

4. Marxism and Sustainable Development

It is the concern of people throughout the Marxist philosophy has always been the theoretical purpose. According to Engels's view, Marxist philosophy is the "actual people and its historical development" philosophy. Enterprise is a corporate social contract relationships. there is a complex contract among stakeholders and fulfilling stakeholders contractual obligations is the social responsibility of enterprises. " Enterprise management and customer relationship with the social contract (or contract) reflects that 'seller must be concerned about the buyer's attitude," losing the trust of the public and investors is harmful, and maintaining and strengthening public confidence in the enterprise is a way of ethical conduct, that is to say, the behaviour of investment and enterprise customers concerned about the issue, i.e. respect for human rights, people-oriented corporate social responsibility is the core idea. The Marxist philosophy on the basis of practice understands relationship between man and nature, between people. The realization of Marxist philosophy of "practice" has its own specific understanding. The Marxist philosophy of the relationship between people and the world is the ideal of building communism. Marx and Engels's scientific world outlook reveals the pattern of development of human society, and use of this specific analysis of the capitalist world shows the reality of social relations Therefore, mankind can approaching the goal of sustainable development as well as of communism.

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Analysis on the “5S” Consumption Principle which is Harmonious with the Nature Forces

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The earliest definition of “the natural forces” was given by Say who considered the nature forces as “given by the nature, non-artificially, but can coordinate with the labor, capital in the process of production, such as soil, mineral resource, forest, water, wind, sunlight, organism, inorganic substance, earth's attraction, magnetic force and so on.”¹ However, it is Karl Marx who established the indispensable status of natural forces in economy scientifically. He pointed out that “human beings always depend upon the natural forces in the process of production. Therefore, the labor factor is not the sole origin in producing use value (material wealth), just as William Petty said “Nature is the mother of wealth and the father of labor.”² Obviously, the labor factor must coordinate with natural forces in order to create use value, natural forces play an influential role in the process of creating wealth by the human beings. Based on the studies of the predecessors, we believed that the natural forces are the sum of each kind of action and original power initiated by the natural resource itself and exerted on the living environment of the human beings. The “natural resource” here is generalized, including resources, environment and ecology overall. It is the carrier of “the natural forces”, just like the use value of the commodity is material undertaker of the value. But the core of the natural forces lies in “the forces”, namely natural material action of resources, environment, ecology and so on, such as fertility of soil, thrust force of wind, irrigation action of rain water, supporting capacity to

1. Say : " Introduction of Political Economy " Commercial Press in 1964 version, page73.

2. Karl Marx: "Das Kapital" the first volume, People's Publishing Agency, in 2004, page56.

ships of rivers, streams, lakes and seas, energy produced by photosynthesis of sunlight and so on. The “forces” initiated by the nature material and exerted on the living circumstance includes the driving forces as energy and original power. In this article, we call it “original power” briefly. The quantity and the quality of natural forces depend on its carrier —the condition of the quantity and the quality of the natural resource, and are also decided by the disturbance degree of humanity. The improper disturbance of the humanity is always the main cause for the reduction of its quantity and the recession of its quality. This kind of improper disturbance may result in off balance of the natural forces, thus is a kind of destruction to the natural forces materially. In our opinion, the harmonious of natural forces is to maintain its intrinsic structure and the function in relative stabilization condition and can restore to the initial level through the self-adjustment even under the external disturbance. Nowadays, as a result of excessive mining and the use, the natural forces are seriously not in harmony, taking on the phenomenon that the positive effects become less and less and even face the depletion totally, negative effects relieved day by day, having a seriously negative effect on the sustainable consumption. Therefore, we should set up the ecology civilized view, establish the new consumption way which is harmonious with the natural forces and follows the feasible “5S” the principle.

I.Saving consumption principle

Saving consumption, namely advocates being industrious and thrifty in consumption, it contains reduction in the use of the resources in circle-economy model, and it is the reflection of the principle essence of minimalism (the lest is more).Saving consumption principle pursues nature, elegant, comfortable, leisurely, individuality, brief but not simple

consumption. This kind of consumption idea is both in fashion and consistent with the sustainable development concept. The American scientists, environmentalist Leicester Brown once said “perhaps the voluntary brief life can better adjust the relationship of individual, society, economy and environment compared to any other ethics, it may alleviate estrangement between different people, reduce the international friction aroused by the competition for the scarce resources”¹. Compared with the consumption pattern which is luxurious, magnificent and wasteful, this one focuses on improving the practical life quality, opposes the magnificent packing and the excessive beautification, advocates economical, practical, brief, self-control and high personal-status consumption. What’s the reason for advocating the saving consumption? In order to answer that question, we may date back to the classical economic, because it is really an important question that attracted the classical economists most that “what is main power that decides the improvement of the living standards and increase of the wealth.” According to the point of views of Smith, Ricardo and Malthus, the quantity and the level of abundance of the land restricts and decides the enhancement of the living standard and the prospect of the economic development, therefore, the natural forces, especially the land, is the decisive factor for the growth of the national wealth. This clue has penetrated the entire classical political economy. Marx did not only inherit and develop the labor value theory of classical economy, but also held the approval manner to the elaboration of the function of the nature forces, for example Marx pointed out in the first volume of *Das Kapital*: “human beings always depend upon the natural forces in the process of production. Therefore, the labor factor is not the sole origin in producing use value (material wealth), just as William petty said Nature is the mother of wealth and the father of labor.”² Marx's famous judgment, made a clear distinguish between the human being's nature power and the natural forces,

1. Leicester Brown: "Establishes a Sustained Development Society" the technical literature publishing house, in 1984, page 283 – 284.

2. Karl Marx: "Das Kapital" the first volume, People's Publishing Agency, in 2004, page56.

namely human being's natural power creates the commodity value, however, the natural forces assists to create the commodity use value, say, creates wealth. Although the off-harmonious of the current natural forces system is not the result of the people subjective behavior, it is actually the sideline product of improper economic activities of people's. It is well known that after "World War II", the Western country believes in the theory of "the expense advantageously, thrifty harmful", adopted Keynes consumption stimulation policy which poured the purchasing power into the distribution realm unceasingly, formed "high wages, high consumption" phenomenon. However, the high consumption in western countries in fact surpasses the normative need; it is actually a kind of waste type and overdraws the resources. Although it has resulted in short-term business prosperity, serious off-harmonious of nature sources has occurred. Therefore, the scientific consumption style requests us to reduce the resources consumption, and confines the scope, the way and the degree of the use of nature power in the natural supporting capacity, avoids the unbalance of the ecology .

Advocating the saving consumption doesn't mean that we don't need to enhance the consumption level and optimized consumption pattern, just to the opposite, it opposes to reduce the quality of life deliberately, live simply and frugally, just like some extreme environmentalist or some people believe in the traditional abstinent view. Moreover, this pattern of consumption requests for increasing the total quantity of the effectiveness, improving the quality of life and maintaining the economical the positive cycle. However, saving consumption emphasis on increasing the external economy expense of the environment resources and reducing the external non-economy expense; increasing the consumption which will enhances the spiritual level, reducing the vulgarized wasteful type, such as the material consumption driven motivated by the rich competitive.

II. Sustained consumption principal

The natural forces possess great vigor that can not be suppressed; it has both the tender and fierce side towards human beings. For example, the wind "the force" can help the plant to pass on the pollination, to keep the boat afloat in the river, to lead the turbine wheeling to generate electricity; When natural forces play certain negative functions on humanity, we called it "natural disaster", for example, the earthquake, the volcanic eruption, the tsunami, the flood, the meteorite crashes and so on.. Especially, when these natural disasters are caused by human being's reckless exploitation of the environment resources and destruction of the ecosystem intrinsic mechanism by the humanity, it has been considered as the revenge of the nature, say, the breeze transforms into the storm, the hurricane, the tornado, the sand storm, bringing no gospel but great disaster to the humanity .That is, the natural

forces have the positive function also the ruinous forces. The first person who proposed the title of revenge action of natural forces is Engels who said in his work < Natural Diagnostic method>," we should not be infatuated in the victory over nature for in every such victory, the nature has retaliated us. Mesopotamia, Greece, Asia minor as well as other regional residents, to obtain the farming, have destroyed the forest, but they will never considered that these places have become into the barren land today, the mountain spring has dried up in one year in majority, simultaneously , a fiercer flood will fall in torrents on the plain in the rainy season."¹ By the influence of high salary, the labor cost in repairing and recycling of commodities industry in western developed country is very high, thus has formed "uses up and throw" the one-time consumption way. This way has leded to the massive wastes of the resources and environmental pollution emitted by the rejected massive wastes, what is more anxious, more and more developing country, including China, have gotten involved in such tendency gradually, thus has formed huge waste of the global resources and the degeneration of environment automatic depuration ability seriously, the negative effects of the nature forces drop day by day, but the negative effect actually gradually strengthens. Therefore, it is a rational choice to develop the good and discard the bad pattern, that is, get rid of the consumption way which contradicts the harmony with the natural forces, and implement the durability consumption.

III. Sharing consumption principal

The natural resource carries natural forces, corresponds with the man-made capital, there are certain extent of substitution between the two, but the commonest relationship between the two is supplementary, similar with the ships and the waters. With the quantity

1. " Complete Works of Marx and Engels" [M] the 4th volume, People's Publishing Agency in 1975 version,page381, 383

reduction of the natural resource along with the continuous prosperity of world economics, the natural forces turn from the abundant essential factor into the restrictive essential factor, causing the unbalance proportion of the natural forces and the man-made capital. In order to change this pattern, we should enlarge investment to the natural forces maintenance, restoration and reproducibility, in that way; we may maintain the total stock of the nature forces. However, in the certain circumstance of the due wealth, increasing the total quantity of investment means the decline of the total consumption quantity the deflation and the drop of the quality of life; obviously, sacrificing the quality of life to obtain the harmony of the natural forces isn't feasible. Because maintaining the harmonious of natural forces doesn't mean to lock the present generation in poverty. However, this contradictory can be solved partly, that is to change the existing consumption idea: at the premise of maintaining the comfortableness and the convenient of present life, advocate sharing consumption in order to save the nonessential and overlapping investment to the consumable, maintaining the harmony of the natural forces.

So-called sharing consumption refers to consume those commodities which are possible to use in common and share with the multi-people in order to reduce the use of resources, easy the environment load. It is well known that private goods have the exclusive characteristic. In the certain condition of the total resource quantity, enjoying the goods individually will lead to few profiting population and high cost. But the public goods provided by the government do not have the exclusiveness, and has the advantage such as low cost of the environmental resources, the multi-people share, such as national defense, path, and television signal and so on. Extensively speaking, public transportation, the public sports facilities and the movie theater and so on, are all similar with the public goods, we call it "the quasi public goods". Compared with the merit personal goods, the public goods have the function of "a girl marries many", producing the benefit of sharing by different members of different social classes, low cost of the environmental resources, superiority of the exterior effect of the consumption, may partly substitute for the private goods. For example, the public transport is the substitution for the private car; the underground berth is the substitution for the garage, the public sports facilities are the substitution for the private gyms and swimming pool, centre heat supply is the substitution for the independent air-condition and so on. In addition, the sharing consumption also includes selling the useless goods at a low price or giving them to other people as a gift, in this way, we can realize the sharing of resource and goods.

IV. Safe consumption principal

Some natural forces have the basic life support function, for example, the ecosystem,

provides the humanity with the gain, the water, the fresh air and the suitable temperature, those are all impossible for the man-made capital to substitute. This kind of ecosystem probably can withstand for slight destruction for a long time, but, the ecology intrinsic restore elasticity will lose, the collapse will be unavoidable. There are also some unique natural forces, for example, biodiversity, ozone layer and climate, once they've been destroyed, they will be no longer reversible. Presently, these natural forces haven't been collapsed completely, but the situation is not optimistic, there are many serious problems such as the greenhouse effect, the massive exterminate of species and so on. This kind of natural forces destruction is mainly caused by the excessive emissions of the virulent deleterious substance from humanity. Therefore, we should stand at the existing cognition level; limit the emissions of the virulent deleterious substance.

Harmless (Safe) consumption principle refers to consume those goods that do not have a negative influence on the nature forces, namely do not consume those goods that will emit virulent harmful substance goods to the nature. The harmless consumption has manifested the view of the sustainable consumption, namely "provide the service as well as the related product to satisfy the humanity's primary need, improves the quality of life, simultaneously, control the usage of the natural resource and the virulent material in the least amount, make the waste and the pollution generated in the service or in the product life cycle to the least, thus make sure that we do not put the demand of our descendant in danger"¹, simultaneously, it is also coordinate with the green economic theory, such as the use of green electric power, the energy efficiency marked product, the energy conservation and saving water authentication product, the environment symbol product and green organic symbol food, are not only good for health, but also have the advantageous to guide the development of the production structure with the environmental protection. Therefore, we

1. UNEP, 1994, Element of polices for sustainable consumption ,. Nairobi, Symposium: Sustainable production and Consumption pattern, Os2lo, Norway.

should consummate the related environmental protection laws and regulations; take legal regulations to the main body, the procedure, the request of the disposed goods, in order to make sure that environmental friendly goods will come into the markets, in that way, we can realize the saving and environmental friendly consumption pattern.

V. Sympathetic consumption principal

Sympathetic consumption principal refers to the consumption idea of “harmony in human and nature”. From the angle of the naturalism ethical ecology's, the human beings are a part of nature, we are not the control of the natural, and also we are not the conqueror of the nature. Every life is the equal in the nature, there are no distinctions between high and low, and we should give respect, care and love to all the life besides human beings. Therefore, we should regard all life in the natural as the companion of human beings, and show love and concern to them, we should change the opinion that we dominate above the nature and alternate the former consumption style. We should take some action such as do not eat the inedible rare and precious wild animals and do not dress their fur; do not devastate the flowers and the trees; do not wear the precious metal as accessories which may cause serious pollution in the mining process; do not blindly expand the inhabitant space in order to avoid destroy the living space of the wild animals and so on. That is substantive change of one's consumption value. Human beings should take actions to comply with the rules of nature, make promote compensation for the destruction of the nature; simultaneously provide the space for the nature lives to develop.

The human beings fuse with the nature mutually, which means if we are friendly with nature, actually we are friendly with ourselves, we treat nature well equals to treat ourselves well, we trample the nature recourse recklessly means that we are trampling the future of

ourselves. Therefore, regard the nature as our companion, establish harmonious and co-prosperity consumption style will benefit us a lot. There is great warm that submitted by the Roman Club "Growth Limit" in which reported that we could not greedily plunder the nature resources without care, because "the humanity already was in above 20% of the earth limit"¹"we have inherited the earth of father's generation's Earth, but also borrowed the descendant's". If we do not restrict our consumption style with the concern for nature, to buy something necessary will be hard sooner or later.

In summary, saving, sharing, sustained, safe and sympathetic consumption — "5S" principle is unified and feasible concept. And, saving, sharing and sustained consumption manifests the reduction in quantity in use of resources; but safe and sympathetic consumption shows the care and love to the natural environment. In the process of implementing those principles, it will be helpful to make the positive effect of the resource forces overflowed, and form the positive cycle of "the enhancement of the utility —the protection of the environment—the harmony of the natural forces" Therefore, the government should make full use of the soft mechanisms such as education and propagate the new consumption style besides using the rigid methods like policy, laws and regulations and so on to guide and adjust people's consume behavior, cultivate the ecology civilization, positive and upward consumption ideas which are harmonious with the nature forces solidly in people's brains, thus, the "5S" consumption principle will become the subconscious of the people which leads to behavior voluntarily.

1. Meadows: "Growth Limit", mechanical industry publishing house, in 2006, page 52.