



EUROPEAN UNION



# Environment Service Sector

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*Climate Perspectives*

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## **Civil Society Coalition for Climate Change (CSCCC)**

.CSCCC provides a networking platform for civil society organizations, climate experts, academia, researchers, media, private sector and concerned citizens to exchange ideas and build synergies while preserving and strengthening the autonomy and independence of its members. The coalition approach was adopted to enhance civil society capacity for effective engagement with policy makers to support mitigation and adaptation actions that build resilience and reduce vulnerability at all levels by integrating adaptation into relevant socio-economic and environmental policies for sustainable development. The concept of the coalition is in line with the Lima-Paris Action Agenda (LPAA) and Paris Agreement on Climate Change which recognizes civil society as a key player in framing climate policies to strengthen climate governance. The strategic focus of the coalition also covers Agenda 2030 for Sustainable Development particularly SDG13 (Climate Action). CSCCC works with “A Whole of Government Approach” and follows the guidelines of “Open Government Partnership (OGP)” to achieve its objectives.

The Civil Society Civil Society Coalition for Climate Change (CSCCC) is a licensed Coalition (registered under Section 42 of the Companies Ordinance, 1984) dedicated to highlighting the subject of climate change in Pakistan and influencing policymaking at the regional, national and subnational levels through research, knowledge-sharing, and advocacy.

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This publication is a part of CSCCC's 'Climate Perspectives' series- a collection of narratives by thought leaders on climate change, which explores emerging and historical issues relating to the changing climate, its impacts and implications across a broad range of sectors in Pakistan. The Climate Perspectives series is an initiative that aims to encourage knowledge sharing and promote informed discourse on climate change. The views and analysis contained in the publication are those of the authors and do not necessarily represent the views of CSCCC.

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## Introduction

The Earth is a living planet and the source of all known life. Arguably, there is no task more urgent and more sacred than to care and preserve this crucible and home of life. We are also witness to the ravages done to the planet by humans who alone have the capacity to reverse the damage which has been caused by unbridled consumerism spurred by avarice and unrelenting manufacturing on the wheels of industrialization and expanding technological capacities. Today, human activity in the production and manufacturing sector employs capacities far exceeding global needs. The Service sector which is also as old as human economic activity provides efficient distribution of goods and enhances quality of living conditions. But today this sector is increasingly locked into the productive sector to accelerate and expand their mutual capacities. Instead of balanced and justifiable growth, the two sectors often create superfluous needs for each other's profit. Human energies ought to be channelled in an arena which provides useful employment for enhancing the quality of life in rhythm with nature and without expanding productive activity and placing stress on the natural environment and global resources.

Addressing the Sixty Second Session of the United Nations General Assembly in September 2007, I had briefly articulated the above idea as follows:

“Environment is a responsibility and an opportunity. The responsibility is to heal the

Earth that is scarred and degraded. The challenge goes far beyond Kyoto. Collectively,

we need to restrain our avaricious and extravagant living. Opportunity lies in developing the environment as an employment sector to absorb a part of the world human resources in meaningful activity. We must realize that with technological advances it would no longer be feasible to rationally utilize the entire global work force in production, manufacturing and service sector.”

## Background

The growth of the production and services sectors go back to antiquity. The fact is that every modern day activity has seeds in the earliest forms of human activity at the individual or the collective level. The identification of two distinct sectors is relatively recent and more of a convenient methodology to scientifically analyse and study, and accordingly to devise effective policies for a desirable promotion of human activity. This activity is vast and exponentially expanding and increasing in complexity. For example, even the earliest communities had strong arm individuals who played a more assertive role in the defense of the community from outside attacks. Over millennia, this shaped into professional armies and now the defense sector from military industrial complex to armed forces with a spectrum of specialized jobs. The same is true about production sector which is vast, including manufacturing to agriculture with multiplicity of sub-sectors.

Generally speaking, the production and manufacturing sectors are consumption oriented supplying a wide range of goods to



cater for human needs. On the other hand, the services sector relates to management and quality of life. Human resources were largely deployed in the productive and manufacturing sector until the end of the Nineteenth Century when the services sector began to expand. Today the global employment ratio is almost even between the two sectors. As societies develop technologically, the share of employment in the productive and manufacturing sector shrinks compared to the services sector. In the United States almost 80 percent of the work force falls in the services sector while the world average for 2010 has been 47.5 percent.

Economists and data analysts also use different nomenclature for the distribution of work force. One is division between primary, secondary and tertiary sectors. The primary sector relates to production of raw materials such as agriculture and mining while the secondary sector relates to manufacturing. The tertiary sector includes services instead of end products. These services may involve transport, distribution and sale of goods or entertainment or restaurants or education or waste disposal, or banking and insurance and a variety of businesses. Some theorists add a quarternary sector for information services and a quinary sector for humanitarian services. This division is based on a theory of progression from agriculture and mining to manufacturing of goods and finally towards a more service-based structures. In practical terms, the classification is only designed to facilitate analysis and thereby help articulation of informed policies in the socio-economic field in particular for regulatory measures. There are classification

systems for businesses such as the United Nations' International Standard Industrial Classification or the United States Industrial Classification code system or the Statistical Classification of Economic Activities in the European Community.

### **Why Have an Environment Services Sector**

With technological development, human capacity for manufacturing and productivity in the industrial and the agriculture sectors increased exponentially. Consequently, fewer and fewer people were producing increasingly large quantities of goods which gave rise to the phenomena of consumerism, waste, environmental degradation, pollution, population expansion and for the first time, stress on the Earth's resources. Paradoxically it also generated unemployment. Even if the population increase stabilizes somewhere around a 10 billion mark, the consumption pattern of excess is not sustainable. To arrest the trend, a global effort will have to be launched for population control, judicious use of resources, preservation and protection of environment, new eco-friendly technologies and changes in consumption patterns which must be contingent on the reform of the productive and manufacturing sector. There will be need to employ human resources gainfully without putting stress on the natural environment, and limiting especially those productive activities both in the agricultural and industrial arenas which cause stress to the environment. Policies need to be devised to promote a new sector along the lines of the service sector, aimed at improving, protecting



and preserving the environment and thereby quality of life.

There is nothing sacrosanct inhibiting further sub-division of the service sector; this is largely a question of convenient and purposeful analytical preference. We should readily accept that such a revision is desirable for developing a new emphasis in the interest of addressing more effectively new local and global challenges. In its scope, introduction of a new environment services sector encompasses a much larger purpose than promotion and creation of "Green Industries" and "Green Jobs." According to the ILO at least 60 million jobs can be created if the world community makes a determined effort to reverse the causes and effects of climate change and massive losses of biodiversity. According to a report issued by IRENA in May 2017, renewable energy alone employed 8.1 million people. UNEP and ILO joined hands in 2013 to establish an interagency mechanism called Partnership for Action on Green Economy whose other members include UNIDO, UNITAR and UNDP to promote environmentally friendly goods and services. Information and data about these UN related efforts was shared by Shafqat Kakakhel, former Deputy Executive Director of UNEP. The concept of an environment services sector should embrace all such initiatives and aim at recognition and promotion of an entire range of human activity dedicated to the preservation of the health of the Planet and environment-friendly living.

The question arises: why a new categorization or nomenclature, what purpose will it serve? A new categorization will help to bring into

sharper relief all those services and activities that are relevant to the contemporary challenge and imperative of attending to the Planet's environment which is being adversely impacted by human beings themselves. It will heighten consciousness at the global, regional and country levels as well as in socio-economic and political dimensions of the need to prioritize policies to help the environment and to address issues of climate change. It may sound like the same wine in a new bottle with a new label. But why not opt for it if the new label makes it distinctive and more salable.

Contemporary technologies enable a relatively small work force engaged in productive activity to adequately meet human needs and thus allow an increasingly large number of the human population to become available for services which must essentially be designed to improve quality of life. Improvement of the environment is one vast sector that fits the bill. However, introduction of a new categorization alone will not serve the intended purpose. To make this essential sector attractive to employment, will require incentives as part of policy. Gainful employment is a psychological human need. The incentives must, therefore, be both tangible in quantifiable terms such as financial benefit and intangible in unquantifiable terms such as prestige.

For example, take services such as banking or administration or diplomacy or defense or education or health. All these avenues of employment offer adequate opportunities for self-advancement and assurance of income security. At the same time the society invests these services with certain respectability. They



are generally regarded as preferred choices for a professional career. On the other hand, take services such as cleaners or garbage collectors which in the developed world may guarantee enough remuneration, but generally enjoy little prestige. In fact in some societies, these activities, even though essential, are associated with low caste and low strata of the society. These are a small part of eco-friendly services which fortunately cover a wide spectrum that, in most cases, does not suffer from such stigma.

Naturally, the new sector will not gain currency right away. It will take time to develop and to get recognition and to become formalized as part of the policy and analysis methodology. Over a period of time, it can also assume importance and invest prestige in careers and professions associated with the sector. At that point services linked to the sector will become established and receive attention to attract talent and resource in the same way as some of the established services do at present.

Another question is how this idea can be promoted and if it is possible to delineate practical steps. There is no silver bullet to realize the objectives. The pitch will have to be made in multiple directions and at the academic, political, economic, media, social and planning levels. Civil society can play a key role as it has been doing for creating awareness about climate change and environmental degradation. Given that this essay per se is circumspect in its scope and further limited in claim for expertise, three areas are outlined for an approach to develop environment services

as a separate sector. These are: designation, organization and facilitation.

### Designation

A whole range of activities and industries need to be designated as belonging to the environmental sector. These may inter alia include those linked to preventing environmental degradation and preservation and improvement of the environment as well as those linked to addressing climate change. The whole set of industries from water treatment plants to water management, waste management to renewable energy to eco-friendly agriculture and livestock related practices, forestation to rehabilitation of soil to cleaning of neighbourhoods, villages, urban areas to water courses, recyclable industries, to subsoil water and oceans to protection of glaciers and mountains will fall within the purview of environmental service sector. A more challenging aspect will be food and allied (packaging) industries by distinguishing what is eco-friendly and what harms planet Earth.

Who should make the determination? The initiative will have to be taken at governmental level and the United Nations in particular UNEP and the Climate Change related international organizations as well as the associated civil society and NGOs. Together, they can play a lead role. However, at the end of the day, the designation will have to be adopted at the official planning level in order to dovetail it with efforts to organize the sector with appropriate facilitation.

Once the process gets traction, procedures will be required at the governmental level for





industries and activities seeking identification and designation. There will have to be checks to prevent abuse and some oversight to ensure that the designated entities function according to set standards.

### **Organization**

Organization will demand administrative adjustments and measures, education and awareness including media campaigns and government-civil society partnership.

Administrative adjustments and measures will start with the structure and procedures needed for designation purposes and facilitation which will be discussed in the next sub-heading. A larger effort will be required in reforming some of the productive sector activities such as agriculture, livestock, food processing etc. to make them eco-friendly as well as waste disposal, water treatment and management services. New cadres may need to be built along the lines of those working for Food and Drug Administration (FDA) in the United States for setting standards and oversight. Planning and analysis and statistics departments and institutions will require adjustment and the necessary reorientation at country, regional and global levels. In most developing countries an urgent challenge lies in the area of water treatment and water management sectors. Waste management leaves much to be desired. It is unorganized and in many aspects non-existent. On top there is stigma attached to those working in this most basic service area. How to deal with these challenges will be sui generis in each case depending on the situation.

Education, awareness and media campaigns provide part of the answer which would include government and civil society promotional activity. The effort will have to start from the school level and may end up with specialization designed to cater for the needs of environmental protection and climate change. School curricula may put emphasis on the necessity and value of protecting environment, consciousness about climate change, obligations as global citizens and the value of services that carry out these responsibilities and a sense for distinguishing between the beneficial and the harmful human activities. Similarly, awareness and media campaigns are a broad canvass. The effort will be needed at both government and non-governmental levels.

At the international level, the United Nations and UNEP have a pivotal role. To start with the United Nations should have a specialized department with an advisory role and serve as a secretariat for a global effort to promote environment services sector. Down the road, a consideration may be in the fitness of things to set goals such as the MDGs for attaining them within specified timelines. Dissemination and promotion of best practices is another important focus. A whole range of useful ideas will generate once there is recognition for the designation of environment service sector in the interest of better life and the health of the planet.

### **Facilitation**

Facilitation is the aggregate of incentives that would give the environment service sector a profile, help its promotion in multiple dimensions and enhance respectability. Top of



the list ought to be the official level financial incentives and patronage for industries and activities linked to the environment service sector. These could include tax breaks, subsidies, tariff reductions and any other appropriate privileges and career advancement patterns especially for those who choose to stay for long term service affiliated with the sector. Incentives could include promotion of model villages or neighbourhoods and adoption of villages or projects or parks by the private sector.

Employment opportunities can be generated in a whole range of environment friendly activities. For example, afforestation projects can be labour intensive. The same will apply to eco-friendly agriculture to be organized at local levels for advice and practical demonstration. Water management and water treatment as well as cleaning of water courses can gainfully absorb a vast number of available work force with moderate requirement of training. Renewable energy and waste management are other promising fields. In addition, there are a whole range of activities required to addressing pollution and climate change related problems. The adjustment, monitoring and advisory requirements can give rise to new set of services. Nonetheless, initiative must come from governments and along with government owned projects incentive must also be provided for engaging the private sector.

Enhancing respectability and raising the profile of the sector will not pose a difficulty in many of the affiliated services. However, if regulated and accorded recognition and value in the normal course, the sector will gain in profile.

Take any service not related to productive or environment related activity, say security services or banking. With the exception of the teaching and medicine professions, there is nothing innate in them to warrant dignity and respect they enjoy almost across the board in societies. Tradition has accorded them this status. So special effort will be needed in societies where picking garbage and dealing with dirt is viewed as menial chores, to change attitudes. To address this problem, there is no approach that will be suitable for all situations. The solutions will have to be local to address local conditions. Yet enabling technologies and the industrial scale on which waste management or other traditionally low jobs are being handled, blunts the edge of traditional stigma.



### Conclusion

The proposal for the categorization and development of an environment services sector is designed to help the planet and thereby help all life including the quality of human life. The phenomenal human activity is compartmentalized and parsed, not because it is not integrated and organically composite, but for ease of analysis to understand it better and to better plan it for the future. Also, human beings by and large desire to be employed usefully which has much to do with material rewards and notions of self-esteem and purposeful pursuits. All beneficial human activity must be able to satisfy this primal urge and aspiration. The environment service sector will also have to be developed on this premise and enabled to offer commensurate opportunities.