



A New Method for Achieving Economic Sustainability for Societies and Achieving Sustainability in the Study of Ceramics

Nashwa Mohamed Esam abd el aziz, Naglaa Muhammad Farouk Ahmed, Laila, Mohamed, Elwakeel

¹Associate Professorat at the College of Culture and Performing Arts- King Khalid University

²Associate Professor at the College of Culture and Arts, Department of Home Economics - College of Culture and Arts- Abha - King Khalid University, P.O. Box 3236. Abha,

³Muhayil Asir, Applied College, King Khalid University,
Muhayil Asir 61913, Saudi Arabia

lalwakel@kku.edu.sa

Abstract:

Abstract The researcher proposes a new vision to achieve the economic sustainability of societies and projects through an applied study. The researcher reviews the modern literature on the concept of sustainability, whether project sustainability or the sustainability of societies, or sustainable development in general, and then the researcher defines the economic bases to achieve the sustainability of projects and societies. Or the economic bases for sustainable development, and the researcher presents a new vision to deal with the economic dimension of sustainability by introducing the various tools which the economic bases of sustainability can be activated by adopting a new and modern methodology to activate the achievement of the economic bases for sustainability in general and achieve the desired sustainable development in particular, then In the applied part, the researcher compares a number of cases or models for societies and projects that have succeeded in achieving economic sustainability, through the approach of comparison between the economic bases of sustainability that have been applied at the level of Countries or regions first And the new methodology proposed to activate the economic bases of sustainability through a comparison between the historical Cairo experience and the experience of the covered market in Turkey. The researcher also proposes several projects that depended on economic bases for sustainability and applied an effective methodology to achieve sustainability, such as the Egyptian Program for Financing Sustainable Energy Projects "EGYPTSF" (a model for sustainable financing), and at the end of the research the researcher presents the results and

Keywords - dimension , Sustainability, Economic, Experience, applied

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Research problem:

How can a new method be used to achieve economic sustainability for communities and achieve sustainability in the study of ceramics

Keywords: Sustainability, Economic Sustainability, cases study, Cities Sustainability, Enterprises Sustainability, Historic Cairo, Egypt, Porcelain

The importance of research:

The importance of the research is evident in its exposure to the issue of economic sustainability, how to achieve and activate it, and determine the economic foundations and achieving sustainability in the study of ceramics

Sustainability, as sustainability is the result of several social, economic, environmental and political dimensions, and the researcher reviews the dimensions and achieving sustainability in the study of ceramics

Whether at the economic level of sustainability, by presenting a new vision for achieving and activating the economic foundations of sustainability and achieving sustainability in the study of ceramics

Communities, cities or at the project level and providing new mechanisms and a new methodology to achieve economic sustainability

Research objectives:

The research objectives are as follows:

- ❑ Determine the economic foundations for the sustainability of communities and projects.
 - ❑ Introducing a new methodology to achieve economic sustainability by providing new tools for applying economic foundations
- Whether at the country level as a whole or at the project level. For sustainability
- ❑ Providing applied models for the economic sustainability of communities and projects And comparison between them.
 - ❑ Explaining the importance of the new methodology for activating the economic foundations for the sustainability of societies in the applied part.
 - ❑ Presenting the most important results on the issue of economic sustainability, and presenting the most important recommendations in order to support the application of the methodology

New ways to achieve and activate the economic dimension of sustainable development, which helps achieve sustainable development

In all its different dimensions.

The researcher presents the new methodology to activate the economic dimension of sustainability through the following chapters:

Sustainability

There have been many definitions and literature that have dealt with the concept of sustainability, and among these definitions was provided by the World Food and Agriculture Organization (FAO)

Previous studies:

1-Naglaa Mostafa Fanny, 2019. The study is entitled Art and Sustainable Development in Applied Aesthetics. The study is based on sustainable development in applied aesthetics.

2-Sherine Mukhtar. 2023. A study entitled "Towards Sustainable Development in Mural Art". The study is based on implementing sustainable development on mural art.

3-Abeer Al-Feki. 2021. The study is entitled The concept of sustainability and synthesis in the artistic work to enrich the aesthetic and formal dimensions of the architectural body of the sustainable museum. The study is based on the concept of study and synthesis of museum bodies.

4-Adel Abdel Moneim Shaabeth. 2022. The study is entitled Art and its role in promoting sustainable development. Research published by Nabu Journal for Research and Studies. Volume Thirty-One...Issue Forty

5-. Khawlah Abdu Lhsan Abd Ali ALJASHEAMIU ..2024 The study is entitled THE EFFECTIVENESS OF USING SUSTAINABLE MATERIALS IN CONTEMPORARY SCULPTURE IN IRAQ.

6- A study by Amani Riyad Abdel Sayed 2004 entitled Movement in Visual Art and its Impact on Enriching the Artistic Work. The study aims to monitor the procedural aspect of the processes of experimentation through movement to clarify the dynamics of the internal and external processes in it and to propose a philosophical thought for experimentation that is related to the era and commensurate with the nature of the artistic and educational process, and this research is consistent with this. It differs from the current research in addressing the school of visual deception, as the researcher performs self-experimentation to achieve aesthetic dimensions that enrich contemporary work on the basis of a meeting place between movement and visual art. However, the current research 7-is based on formations of zebra skin in light of the school of visual deception Study by Moataz Fathi Hassan 2006 "A study entitled Synthesis in paper pulp to create contemporary artistic artifacts aiming to reformulate paper and methods of shaping it by folding, twisting, welding, crimping, and pressure waves as an effective medium for conveying emotions and various plastic ideas."

8- Study by Nermin Abdel Fattah Mohamed 2012, "Creating artistic formulations to enrich metal works in light of the structural and aesthetic foundations of the art of optical illusions. The research aims to conduct an analytical study of perception, optical illusions and their types, the basic principles of the art of optical illusions and its development, and then methods for achieving optical illusions and its development.

9-Study by Marwa Rabie Rajab Ibrahim, 2019: The study is entitled The Art of Optical Illusion and the Development of a New Vision for the Decorative Painting. This study is based on the creation of a decorative painting with the idea of optical illusion.

10- A study by Amira Saud, a study entitled The Art of Optical Illusion and its Impact on the Development of Creative Design Treatments in Interior Architecture. The study is based on producing design treatments in interior architecture with the idea of optical illusion.

Definition

Expanding sustainable development as "the precise management of the resource base, conservation and direction of the process of biological change."

and institutional in a way that ensures the continuous satisfaction of the human needs of present and future generations in all sectors.

"Economic, does not lead to environmental degradation, and is technical and acceptable." (Youssef, Muhammad Mahmoud 2013, p. 72)

Sustainable development adds two new dimensions to development: the qualitative dimension to the concept of development, to include the environmental dimension and its relationship to quality

Life of Quality, and the temporal dimension of development that preserves the rights of future generations.

Sustainability can also be defined as "providing future generations with an amount of opportunities equal to or greater than what previous generations were provided with."

"This definition makes sustainability a process related to the right to access to sustainable opportunities in addition to being

Related to resource management, which gives it a human dimension(Report of the Dialogue on the Future of Sustainability in the Arab World: A View from the South, International Union for Conservation of Nature, Office

The Regional Office for the West Asia/Middle East Region, the Library of Alexandria, and the Ford International Foundation, Alexandria, Egypt, 2018, p. 16.) The concept of sustainable development is linked to seven basic principles, which are as follows:

The first principle: interdependence, which is the existence of interconnected relationships between the environment and the economy at all levels from the local to the global level. "(Mubarak, Fatima, Sustainable Development: 2011, p. 14.)

The second principle: citizenship, which means the responsibilities that every individual must bear within society to ensure that the world becomes a better place.

The third principle: the needs and rights of future generations: understanding the basic needs of society and the implications of the actions taken today to meet the needs of future generations.

The fourth principle: diversity, which is respecting and appreciating cultural, social and economic differences.

Principle Five: Quality of Life, i.e. sustainable development aims to ensure quality of life for all individuals.

Principle Six: Uncertainty and precautions, as there are different approaches to achieving sustainability and continuous change in economic, social and political situations, and sustainable and flexible learning methods must be developed.

Principle Seven: Sustainable change, as plans, approaches and approaches to achieving sustainable development may change with different developments.

A sustainable city can be defined as a city that meets the current needs of its residents without negatively affecting future needs. A sustainable city is a city that achieves development based on social justice, relies on environmental principles in decision-making, and achieves the best sustainability through local capabilities that depend on new and renewable energy and achieves the least pollution of the environmental content."(Youssef, Mohamed Mahmoud 2011, p. 413.) In the long term, many cities aim to achieve true sustainability by establishing a sustainable and diversified economy based on high-value activities, encouraging private projects and the spirit of investment among individuals, and having a high degree of integration into the global economy, which leads to providing better opportunities for all. This comes through relying on resources for their true value over time and renewables, and exploiting the resource and dealing with it according to the current material value standards only." (Youssef, Mohamed Mahmoud 2011, p. 413.)

The elements of sustainable societies are represented by the system of good governance, transportation and communications, services, and it can also be said the environment, equality, economy, housing and the built environment, culture and society. "(Youssef, Mohamed Mahmoud 2012, p. 52.) Sustainable urban development depends on achieving the concepts and principles of sustainability and communication in protecting the natural environment and not depleting resources, in addition to developing the urban environment that is concerned with improving buildings, streets, afforestation, and providing public utility networks and public transportation networks, in addition to developing the social environment that is concerned with developing human resources and providing their requirements for public services (educational - health - recreational and sports - social - religious) in a way that contributes to improving the standard of living of individuals(Youssef, Mohamed Mahmoud 2015, p. 3.)

Financial Sustainability and Sustainable Projects

Financial sustainability is defined as the ability to secure stable and sufficient financial resources and distribute them to the required expenditures in the appropriate manner and time. In another definition, it is the ability to provide sufficient self-financing from various sources that allow for the continuity of work. "(Egypt Vision 2030, Information and Decision Support Center, Egyptian Cabinet, November 2013.)

Financial sustainability is linked to the sustainable project and sustainable products. A sustainable project can be defined as a project that can achieve high levels of performance by creating value for its investors,

customers, suppliers, employees, and the entities on which its business depends. It focuses on environmental and social systems to obtain its resources. "(Abdul Karim, Nasr 2013).

The economic foundations for the sustainability of societies and projects

From a trend that gives priority to the whole rather than the part, and emphasizes relationships rather than isolating parts. (12) Sustainability is a part

And sustainable development includes achieving the economic dimension that includes the knowledge economy and sustainable human development that means

The knowledge and innovation society, and that the economy is efficient and able to compete "and achieve rapid and sustainable self-economic growth,

and achieve higher real incomes for citizens and move them to levels above the poverty line, and provide job opportunities, especially for classes with limited income, and eliminate unemployment, and achieve justice in distributing development benefits among different segments of society, and enhance the competitiveness of the national economy, and transform the economy into a knowledge economy. (<http://www.egyptseff.org/ar>)

In fact, the economic foundations and principles of sustainability are multiple

(<http://preneur-masr.com/success-stories>)

1-Providing financing and carefully prioritizing investment "Sustainable financing"

2-Efficient use of market tools "modern market mechanisms"

3-Working with the private sector "Partnership"

4-Community Participation "Volunteering and Cost Reduction

5-Employing the partnership that achieves success "flexibility and effectiveness

6-Improving the functional and administrative performance of the building "economic efficiency and effectiveness"

7-Ensuring win-win outcomes for all parties

Sustainable art concept:

The phenomenon of sustainable art began with the emergence of primitive art And historians in the late sixties and early seventies, Questioning creativity, matter, light, and its impact on art. In 1989, with the end of the Cold War, artists began to link the rise of sustainable ideas to new thinking, given the social challenges across the world. We find Sustainable art discusses some basic practice

There are many interpretations regarding the relationship between art and sustainability, as well as about the term sustainable art all over the world, as we have succeeded in producing sustainable art. For example, Leonardo da Vinci is known for his ability to produce paintings with sustainable art. And the use of cutting in sustainable art, where artworks were created in the shape of Asir houses

Practical experience



In terms of sustainable development :

The apparent material in the ceramics is clay. These materials are sustainable because they are natural resources. The clay is biodegradable and environmentally friendly and does not cause pollution when it is returned to the earth. The energy generated in the burning process to harden the clay must be taken into account, as it affects the global footprint of the work of art .

Technically

The ceramic is considered a vessel in the shape of an Asir house, derived from the Qat al-Asir, with its beautiful colors and decorations. The spaces were distributed among different parts of the shape of the vessel in the form of windows.



In terms of sustainable development:

The material shown in the ceramics is clay, and these materials are sustainable because they are natural resources, and the clay is biodegradable and environmentally friendly, and does not cause pollution when it returns to the earth. The energy generated in the burning process to harden the clay must be taken into consideration, as it affects the cosmic footprint of the artwork.

From a technical point of view

The ceramics are considered a vessel in the shape of an Asir house derived from the Asir cat with its beautiful colors and decorations. The colors were distributed in a geometric style in the form of lines on top of each other

The practical experience is based on making use of the clay material and how to make ceramic vessels using clay so that there are no materials that harm the environment in it.



In terms of sustainable development:

The material shown in the ceramics is clay, and these materials are sustainable because they are natural resources, and clay is biodegradable and environmentally friendly, and does not cause pollution when it returns to the earth. The energy generated in the burning process to harden the clay must be taken into consideration, as it affects the cosmic footprint of the artwork.

Technically, the ceramics are considered a vessel in the form of two Asir houses derived from the Asir cat with its beautiful colors and decorations. The spaces were distributed between different parts of the vessel in the form of doors, and the two works show harmony and integration between them, as well as a rug.

Results:

- 1-Using sustainable materials in ceramicsImportance of preserving the environment and movingTowards more sustainable lifestyles
- 2-Waste reduction: Using sustainable materials contributes to reducing the amount of waste produced by ceramics processes, whichreduces the negative impact on the environment
- 3- Health promotion: Natural materials are used in porcelain, free from harmful chemicals.
- 4-Saving resources: Using sustainable resources contributes to saving natural resources.

Recommendations:

- 1- The need to pay attention to implementing sustainable development projects
- 2- Interest in studying ceramics for sustainable development
- 3- Paying attention to the country's economies and preserving resources

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