, we'll lose everything, and that's not fair on the kids. Do something,"

Mark pauses before storming off to his office.

The next day, Emily comes out and sees people loading all their machinery onto trucks. "Mark, are you out of your mind? How the hell is selling everything going to make us money?"

In town, Mark pulls up the car and gets out, proceeding to put up flyers: "Sustainable farming! Tours starting for as little as \$20." Emily reads it. "This is insane. If you don't stop this, I'm leaving," she warns. He keeps putting up flyers.

The next morning, as Emily packed their belongings, she glanced outside to see a row of electric-powered machinery with a bunch of people looking at everything. Emily storms up to Mark, "What the hell is this?"

Mark looks around to make sure no one is looking and shows her his wallet, full of \$20 notes. She scoffs and smiles.

February Focus – SDG12 (Responsible Consumption and Production // Sustainable Business Models)

SDG12 underscores the importance of fostering **sustainable consumption and production**. A significant part of this is taking care of finite resources and implementing regenerative economies. Failing to reach SDG12 risks environmental degradation, resource scarcity, and exacerbation of climate change. It also perpetuates social injustice and economic instability, threatening the well-being of both people and the planet. Achieving sustainable consumption and production is urgent to mitigate these risks and ensure a sustainable future for all.



Sustainable consumption and production often lead back to people making and consuming their own foods. Many may not know how unique and different this can be, where people all around the world can grow their own vegetables and make amazing foods. One such example of someone doing this well is Jessica Halim from Indonesia.

Indonesian society is familiar with tempeh made from soybeans, usually sold in rectangular shapes wrapped in plastic or banana leaves. However, Jessica Halim, founder of [Demibumi.id](#), has transformed this traditional fermented food into aesthetically pleasing shapes such as flowers, animals, and even cakes. Her tempeh cakes are adorned with blue butterfly pea flowers, roses, and kenop flowers, making them not only delicious but also visually appealing.

She uses organic ingredients and explores different types of beans such as cashews, red beans, edamame, and green beans. She also experiments with different spices and herbs such as curry powder, paprika, oregano, basil, and rosemary to create unique flavours. Jessica even uses different types of leaves from her garden, such as banana leaves and turmeric leaves, to wrap the tempeh.

As a zero-waste advocate, Jessica has found ways to make the tempeh-making process faster and more eco-friendly. For example, instead of using plastic, she uses a damp towel to cover the container during the fermentation process. She also uses a liquid solution made from lactic acid bacteria fermentation to remove bacteria from the beans, reducing the need for excessive washing.

Jessica shares her knowledge and skills on social media and has been invited to give workshops on tempeh-making. She even sells tempeh-making kits without plastic packaging through [Demibumi.id](#). Her creativity and innovation have inspired many people to make their own tempeh at home and explore different flavours and shapes.

Have you ever considered making your own tempeh cakes?

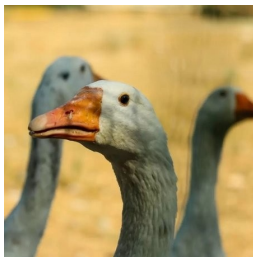
WHAT'S NEW?



Is it good for the Earth?

Veganism, rooted in ethics and health, seeks to minimise animal exploitation while promoting alternative solutions. From reducing greenhouse gas emissions to preserving ecosystems, the implications of veganism spark a critical question: is going vegan truly beneficial for the Earth's health and biodiversity, or are there hidden environmental costs to consider?

[Read More →](#)



Animal Welfare Laws Benefit All

Stricter animal welfare laws not only benefit animals but also have significant implications for human health and well-being. From mitigating public health risks and reducing environmental degradation to fostering empathy and social cohesion, the impact of animal welfare policies is far-reaching. How can we ensure effective enforcement and widespread adoption of animal welfare standards worldwide?

[Read More →](#)



A New Sustainable Financial System

Financial entities wield significant power to drive sustainability, evident in banks investing in sustainable portfolios and offering support to small businesses and vulnerable groups. However, challenges persist in making sustainable projects viable, and some doubt that we can ensure the viability of sustainable investments and a truly sustainable financial system.

[Read More →](#)

EXCITING UPCOMING EVENT

A promotional banner for a webinar. The background is split into a dark blue left side and a yellow-to-orange gradient right side. On the left, the word 'WEBINAR' is written in large, bold, green letters. Below it, 'SDG3 Good Health and Well-Being' is written in white. Underneath that, 'Register now!' is written in white. At the bottom left, there are three icons: a calendar icon with 'TUESDAY 19 MAR 2024', a clock icon with '6:00-7:30 PM AEST (UTC+10)', and a microphone icon with 'LIVE WEBINAR'. On the right side, there is a silhouette of a person in a yoga pose (Tree Pose) against the gradient background. In the bottom right corner, there is a bowl of fresh fruit (strawberries, blueberries, blackberries) and the 'THRIVE' logo, which consists of a green leaf icon and the word 'THRIVE' in white capital letters.

Traditional Profit is Destructive

This is one of the themes that was discussed in our January 2024 webinar hosted by The THRIVE Project which featured two distinguished speakers, Polina Efimova and Dr. Jayant Mahajan, who addressed crucial aspects of sustainable development.

Polina Efimova discussed "Responsible consumption and production in the built environment." She emphasised the necessity of balancing economic growth, social progress, and environmental conservation, particularly in the face of escalating consumption patterns. Efimova advocated for a transition to long-term perspectives, circular design strategies, and community engagement to mitigate resource strain and revitalise urban spaces. She highlighted the importance of natural solutions and informed decision-making in crafting sustainable infrastructure.

Dr. Jayant Mahajan's presentation, "Planet – People – Profit: Navigating the Interconnectedness of Sustainability," explored the interconnected dynamics of sustainability. Mahajan underscored the imperative for individual action and systemic change in addressing climate change and promoting sustainable transactions among communities. He challenged traditional profit paradigms, advocating for true cost accounting and the integration of environmental and social externalities into economic decision-making.

If you found the topics discussed in the webinar intriguing and inspiring, you should consider signing up for the next webinar focusing on Sustainable Development Goal 3 (SDG3). SDG3 aims to ensure healthy lives and promote well-being for all. The webinar will delve into issues related to SDG3 for promoting a healthier and more sustainable future.

Register today for our up and coming webinar:

Tuesday 19th March 2024
6:00PM AEST (UTC + 10:00)

SDG3: Good Health and Well-Being

[Register Today and Save the Date!](#)

WHAT'S NEXT?

Next month brings everything back home to our internal state of being. SDG3, or Sustainable Development Goal 3, which is to **ensure healthy lives and promote well-being for all at all ages**. Sustainability Metrics are used to measure progress toward these health goals while considering environmental impact. It's about achieving good health for all while safeguarding the planet's resources.

So, let's work together to make a positive impact on our environment and future generations. Thank you for being a part of the Thrive community and for your continued support in our mission to create a more sustainable world.

YOUR FEEDBACK MATTERS

We are committed to providing you with the best possible experience. We understand that our success depends on your satisfaction, which is why we are always looking for ways to improve our services. We would greatly appreciate your feedback on your recent experience with us.

If you have any comments or suggestions, please don't hesitate to share them with us by hitting the "reply" button below. Your feedback will help us to better understand your needs and expectations, and to continue providing you with the highest level of service.

Until then, keep on thriving.

THRIVE Project is an independent research and advocacy group providing the latest information from the natural and social sciences on the means to achieve a sustainable society and thrivable future.

THRIVE aims to exhibit the most effective pathways to a sustainable planet. We want to instil the concept of 'thrivability' (beyond sustainability) in human communities. We arm individuals and organisations with the knowledge they need to make sustainable changes in the pursuit of prosperity for all. THRIVE uses a contrasting background to draw attention to this content.

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