



EcoNet Seminar Series  
**LATAM**  
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NextGenerationEU



## BEYOND "GREEN TECH": RETHINKING SUSTAINABILITY WITH ECOLOGICAL ECONOMICS



**SPEAKER:**

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**MODERATOR:**

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### DATE & TIME

**1° Seminar:** January 13, 2026

**2° Seminar:** January 14, 2026

**3° Seminar:** February 3, 2026

**4° Seminar:** February 4, 2026

03:00 PM



### VENUE

Room A14 DAFE  
University of Basilicata,  
Potenza



### ONLINE ACCESS

Google Meet

<https://meet.google.com/vxe-bmfh-hiz>

A four-seminar journey exploring how our economies, driven by specific social purposes, transform and depend upon nature. We use the lens of **ecological economics** to analyze the **energy and material flows** that sustain societies, examining their relation to **value systems, power relations, and institutions**. Grounded in **Georgescu-Roegen's flow-fund theory** and informed by **Farrell's environmental valuation triadics**, the series draws directly from research on **social metabolism at the commodity frontiers in Peru and Latin America**. We will investigate why **conflicts emerge** at these frontiers, measure metabolic pressures using accessible tools, and argue that **shifting economic purpose** away from endless accumulation requires not just technology, but profound institutional and collective choices.

#### Seminar 1: Introduction to Ecological Economics – Part I

Overview of ecological economics linking social metabolism and ecological distribution conflicts at commodity frontiers, with Andean Amazon case studies and key concepts (Anthropocene/Capitalocene, Post-Normal Science, weak vs strong sustainability, flow-fund theory).

#### Seminar 2: Introduction to Ecological Economics – Part II

Introduction to core tools in ecological economics: MuSIASEM (flow-fund based), SMCE (Post-Normal Science), and Material Flow Accounting (Eurostat/UNEP) for analyzing unequal ecological trade.

#### Seminar 3: The Technological-Institutional Complex and the Jevons Paradox

Critical analysis of weak-sustainability narratives grounded in technological change, using the Jevons Paradox to argue for institutional change, with industry (especially food) case studies plus cleaner production and CSR approaches.

#### Seminar 4: Studies of Social Metabolism at the Commodity Frontiers in Latin America

Deepening the analysis of ecological distribution conflicts at Latin American commodity frontiers using Georgescu-Roegen's flow-fund theory and Farrell's environmental valuation triadics, with cases in mining, food, infrastructure, and impacts on the Amazon, Andes and Coast of Peru.



Organized by:

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