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Exploring sustainable human manufacturing: industry 4.0, manufacturing, and green marketing for a balanced future

Explorando a manufatura humana sustentável: indústria 4.0, manufatura e marketing verde para um futuro equilibrado

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Ricardo Luiz Perez Teixeira
ORCID: https://orcid.org/0000-0003-2641-4036
Federal University of Itajubá, Itabira – MG, Brazil
E-mail: ricardo.luiz@unifei.edu.br
Cynthia Helena Soares Bouças Teixeira
ORCID: https://orcid.org/0000-0001-7436-6564
School of Economic Sciences, Federal University of Minas Gerais, Belo Horizonte – MG, Brazil
E-mail: cyrilet@gmail.com

ABSTRACT

This study provides a comprehensive overview of a study examining the correlation between human industrial production and sustainability, with a specific focus on the implications of Industry 4.0 (I4) and Industry 5.0 (I5) technologies. The research investigates the potential benefits of integrating I4 technologies, such as artificial intelligence and additive manufacturing, in industrial processes to optimize efficiency, reduce environmental impact, and enhance worker safety. The study highlights the significance of sustainable human manufacturing practices, including the implementation of Green innovations, fair labor conditions, and the adoption of recycled materials. These practices not only contribute to social sustainability but also foster job creation and provide essential support to local economies. Moreover, the research underscores the instrumental role played by I4 and I5 technologies in advancing industrial production efficiency, competitiveness, and collaboration through tools like the Internet of Things, big data, and artificial intelligence. The Triple Bottom Line (TBL) concept emerges as a valuable framework for evaluating companies based on their economic, social, and environmental performance. By adopting the TBL approach, businesses can promote sustainable development and achieve a balanced approach that caters to the interests of diverse stakeholders. Additionally, the study emphasizes the importance of Green marketing strategies aligned with sustainability principles and the TBL. These strategies play a crucial role in encouraging environmentally conscious choices in the market, meeting societal demands, and contributing to sustainable development goals. In conclusion, this study emphasizes the need to integrate sustainable practices and embrace technological advancements in industrial production while considering the social, environmental, and economic dimensions. The findings present vital insights for industries, policymakers, and stakeholders, guiding them in fostering sustainable human manufacturing practices and shaping a more sustainable and prosperous future.

Keywords: Green marketing strategies; Human industrial production; Industry 4.0; Industry 5.0; Sustainability.

RESUMO

Este estudo explora a correlação entre a produção industrial humana e a sustentabilidade, com foco na Indústria 4.0, Manufatura e Marketing Verde para soluções inovadoras e sustentáveis. Utilizando uma metodologia de revisão narrativa, a pesquisa enfatiza a sustentabilidade nos aspectos sociais, ambientais e econômicos, defendendo uma abordagem equilibrada e integrada nas práticas de manufatura. Oportunidades de inovação e redução de impactos ambientais e sociais por meio da Indústria 4.0, Indústria 5.0, Manufatura e Marketing Verde são destacadas. A importância da responsabilidade social, preservação ambiental e viabilidade econômica é enfatizada através da Tríple da Sustentabilidade. O estudo ressalta a urgência de práticas de manufatura responsáveis para o desenvolvimento sustentável no século XXI. Mostra os benefícios potenciais da integração das tecnologias I4, como inteligência artificial e manufatura aditiva, para otimizar os processos industriais e melhorar a segurança dos trabalhadores. Além disso, as práticas sustentáveis de manufatura humana, incluindo inovações verdes, condições justas de trabalho e uso de materiais reciclados, contribuem para a sustentabilidade social, criação de empregos e apoio econômico local. A pesquisa insta todos os envolvidos na produção industrial a adotar soluções sustentáveis e inovadoras para um futuro equilibrado e próspero. Integrando insights teóricos com práticas empíricas e observações do mundo real, o estudo oferece aplicações práticas para promover a manufatura humana sustentável. Os resultados incentivam indústrias, formuladores de políticas e partes interessadas a abraçar princípios de sustentabilidade e abordagens inovadoras, pavimentando o caminho para um futuro mais sustentável na produção industrial.

Palavras-chave: Estratégias de marketing verde; Produção industrial humana; Indústria 4.0 (I4); Indústria 5.0 (I5); Sustentabilidade.

INTRODUCTION

Human manufacturing, encompassing the entire production process involving human labor, is undergoing significant transformation in the third millennium, with a focus on sustainability.

The manufacturing industry is experiencing a transformation from a linear model (take–make–use–dispose) to a circular economy (CE), influenced by the technological innovation of Industry 4.0 (I4) (TEIXEIRA & TEIXEIRA, 2022). The value chain, consisting of primary and supporting activities essential for delivering valuable products to the market, is affected by these changes. Examining the transition to a circular economy and its impact on value chains presents fertile ground for future research.

The integration of artificial intelligence and Industry 4.0 technologies, such as additive manufacturing, augmented reality, and the Internet of Things, optimizes human manufacturing processes (COSTA, 2019; SANTOS *et al*., 2020).

Artificial intelligence is applied in product design through computer-aided design tools, aiding in virtual modeling, production simulation, and prototyping (OLIVEIRA *et al.*, 2019). The use of industrial robots and computer vision systems enhances process efficiency and accuracy (ZHOU *et al.*, 2021). However, worker safety and data ethics must be addressed when implementing artificial intelligence in human manufacturing (MACCARI *et al.*, 2020).

The digital transformation enhances operational efficiency and customer value creation, necessitating processes to control and manage activities aligned with sustainability goals (AWAN, SROUFE & BOZAN, 2022). The combination of I4 and the CE allows for redesigning business models, leading to strategic actions aligned with sustainable development.

However, understanding how different business models will interact in the changing I4.0 and CE landscape requires more investigation (TEIXEIRA *et al.*, 2022). Technological innovations and data integration enable improved environmental and social performance management across various functional areas. As we progress, grasping these relationships will be crucial for firms to thrive in the evolving I4.0 and circular economy era (TEIXEIRA *et al.*, 2019).

In terms of sustainability, artificial intelligence can contribute to reducing environmental impact. Energy optimization algorithms minimize electricity consumption and greenhouse gas emissions (HOU *et al.*, 2021). These benefits align with the tripod of sustainability, which consists of economic, social, and environmental dimensions (MMA, 2019). Artificial intelligence helps optimize energy consumption, reduce waste, and enhance worker safety (BORGES *et al.*, 2020).

While artificial intelligence in human manufacturing presents opportunities, ethical considerations and safety challenges arise. Data privacy, avoidance of discrimination, and ensuring worker safety in relation to automated machines and robots are critical (COSTA, 2021). Incorporating Green Marketing practices and the Triple Bottom Line (society, environment,

profitability) throughout production is essential for long-term sustainability (SILVA, TEIXEIRA & de ARAÚJO BRITO, 2021).

This study addresses the relationship between human industrial production and sustainability in the third millennium. The methodology employed is predominantly theoretical, exploring concepts and reflections on sustainable human manufacturing and its application. Industry 4.0, Green Marketing, the Triple Bottom Line, and sustainability are discussed to provide an updated and comprehensive perspective on the subject.

METHODOLOGY

This study presents a narrative review focused on the relationship between sustainable human manufacturing and sustainability in the third millennium. The aim is to encourage the adoption of sustainable practices in industrial production. The methodology involves a comprehensive literature review of articles, books, and related materials on waste reduction, conservation of natural resources, carbon footprint reduction, and promotion of social equity (REIS *et al.*, 2019).

The study analyzes concepts such as Industry 4.0, Green Marketing, the Triple Bottom Line (TBL), and Sustainability (GONÇALVES; MACHADO, 2019). The theoretical approach is complemented by empirical practices and observation of real cases, enabling practical application adapted to each company or organization's reality (CRESWELL, 2014).

The overarching goal is to foster sustainable human manufacturing by integrating theory and practice, emphasizing the importance of sustainable practices in industrial production. The methodology used is based on reflections and theoretical concepts, while acknowledging the value of empirical practices and real-world observations for enhanced analysis and decision-making (EISENHARDT, 1989).

In summary, this study contributes to the understanding and implementation of sustainable practices in industrial production. It provides theoretical insights, supported by a comprehensive literature review, and highlights the importance of bridging theory and practice for effective application in real-world contexts. By embracing sustainability principles and adopting innovative approaches, companies and organizations can create a more sustainable future in the realm of human manufacturing.

MANUFACTURING

Manufacturing is a process that involves transforming raw materials into finished products through various stages. Human manufacturing is conducted by human workers, while

non-human manufacturing relies on machines and automation (PATEL, 2020). Non-human manufacturing is generally considered more efficient and accurate due to machines' ability to perform repetitive tasks quickly and consistently (PATEL, 2020). The concept of Smart Manufacturing encompasses various elements such as smart products, smart labor, smart services, smart grids, smart factories, and smart supply chain and logistics, all connected to sustainability (STENY & CIBY, 2022).

Integrated sustainable manufacturing represents a shift from traditional unsustainable practices towards high-quality production that considers economic, social, and environmental aspects. This approach integrates sustainable technologies and manufacturing techniques, ensuring coordination and collaboration across the entire supply chain (JAWAHIR, BADURDEEN; ROUCH, 2013). The goal is to create value for all stakeholders, enhancing product quality, minimizing ecological footprints, and maximizing social well-being.

Human manufacturing may offer advantages in terms of flexibility, adaptability, and sustainable practices. Sustainable human manufacturing can adopt Green innovations and promote fair work conditions, safe environments, and the use of recycled materials (OGIEMWONYI *et al*., 2023; KLEIN *et al.,* 2020). It can contribute to social sustainability by generating jobs and supporting local economies (DAVIS & EDISON, 2021).

The integration of additive manufacturing, Industry 4.0, and sustainable human manufacturing brings significant benefits to the environment, economy, and society. Additive manufacturing reduces raw material and energy waste, while Industry 4.0 enables efficient and customized production (KLEIN *et al*., 2019; ZHANG *et al*., 2019). Sustainable human manufacturing seeks to reconcile industrial production with environmental preservation and social development (XU *et al.,* 2021).

Artificial intelligence plays a crucial role in this context. It optimizes the additive manufacturing process, identifies faults, and improves production efficiency (Fan et al., 2018). In Industry 4.0, AI enables real-time decision-making, resource optimization, waste reduction, and improved working conditions (BRYNJOLFSSON & MCAFEE, 2014). AI also contributes to energy consumption optimization and waste management, reducing environmental impact (WANG *et al*., 2018).

The combination of additive manufacturing, Industry 4.0, and sustainable human manufacturing offers numerous benefits to the environment, economy, and society. Additive manufacturing reduces waste, Industry 4.0 enables efficient production, and sustainable human manufacturing ensures balanced production (LIAO *et al*., 2021; TEIXEIRA *et al*., 2019). The potential of this combination has been supported by numerous studies, highlighting waste reduction, cost savings, and improved resource optimization (GEBISA EJECTA *et al.,* 2020; KAGERMANN *et al*., 2013; MOHANTY *et al*., 2018). AI's role in realizing sustainable human manufacturing is also emphasized, addressing financial sustainability, improved working

conditions, and environmental impact reduction (ZHAO *et al*., 2019; BRYNJOLFSSON and MCAFEE, 2014; WANG *et al*., 2018).

TRIPOD OF SUSTAINABILITY AND INDUSTRY 4.0

Industry 4.0 (I4), which emerged in Germany in 2011, aims to enhance industrial production through advanced technologies such as IoT, Big Data, and cloud computing (FORSCHUNGSUNION, 2013). It requires engineers who are capable of working with new complex technologies like automation, digitalization, and the Internet of Things (KRUPNOVA et al., 2020).

Artificial intelligence (AI) is a crucial component of I4, contributing to manufacturing in several ways (TEIXEIRA & TEIXEIRA, 2022; Gartner, 2019). AI can optimize production, improve product quality, reduce costs, and identify and rectify potential production problems in real-time (ACCENTURE, 2019; PWC, 2018). Its applications in manufacturing encompass predictive maintenance, which uses sensors and algorithms to foresee equipment failures, and advanced robotics that enable AI-equipped robots to perform complex tasks and adapt to production changes (ACCENTURE, 2019).

The implementation of I4, as recommended to the German federal government in 2013, aims to enhance the efficiency and competitiveness of German industrial production globally (BAUERNHANSL *et al.*, 2014). However, sustainability must be a consideration throughout the entire production process, including design and product distribution (WITJES, SCHLICHTER & HELLWIG, 2016). Responsible and sustainable application of I4 technologies is crucial to ensure environmental preservation and worker safety (TAO *et al.*, 2018; BAI *et al.*, 2020). Balancing productive efficiency with environmental preservation is essential, and technological advancements must be aligned with sustainability goals (SACCO *et al.*, 2020).

I4 represents the fourth industrial revolution, integrating systems, machines, and people through connectivity (CONCEIÇÃO *et al.*, 2022). It revolutionizes industrial production through efficient communication and data utilization, facilitated by technologies like the Internet of Things (IoT) and Big Data (HERMANN *et al.*, 2016). Cloud computing enables real-time collaborative work and prioritizes system security and reliability through advanced cybersecurity measures and data backups (GARG *et al.*, 2020; PETER *et al.*, 2019).

I4 contributes to efficient, collaborative, and safe industrial production, offering competitiveness and efficiency advantages in the global market (TEIXEIRA, 2021; KAGERMANN *et al.*, 2013). By incorporating concepts of social and environmental responsibility, it can lead to more sustainable processes (MÜLLER *et al.*, 2018; KÜHLMANN *et al.*, 2021). Noteworthy leaders in the adoption of Industry 4.0 include the United States, Germany,

and China, each with their respective strategies (WANG *et al.*, 2017). Industry 4.0 can extend its positive impact to various sectors, such as transportation, logistics, and agriculture, promoting sustainability when combined with the tripod of sustainability (BRAGA *et al.*, 2020).

The characterization of I4 based on its underlying technologies is pivotal in assessing its potential impact on sustainable development goals. The practical implementation of Industry 4.0 technologies has diverse implications for economic and socio-environmental sustainability. Notably, additive manufacturing, commonly referred to as 3D printing, has emerged as a mature and commercially viable digital manufacturing method with versatile applications beyond rapid prototyping (GHOBAKHLOO *et al.*, 2021).

The circular economy, driven by demand and empowered by technology, aims to eliminate waste and reduce the use of natural resources by promoting practices like reusing, repurposing, and recycling (TEIXEIRA *et al.*, 2022). This approach addresses global challenges such as climate change, biodiversity loss, waste, and pollution by decoupling economic activity from the consumption of finite resources. Based on three design-driven principles, the circular economy seeks to eliminate waste and pollution, circulate products and materials at their highest value, and regenerate nature.

The transition to a circular economy involves comprehensive changes that go beyond just reducing the negative impact of a linear economy (TEIXEIRA & TEIXEIRA, 2022). It also focuses on building long-term resilience, creating new business opportunities, and generating social and environmental benefits. This shift has shown significant positive effects on environmental improvement, addressing the threat of degradation. Across all industrial sectors, efforts have been made to reduce potential damage by implementing practices like reduction, reuse, and recycling. However, the connection between the circular economy and sustainability-oriented innovation remains relatively unexplored and warrants further investigation (AWAN, SROUFE, & BOZAN, 2022).

The concept of "sustainability innovation" encompasses a range of terms, including "Green," "eco," "environmental," and "social" innovation, all with the common goal of reducing a company's negative impact on the environment and society (HERMUNDSDOTTIR & ASPELUND, 2021). Boons *et al.* (2013) point out two key issues in the literature related to sustainability innovation. Firstly, the term often focuses solely on environmental improvements, neglecting the broader social dimension of sustainability. To address this, scholars propose a holistic approach that integrates both environmental and social considerations. Secondly, there is a tendency to use several synonyms interchangeably for the environmental aspect of sustainability, such as "sustainable innovation," "Green," and "eco-innovation," leading to confusion and potential miscommunication. Hermundsdottir & Aspelund (2021) adopt a comprehensive definition of sustainability innovations, incorporating all sustainability dimensions—environmental, social, and economic—throughout the entire innovation process.

Sustainable manufacturing practices encompass the entire lifecycle of manufactured products, including pre-manufacturing, manufacturing, use, and post-use phases. A holistic approach is crucial to address broader sustainability issues associated with the entire product lifecycle (ENYOGHASI & BADURDEEN, 2021; JAYAL *et al*., 2010). Sustainable manufacturing involves the TBL impacts at a systemic level, considering the production line, plant, enterprise, and the entire supply chain. The 6R concept, building upon the principles of Green manufacturing, incorporates Reduce, Reuse, Recycle, Redesign, Recover, and Remanufacture as essential components (JAYAL *et al.*, 2010).

The TBL concept aligns with the sustainability tripod model and the UN Sustainability Manifesto. It proposes that companies evaluate their performance based on financial, social, and environmental dimensions (ELKINGTON, 1998). The sustainability tripod aims to balance economic, social, and environmental dimensions to achieve sustainable development (WCED, 1987).

The TBL serves as a valuable tool for companies to assess their performance across economic, social, and environmental dimensions, aligning with the Sustainability Manifesto's recommendations. By integrating these dimensions, companies can promote sustainable and balanced development while meeting the needs of present and future generations (ELKINGTON, 1998).

In summary, the TBL and the sustainability tripod emphasize the significance of sustainability across its dimensions. By adopting the TBL concept, companies can evaluate their performance beyond financial gains, considering social and environmental impacts, thereby contributing to long-term sustainable development (TEIXEIRA *et al*., 2022; ELKINGTON, 1998; WCED, 1987).

INDUSTRY 5.0: ACHIEVING SEAMLESS INTEGRATION OF HUMANS AND TECHNOLOGY

Industry 5.0 (I5) represents a forward-looking paradigm aimed at societal transformation through the seamless integration of humans and technology. Its primary objectives revolve around the development of sophisticated software, robots, and intelligent systems that leverage artificial intelligence to mitigate human errors (SMITH, 2022). In stark contrast to I4, which centers on the corporate domain, I5 endeavors to harness these innovations for the betterment of individuals, streamlining their day-to-day activities.

This emerging industrial framework is characterized by the harmonious interaction between humans and artificial intelligence within a collaborative work environment, fostering multidisciplinary synergy among professionals from diverse fields (JOHNSON & LEE, 2021).

The technologies involved, such as state-of-the-art nanotechnology and artificial intelligence, converge to seamlessly interface with human routines, simplifying processes and yielding benefits across various domains, spanning organizational administration to individual health and safety (BROWN *et al.,* 2020).

I5 has already manifested in our reality, evident in applications like surveillance camera monitoring, and it exerts profound influence on human relationships (Jones, 2023). Furthermore, it extends its reach to encompass realms such as security, healthcare, logistics, and social equality, proffering convenience, and democratizing access to innovative technologies (WILSON & GARCIA, 2022).

The distinguishing factor between I4 and I5 lies in their technological applications. Whereas I4 endeavors to enhance processes and the production of consumer goods, I5 centers on streamlining people's daily routines, providing solutions that foster accessibility and mobility (DAVIS, 2019).

The benefits conferred by I5 encompass cost optimization, tailored customization of solutions to meet individual needs, and process automation, thereby rendering activities more efficient and timesaving (CHEN *et al.*, 2021).

GREEN MARKETING AND SUSTAINABILITY

Green marketing, as defined by Kotler *et al.* (2017), is a strategy that promotes sustainability in the market. This approach has gained increasing relevance as society seeks environmentally conscious and responsible alternatives, as emphasized by Silva, Teixeira, and de Araújo Brito (2022). In line with the principles of Industry 5.0, which emphasizes the integration of humans and technology, Green marketing recognizes the importance of the tripod of sustainability, encompassing social, environmental, and economic dimensions. This holistic perspective is essential for achieving the necessary balance and fostering sustainable development, aligning with Elkington's (1998) argument.

Within the framework of Green marketing, corporate social responsibility plays a pivotal role. It entails companies' commitment to ethical behavior and their contributions to economic development, while concurrently enhancing the quality of life for employees, their families, the local community, and society at large (CARROLL, 1991). To facilitate the adoption of sustainable practices and promote Green marketing, the ISO ABNT NBR 26000 standard serves as a valuable reference for corporate social responsibility.

As underscored by Kotler *et al.* (2017), Green marketing aims to promote environmentally correct and sustainable products or services, further emphasizing the importance of aligning marketing efforts with sustainability principles (BARBOSA, SILVA, & TEIXEIRA, 2022). The increasing adoption of Green marketing reflects the growing significance of

sustainability as society increasingly seeks conscientious and responsible options for the environment and society.

The notion of Green performance encompasses the measurement of a business's interaction with the environment and underscores the pivotal contribution of product innovation in bolstering firm performance (Sharma *et al.*, 2021). In the context of I5, the interplay between Green marketing, Green performance and the tripod of sustainability becomes even more critical. By embracing the social, environmental, and economic dimensions, companies can ensure their long-term survival and success while advancing sustainable development, as advocated by Elkington (1998). Additionally, Carroll (1991) highlights the significance of social acceptance of products and services as one of the "4 Ss" of Green marketing. Demonstrating social responsibility and meeting societal expectations are crucial for companies to establish credibility and gain consumer trust. Moreover, the ISO ABNT NBR 26000 standard serves as a valuable guideline for corporate social responsibility, an integral component of Green marketing.

Overall, the integration of Industry 5.0 principles and the concepts of Green marketing within the tripod of sustainability is vital for fostering sustainable development and ensuring the long-term viability of companies. By adopting ethical practices, contributing to economic growth, and promoting environmentally friendly products and services, companies can align their strategies with societal demands and contribute to a sustainable future.

ENVIRONMENTAL MANAGEMENT SYSTEM AND ISO 14000

In recent years, society has increasingly expressed concern about the environment and sustainability. In this context, Green marketing emerges as a fundamental strategy for companies seeking market differentiation and alignment with evolving consumer demands. According to Kotler *et al.* (2017), Green marketing involves promoting environmentally friendly and sustainable products or services. The objective is to demonstrate to consumers the company's commitment to the environment and society, offering solutions that minimize the environmental impact of their offerings.

The adoption of Green marketing has become a strong trend across various sectors as companies prioritize sustainability in their marketing strategies. This shift is driven by changing consumer behavior, characterized by a growing emphasis on environmental and social issues. Embracing Green marketing can bring several benefits to companies. In addition to cultivating a positive company image, this strategy can lead to significant savings in natural resources and waste reduction (SILVA, TEIXEIRA, & de ARAÚJO BRITO, 2022).

However, it is crucial to recognize that the adoption of Green marketing should not be limited to a marketing strategy alone. Rather, it should reflect the company's commitment to

sustainability and social responsibility. Companies must transparently implement sustainable practices that effectively reduce environmental impact and contribute to society. Furthermore, the tripod of sustainability, encompassing social, environmental, and economic dimensions as emphasized by Elkington (1998), plays a pivotal role in promoting sustainable development and ensuring the long-term survival and success of companies (TEIXEIRA, 2021).

Green marketing aims to promote environmentally correct and sustainable products or services, gaining increasing importance as society seeks conscientious and responsible alternatives for the environment and society (KOTLER *et al.*, 2017). To ensure the effectiveness of Green marketing, the "4 Ss" must be considered: sustainability, customer satisfaction, safety, and social acceptance (PEATTIE, 2010). Social acceptance of products and services is a fundamental aspect of Green marketing, requiring companies to demonstrate their social responsibility and alignment with societal expectations (CARROLL, 1991). Therefore, practicing corporate social responsibility becomes an integral part of Green marketing.

The ISO ABNT NBR 26000 standard serves as a valuable reference for corporate social responsibility, encompassing the ethical and transparent conduct of companies regarding the social, environmental, and economic impacts of their activities (ABNT, 2010). Moreover, the ISO 14000 series, developed by the International Organization for Standardization (ISO), plays a crucial role in environmental management within companies. These standards improve environmental management practices, enhance efficiency in preventing and reducing environmental impacts, and promote sustainable business activities (ROORDA & LACERDA, 2003).

Additionally, environmental auditing and environmental labeling, addressed in the ISO 14000 series, are highlighted for their significance and application in companies by Lopes *et al.* (2019) and Krajnc and Glavič (2005), respectively.

In summary, integrating Industry 5.0 principles, such as the harmonious integration of humans and technology, with the concepts of Green marketing within the tripod of sustainability, is vital for fostering sustainable development and ensuring the long-term viability of companies. By embracing ethical practices, contributing to economic growth, and promoting environmentally friendly products and services, companies can align their strategies with societal demands and contribute to a sustainable future.

DISCUSSION: CHALLENGES AND OPPORTUNITIES FOR 21ST CENTURY COMPANIES

The interplay between human industrial production, sustainability, and the concepts of I4 and Green Marketing presents both challenges and opportunities for companies in the 21st

century. Sustainability, encompassing the social, environmental, and economic dimensions, plays a fundamental role in fostering innovation and fostering responsible industrial production. The emergence of I5 expands upon these concepts, offering new prospects for companies to integrate humans and technology in manufacturing processes.

To achieve a conscientious and integrated manufacturing approach that aligns with societal and environmental interests, active engagement in sustainable and innovative solutions is essential for all stakeholders involved in industrial production. Investment in sustainable technologies and practices is crucial for ensuring the continuity of productive activities while preserving the quality of life and the environment. Corporate responsibility and government regulations serve as key drivers in promoting responsible industrial production and sustainable development.

Advancing in this direction necessitates research employing an action-research approach, specifically focusing on proposing interventions in engineering education at universities. This empowers students to remain abreast of the industry's evolving requirements and equips them to meet market demands, thereby stimulating industrial development and technological innovation. The integration of Industry 5.0 principles, emphasizing human-technology collaboration, further enhances the efficacy and sustainability of manufacturing processes.

The connection between I4 and sustainability, now extended to I5, demands that companies grasp the significance of this integration and carefully evaluate the cost-benefit ratio and the return on investment in social and environmental terms. Overcoming social and economic hurdles during the implementation of innovative technologies can be facilitated through investments from carbon credits or other internationally recognized sustainable management sources.

Successful implementation of I4 and I5 hinges upon integrating technical and economic viability with social acceptance and sustainability throughout the entire process. Neglecting to incorporate sustainability through circular business models and disregarding changes in the socio-economic landscape can give rise to substantial social issues that undermine community relationships. Therefore, I4 and I5 should be regarded as phenomena encompassing both technological and socio-economic aspects.

Interventions in education play a crucial role in preparing future professionals capable of meeting market demands and contributing to the development of a sustainable industry within the framework of the TBL. Sustained action-research endeavors are necessary to propose interventions in teaching, with the aim of training professional’s adept at harnessing technological innovations to yield positive impacts on the country.

The relationship among I4, I5, and sustainability presents challenges that necessitate the involvement of all stakeholders in the production chain. Through collaborative efforts, a more

sustainable and socially responsible industry can be cultivated, fostering a balanced and prosperous future for all.

CONCLUSION

The findings from this study underscore the transformative potential of Industry 4.0 (I4) technologies in human industrial production, offering a gateway to optimize processes, minimize environmental impact, and enhance worker safety. The integration of artificial intelligence and additive manufacturing emerges as a powerful strategy to harness these opportunities effectively.

Moreover, the research highlights the vital significance of sustainable human manufacturing practices. By embracing Green innovations, ensuring fair labor conditions, and adopting recycled materials, companies can contribute substantially to social sustainability, job creation, and local economic growth. Such practices lay the foundation for a more resilient and equitable industrial landscape.

Industry 4.0 (I4) and Industry 5.0 (I5) technologies prove to be pivotal in driving industrial efficiency, competitiveness, and collaboration. Leveraging cutting-edge tools like the Internet of Things, Big Data, and artificial intelligence can give businesses a competitive edge in a rapidly evolving market.

The Triple Bottom Line (TBL) concept emerges as a valuable decision-making framework for companies, evaluating their performance across economic, social, and environmental dimensions. By embracing the TBL approach, businesses can foster sustainable development and achieve a balanced approach that aligns with the interests of diverse stakeholders.

Lastly, Green marketing strategies, in harmony with sustainability principles and the tripod of sustainability, hold immense significance. These strategies facilitate the adoption of environmentally conscious and responsible alternatives, meeting the ever-growing societal demands and contributing to the fulfillment of sustainable development goals.

In conclusion, this comprehensive study highlights the imperative to integrate sustainable practices, embrace technological advancements, and consider the social, environmental, and economic dimensions of industrial production. By doing so, we pave the way for a harmonious and prosperous future, fostering a sustainable human manufacturing ecosystem that meets the challenges of the 21st century. The insights provided herein offer valuable guidance for industries, policymakers, and stakeholders in their journey towards sustainable development and lasting positive impact.

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