Ócsai András
Gazdaságetikai Központ
Budapesti Corvinus Egyetem

Buddhista vállalkozások

Buddhizmus és gazdaság kurzus

A Tan Kapuja Buddhista Főiskola
2021. május 11.

Szempontok

- Konstruktivista kutatási irány (Brown & Zsolnai 2018)
- Egyszerűség, nem-ártás (Schumacher 1973)
- Alapszükségletek, nem-fogyasztás, valódi jól-lét (Payutto 1994)
- Zöld termelési módszerek & megfelelő munka és jövedelem biztosítása (Brown 2017)
- Szenvedések csökkentése, vágyak leegyszerűsítése, erőszakmentesség, valódi törődés, nagylelkű adakozás (Zsolnai 2010)
- Sokféleség, pluralizmus

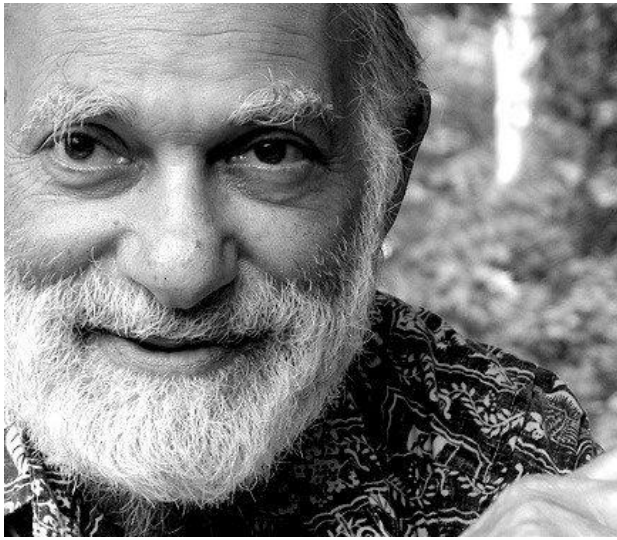
https://greystonbakery.com/

http://www.patagonia.com/

https://greenmonday.org/

https://loden.org/

GREYSTON BAKERY



1982. Yonkers, NY, USA

Bernie Glassman (1939-2018)

Nyílt felvétel (Open Hiring®)

1992. Greyston Foundation

2008. B Corporation

Joseph D. Kenner

Certified B Corporation Best For The World 2019 Overall Honorees

„We don't hire people to bake brownies.
We bake brownies to hire people." (Greyston Bakery)

1973. Ventura, CA, USA
Yvon Chouinard
2011. B Corporation

„Build the **best product**, cause **no unnecessary harm**, use **business to inspire and implement solutions** to the environmental crisis.”

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear that is worn out
YOU pledge to keep your stuff out of the landfill and incinerator

REIMAGINE

TOGETHER we reimagine a world where we take only what nature can replace

patagonia

WORN
WEAR
SALES & REPAIRS

SALES & REPAIRS
BETTER THAN NEW
IT'S BROKE,
FIX IT!
JUKI

PEOPLE'S CLIMATE MOVEMENT
WE RESIST. WE BUILD. WE RISE.
patagonia

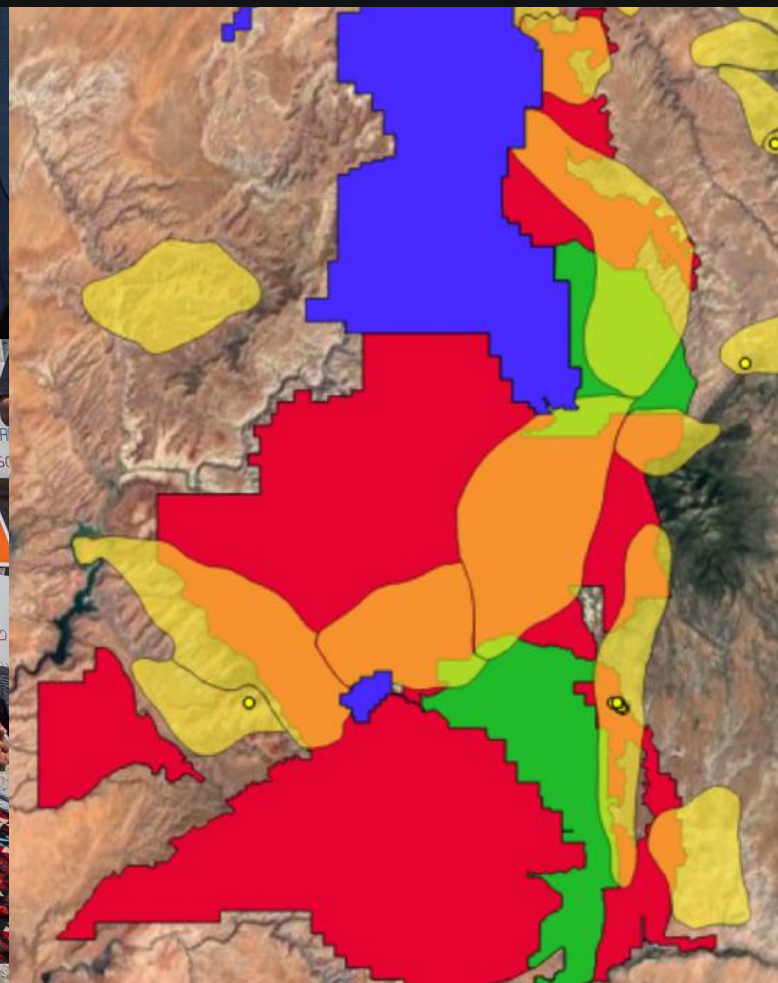
We're in business to
save our home planet.

PatagoniaActionWorks
Sign up. Show up. Take action.
patagonia
PatagoniaActionWorks
Sign Up
About
Campaigns
Los Angeles, California
FILTER
ALL
GRANTEES
EVENTS
ACTIONS

patagonia
says NO DAMS
in Patagonia

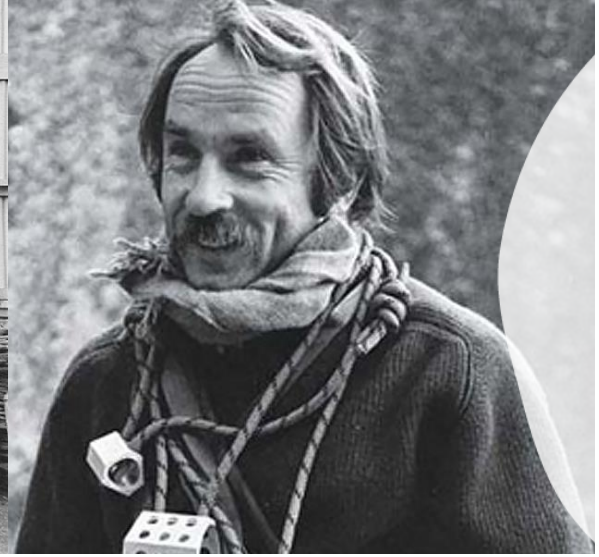
JOIN A PROTEST
Sign Up
Show Up
Take Action
DEMOCRACY requires SHOWING UP
Volunteer your skills
If you're not outraged you're not paying attention
TO DO GOOD YOU ACTUALLY HAVE TO DO SOMETHING
SIGN A PETITION
The Revolution starts at the Bottom
WE MAY FAIL but WE'RE GOING TO TRY
Patagonia Action Works
ANSWER WITH ACTION

The President Stole Your Land and You Were Lied To



patagonia

PROVISIONS®



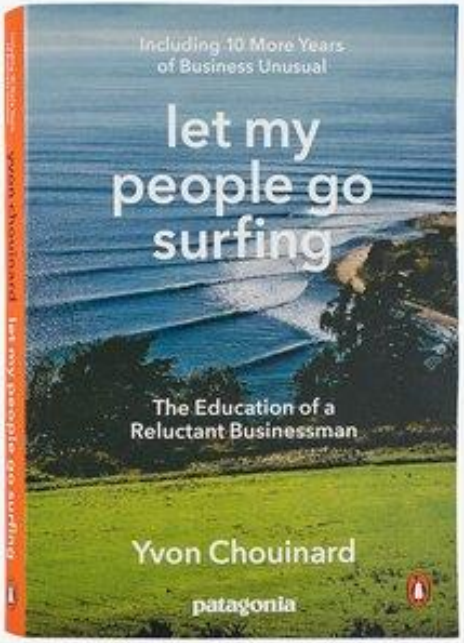
tin shed
VENTURES™

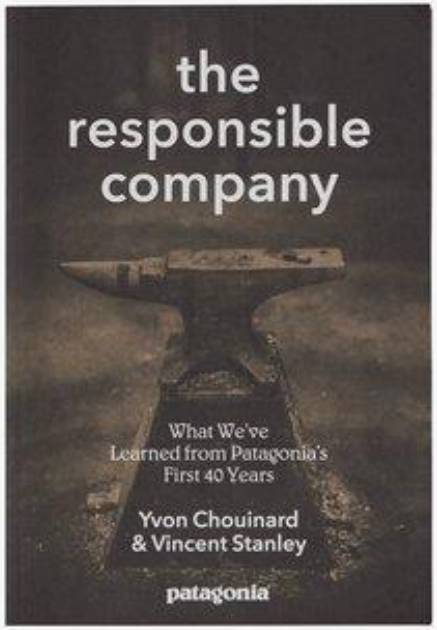
Patagonia's Tin Shed Ventures measures the impact of its investment

	CO2 averted	waste averted	toxins averted
2015	898 tons	758 tons	309 tons
2016	6,774	1,275	495
2017	12,975	2,355	937

patagonia | 1% FOR THE PLANET | City Sea

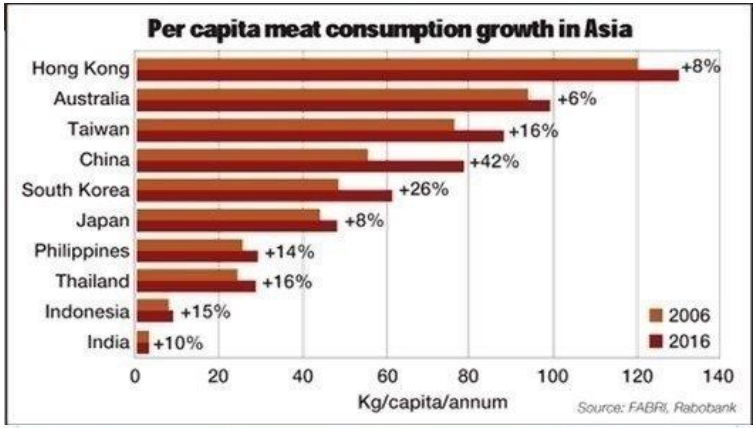
SXSW
ENVIRONMENTAL
FULL FRAME
DOCUMENTARY FILM FESTIVAL
2014
DAMNATION


Including 10 More Years of Business Unusual
let my people go surfing
The Education of a Reluctant Businessman
Yvon Chouinard
patagonia

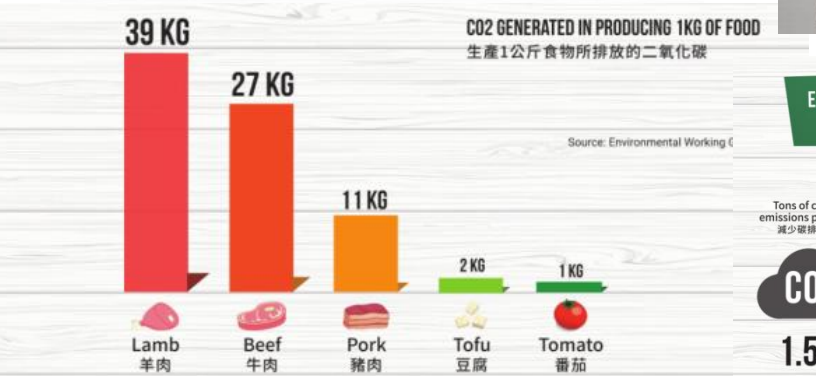

the responsible company
What We've Learned from Patagonia's First 40 Years
Yvon Chouinard & Vincent Stanley
patagonia

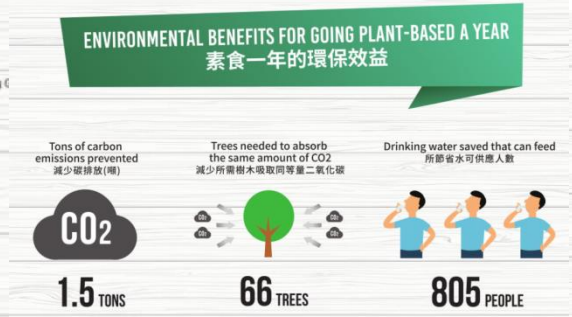
patagonia FILMS
WE
THE FUTURE OF ENERGY IS COMMUNITY-OWNED
THE POWER
DIRECTOR DAVID GARRETT BYARS
PRODUCERS CARLOS CARNEIRO ROOS VAN DE WEERD NICHOLAS WEISSMAN BAS ZWARTEPOORTE
EDITOR LYMAN SMITH FIELD DIRECTOR JOOST ENGELBERTS JOPPE ROG EXECUTIVE PRODUCERS ALEX WELLER MONIKA MCCLURE ALEX LOWTHER
EUROPEAN PRODUCTION COORDINATOR ELSE MARIE ROMBOUTS DIRECTORS OF PHOTOGRAPHY KEENAN NEWMAN BAS ZWARTEPOORTE
ASSISTANT EDITOR KATYANN GONZALEZ STORY CONSULTANT JELLE MUL PRODUCTION COMPANIES VACATIONLAND BUREAU VOORLICHTING
ENVIRONMENTAL CONSULTANTS MIHELA HLADIN WOLFE HERVÉ DUPIED TOM DOWDALL BETH THOREN
Copyright © 2021 DGB FILMS, INC.
PATAGONIA.COM/WETHEPOWER

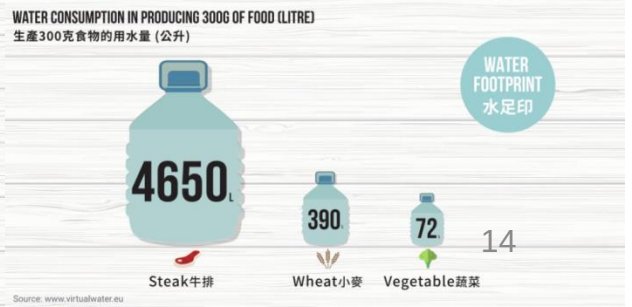
2012. Hongkong David Yeung és Francis Ngai



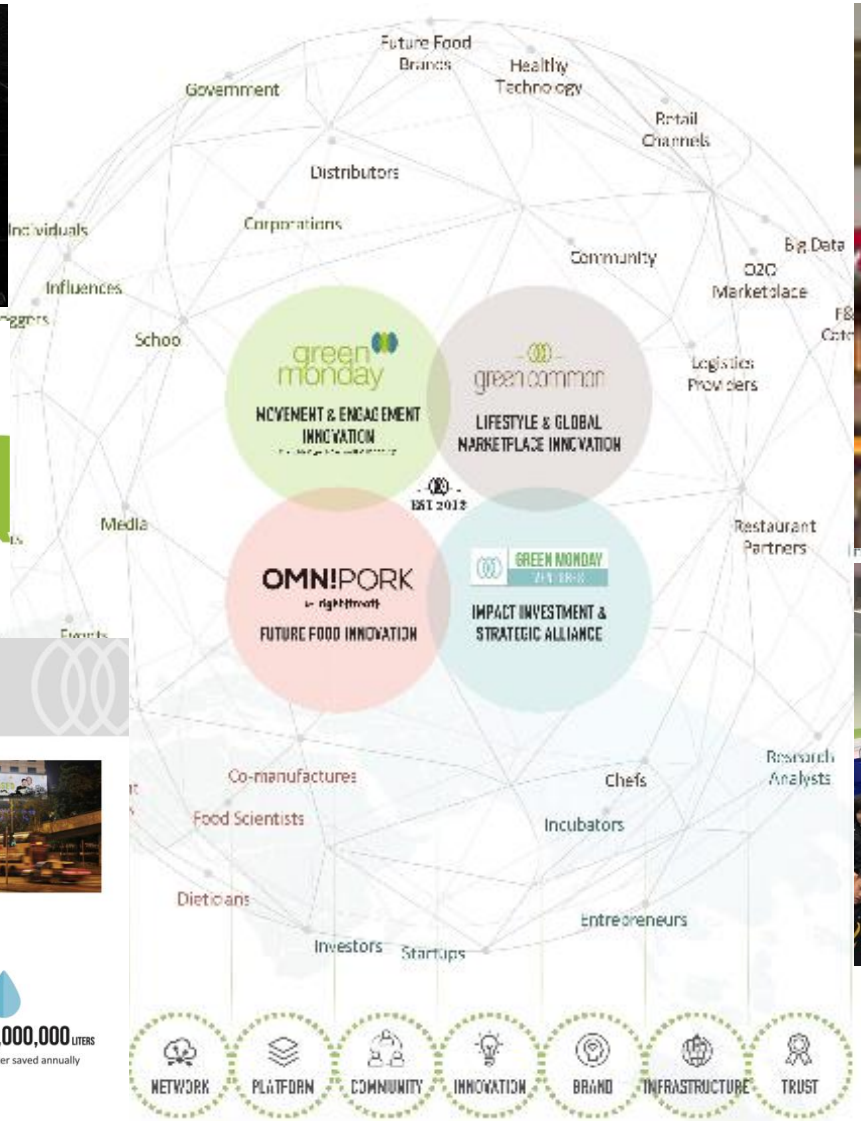
Rank	Country	Consumption	Population	Per Capita
	World	57,240,000	7,158,000,000	12.25
1	Hong Kong	582,000	7,219,700	123.51
2	Argentina	2,700,000	42,669,500	96.95
3	Uruguay	175,000	3,286,314	81.59
4	Brazil	7,925,000	201,032,714	60.40
5	United States	11,172,000	317,916,000	53.84
6	Australia	760,000	23,460,484	49.64
7	Chile	455,000	15,116,435	46.12
8	Paraguay	192,000	6,783,374	43.37
9	Canada	970,000	35,344,962	42.05
10	Kazakhstan	416,000	17,207,000	37.04
11	New Zealand	108,000	4,525,250	36.57







green monday



MAKE CHANGE HAPPEN

34% HK people (2.5M+ population) become flexitarian by practicing Green Monday

HK FLEXITARIAN POPULATION
5% (2008) vs 34% (2020)
~2.5M+ POPULATION

GREEN MONDAY BRAND AWARENESS
46% (2020)

WILLING TO TRY GREEN MONDAY
83% (2020)

IMPACT OF GREEN MONDAY

CO_2
1,230,000 TONS
Total of carbon emissions prevented annually

55,000,000 TREES
Trees needed to absorb the same amount of CO2 annually

391,000,000 LIVES
Number of lives saved annually

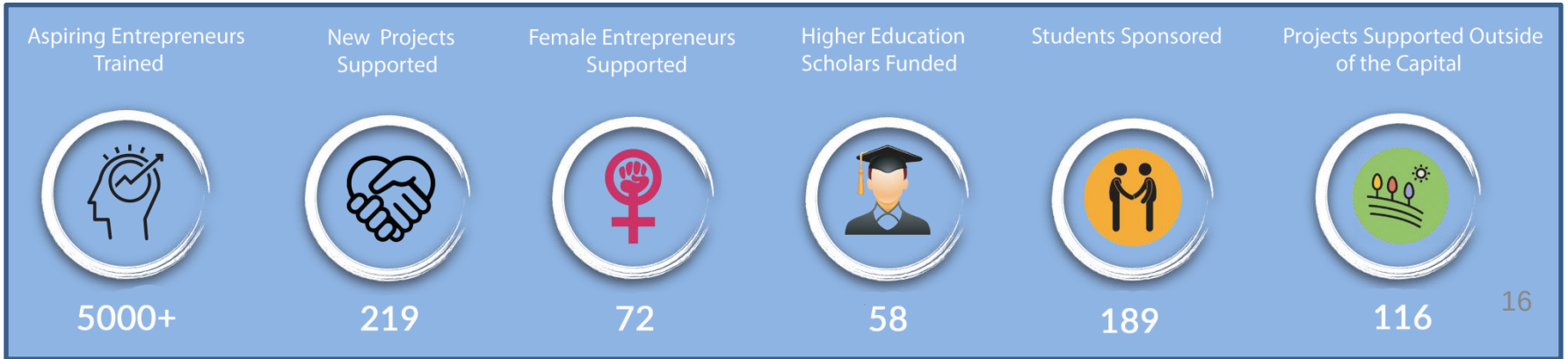
385,000,000,000 LITERS
Liters of water saved annually

*2018 data source: survey conducted by IPSOS Hong Kong. Methodology: Telephone Omnibus (CATI) covering a statistically representative sample size of 1,000 adults with 95% confidence interval.
**2020 data source: survey conducted by IPSOS Hong Kong. Methodology: Telephone Omnibus (CATI) covering a statistically representative sample size of 1,000 adults with 95% confidence interval.
***2020 data source: survey conducted by IPSOS Hong Kong. Methodology: Telephone Omnibus (CATI) covering a statistically representative sample size of 1,000 adults with 95% confidence interval.

2000. Oxford / 2003. Thimphu, Bhután

Karma Phuntsho

Loden ~ „a tudás ajándéka”



LODEN EDUCATION INITIATIVE

58
undergraduate scholarships provided since 2012

189
children from low-income families sponsored since 1999

600+
children graduated from the early learning centres since 2008

33
Bhutan Dialogue sessions held since 2017

A young monk reading through books donated by Loden at their library in Jakar Dzong, Bumthang

Mr. Nidup Gyeltshen received our interest and collateral free loan to start the first and the only bakery in Taktse, Trongsa in 2016. Ever since he has consistently repaid his loan and has completed his repayment in 2020.

If you are ever in Taktse, Trongsa, visit Nidup's bakery.

@gyeltshenbakerytaktse

Deepika's reusable and Eco-friendly bio plates

LODEN ENTREPRENEURSHIP PROGRAMME (LEP)

205
entrepreneurs supported across Bhutan

72
business are lead by women entrepreneurs

5000+
aspiring entrepreneurs trained since 2008

18
dzongkhags covered in Bhutan

Tandin Wangmo with her first batch of Made in Bhutan gift baskets

Sangay Needup with Honorable Lyonpo Yeshey Penjor, Dasho Thrompoen Kinlay Dorji and UNDP Resident Representative Aum Azusa Kubota during the launch of 'Vegetable on Wheels.'

LODEN CULTURAL PROGRAMME

56
cultural projects initiated since 2013

Over 4 million
pages of text digitized

Over 3,260
hours of audio-visual content recorded

5
cultural sites projected across Bhutan

Tangsibi tó helyreállítása

https://greystonbakery.com/

http://www.patagonia.com/

https://greenmonday.org/

https://loden.org/

Összegzés

- A buddhista vállalkozásoknak **kiemelkedő szerepük** lehet az emberiség **fenntartható jövőjének** megteremtésében
- **Megvalósítható** és ökológiailag, társadalmilag és gazdaságilag is **fenntartható gyakorlataik** másokat is **inspirálhatnak**, hogy tudatosan és kreatívan dolgozhassanak a világ jobbításáért

Köszönöm a figyelmet!

andras.ocsai@uni-corvinus.hu