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# Sustainable Development P

## Sustainable Development

The most frequently used definition of Sustainable Development is taken from the 1987 Brundtland Report:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:

that of needs, in particular the essential needs of the world's poor, to which overriding priority should be given;  
and

the idea of limitations imposed by the state of technology and social organisation on the environment's ability to meet present and future needs."

RockTron recognises that in order to understand sustainable development you must view the world as a series of mutually dependent systems in space, time and quality of life. Decisions of past generations made 50 or more years ago about how to manufacture, farm and treat waste disposal are still affecting us today. Equally, the decisions and economic policies being made today will have a long-lasting impact on future generations.

RockTron understands that quality of life can also be seen a system in itself. Physical health in isolation is not enough. Economic wellbeing and good education are vital to a good quality of life too. Equally, freedom of expression and job security also add to the positive balance. Yet all the above can be negated by a polluted environment.

RockTron supports the concept of sustainable development and is building it into the blueprint of all corporate planning. Consideration should be given to the interconnections of ecological, social and economic impacts caused by all commercial and infrastructural activities and their long-term effect.

In 1987 the World Commission on Environment and Development recommended several critical actions needed to ensure a sustainable good quality of life for all the world's population:

## Change the quality of growth

Conserve and enhance the resource base

Reorient technology and manage risk

Include & combine environment & economic considerations in decision-making

RockTron offers commercially viable solutions in all these key areas and have taken these recommendations to heart and built them into our business model.

We produce differently

We produce our minerals in a totally different way. Our unique patented process is not only eco-friendly and eco-efficient, but actually leaves the environment in a better condition than before we began. All the products we produce are inert and harmless to the environment. We have no need for waste disposal, as our process produces no waste streams.

We consume differently

We do not mine or extract naturally occurring minerals, instead we take the waste (PFA) from coal-fired power stations as our raw material and typically recycle 100% of it, emptying landfill and recycling ash stockpiles at the same time. Our consumption of this waste stockpile facilitates environmental remediation .

We invite collaboration

We are organised in a very different and efficient way. We are open and receptive to any and all new ideas that may help improve our sustainable offering in an environmentally compatible way. We welcome innovators and entrepreneurs looking for support to deliver more sustainable paths. We invite wider input and feedback to enhance our understanding, governance, planning and implementation of our sustainable development policy.

For more information, [click here](#) .