

ON-LINE ECOLOGY

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Abstract

In condition of ecological crisis, the ecology is more and more important. Also nowadays the internet is a great source of informations who give us a lot of oportunities. In this condition I think that ecology development can be done by internet .In this paper we will analize how much is developed the e-ecology(on-line ecology),and further we will propose some solutions.

On-line ecological schools,on-line games,forums can be a solution for developing the ecological culture.Ecological culture is very important for the future of ecology. I think will be fine to give a better iportance to this concept. It is a very good relationship between ecology and internet.This relationship must to be cultivated and we must to find another oportunities to can develop the ecology . The culture is very important for a sustainabele development. When we will awarenes this the Earth will have a future and so our children and grandchildren. Our children are in a very good relationship with this virtual World. With internet help we will find some good solution,I think,for what ecology means for this World we live.I have the faith that we will find some good solution for ecology by virtual world.

In this paper we will make a radiography at what ecology means in this time on the internet and we will try to imagine where ecology will be in the future.

The internet plays a very important role in our lifes and I think this role will be more importantt in our childrens lifes. Olso,the ecology.

Keywords: ecology,on-line,e-shops,cultural,social,economical

1. INTRODUCTION

Ecology exist from ancient times but only recently we brought it into discussion .

We didn't give some importantion to ecology,until we felt the results of ignorate her. Now more than ever needs to take action and to save what we can from this Earth.

Throughout time man has ignored what was most important, the environment,and today the nature revenge on mankind.

The deloping of ecology concept help both mankind and nature.

Ecology can be developed through several methods.

One of them is the internet.

This offer us a lot of great oportunities for developing any concept,also the ecology.

In this paper we will try to find some methods who can help us to develop the ecology concept[1].

2. MATERIALS AND METHODS

For this research,I create an on-line shop with organic products named www.ecoboutique.ro.

I studied also a lot of on-line matherials about ecology.

Also, I studied romanian legislation about e-commerce.

Also ,we participate to a lot of national and international conferences.

3. RESULTS AND DISCUSSIONS

Ecology,part of sustainabele development.

In conception of the Global Comission for Environment and Development, sustainable development means from the material point of view maintaining possibilities and standards of living for future generations, especially of renewable natural resources at least at the level of the existing ones for the curent generation as well as straightening the environmental factors affected by pollution.Here are also, some definitions of sustainable development:-

Thomas Jefferson (1789): "consequently ,I can say that the Earth belongs to each generation during its existence, which is fully and intirely its one;no generation can make debts bigger than those that can be paid during its existence".

- Robert Gilman (chairman of Context Institute): "sustainability concerns the ability of a society, ecosystem, or any such existing system to work continuously in the future indefinitely, without reaching the exhaustion of key resources"

-Beth E. Lachman (Critical Technologies Institute): "Linking Sustainable Community Activities to Pollution Prevention: A Sourcebook, April 1997): "A lot of people consider it is better for such problems to be treated trough more cooperative and holistic methods , because such problems are confusing, multidisciplinary,multiorganisational, with multiple stakes and multisectorial in their nature".[6]

- William D. Ruckelshaus (Toward a Sustainable World," Scientific American", September 1989): "Sustainability is an emergency tought witch economic development and progress must take place and maintain itself in time,within the limits established by ecology,in the broadest sense-trough the interdepending of human beings and their jobs,of the biosphere and laws of phisics and chemistry which govern it..... This isIt follows that environmental protection and development economic, indeed, antagonistic processes.[7]

- Muscoe Martin ("A Sustainable Community Profile", 1995): "The term sustainable has roots in the latin language, meaning „to retain” a”support from below." A community must be supported from below by its present and future inhabitants. Some things,by specific combination of their physical cultural and maybe spiritual characteristics inspire people to takecare of their community.These are the places in which sustainability has the biggest chances of existence (maintenance). "

An sustainable effort of the community resides in adopting some integrated systems on long term basis of development and achievement of a viable community by taking into consideration the economical environmental and social problems[8].

Minimum request for a sustainable development are:

- redimensioning economic growth, taking into account a more balanced distribution of resources and enhancing the qualitative sides of production;
- eliminating poverty: - what can be achieved by satisfying the essential needs for assuring a job, for food, water, energy and health;
- reducing uncontroled demographic growth;
- preserving natural resources, maintaining the diversity of ecosystems, overseeing the impact of economic development upon the environment;
- reorienting technology keeping under control its resources;
- unifying at world level the decisions regarding the environment and economy.

After I maked this on-line shop with organic products ,I realized that in our country we are not prepared for this kind of shops.

I think the culture is very important in this field. A lot of peoples don't have trust in this kind of shops.

Peoples that have trust on e-commerce I realized that they have a high level of education[9].

In terms of legislation relating to electronic commerce we studied L 365/2002,HG 1308/2007,HG 1259/2001 and OG 130/2000.

The legislation I can say is a good one.

I propose you to make a radiography that what we have in our country about e-ecology and then to get another solutions.

For the beginning I would like to enumerate some on-line organic shops.

Most of them are located on Bucharest and then Cluj and Targu-Mures.

We have a lot of ecological shops:

- www.ecoboutique.ro;
- www.lecul.ro;
- www.sanavita.ro;
- www.produseecologice.ro;

-bionaturalshop.ro;
-naturales.ro;
-wwwobc.ro.

-economical dimension;
-social dimension;
-cultural dimension.



Figure 1 On –line shop

We have also a lot of e-publications,like:

www.ecomagazin.ro;
www.revista22.ro;
www.ecologic.rec.ro;
www.verdecrud.ro;

Also,we have a lot of ecological ONG's who have websites.

The most important is Greenpeace Romania with his own web site www.greenpeace.org.



Figure 2 Nuclear waste

There are a lot of web sites with very precious information about ecology like:

http://www.organic-europe.net/europe_eu/default.asp[10]
<http://www.biofach.de/main/Page.html>[11]
<http://www.soel.de/english/index.html>[12]
<http://www.ifoam.org/whoisifoam/index.html>
<http://europa.eu.int/comm/agriculture/qual>[13]

As we know the ecology has four dimension:[2]
-ecological dimension;

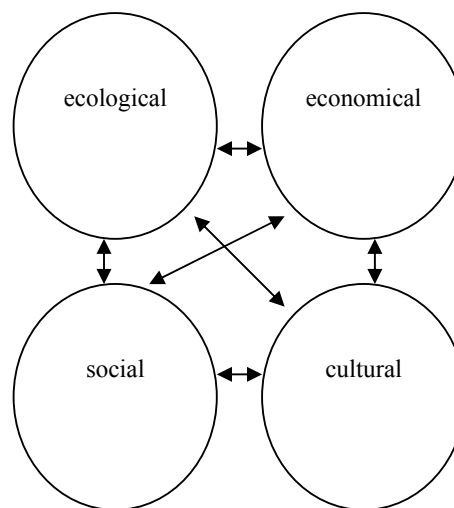


Figure 3 The dimensions of ecology

The ecological dimension should:diminishing the impact of agriculture upon the climate,remaking and improving the qualities on the soil,improving and preserving the biological diversity .[5]

The social dimension should: create new jobs,raise incomes for middle-class people,intensifying the innovative and competitive spirit,better public administration system and a drop in the expenditures allocated to the health department .[4]

In 1979, R. Passet, speaks even of the emergence of an "green economy", born from the help other sciences, particularly those of nature,has given to the traditional economical science.

We may say that the Brundtland Report and the Rio de Janeiro Summit representsconcrete results of the offensive of the ecologists in the 60's and 70's upon the economists.

"Building an eco-economy is something enthusiastic and full of satisfactions(...) and probably the most importantly, we will have the satisfaction on building an economy that will help and will not undermine future generations "(Lester R. Brown). [3]

The social dimension should: create new jobs,raise incomes for middle-class people,intensifyng the innovative and compeitive spirit,better public administration system and a drop in the expeditures allocated to the health department

We are agree that a lot of interesting things are on internet about ecology but I think is not enough.

We will make some suggestions.

First of all I think it will be great to create some on-line schools of ecology,because the cultural dimension is very important for ecology.

We can make also some cyber games about ecology,some shows and also we can make some cyber club.

4. CONCLUSIONS

1.On-line ecology is in a great progress.

2.We have on internet e-shops with organic products,we have also a lot of informations.

3.The ecology has four dimension, but we must first of all to develop cultural dimension because this is the future.

4.We can develop cultural dimension of ecology by making some cyber games about ecology,some on-line forums,also some schools.

5.The ecology is very important for us and also for our childrens future.

6.It is important to use all the oportunities that virtual world give us .

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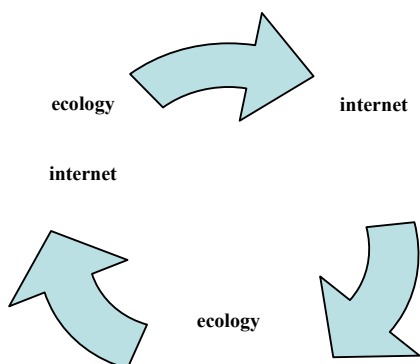


Figure 4 Interdependences between ecology and internet