

**Laszlo Zsolnai**  
**Business Ethics Center**  
**Corvinus University of Budapest**

# **Business in the Anthropocene**

**Budapest**  
**May 11, 2020**

# The Anthropocene

**We are altering the biogeochemistry of the planet itself, destabilizing climate and influencing co-evolution at the planetary level.**



# Ecological overshoot



**Human perturbation overcomes four planetary boundaries (climate change, biosphere integrity, biogeochemical flows, and landsystem change) which define safe operating space for humanity.**

# The responsibility of business

**Business is the most powerful player in the Anthropocene and is mainly responsible for the degrading state of the biosphere in the last 50-60 years. Business related activities including material consumption caused most of the negative effects in the biosphere.**

# **The importance of business models**

**The key problem is the nature, form and scale of business operations. The business models of today's mainstream business do not fit in the reality of the biosphere.**

**Business models vary but almost none of them are consistent with the flourishing life on Earth (including human, non-human and future life).**

# PROGRESSIVE BUSINESS MODELS

Creating Sustainable and  
Pro-social Enterprise

**EDITED BY**  
Eleanor O'Higgins & László Zsolnai

**PALGRAVE STUDIES IN SUSTAINABLE BUSINESS**

*In Association with Future Earth*



# Reinventing business

**To achieve meaningful change in the humanity-nature nexus we have to reinvent the way business functions today. How can business become ecologically conscious agent which operates within limits, that is, uses only its “fair earth share” and contributes to the richness of life on Earth?**

# **Sustainable Value Creation**

**Products, processes, organizations and actions which satisfy real human needs and make positive impacts on nature, future generations, and society.**

# Principles and Directions

- **Frugality**
- **Intrinsic value of nature**
- **Negative emission technologies**
- **Ecologically regenerative projects**

# Vegan Food



# Water Efficiency



# Eco-housing



# Ethical Fashion



# Preventive and Natural Medicine



# Ecological Literacy



# Sustainable Energy



# Fair Trade



**FAIRTRADE**

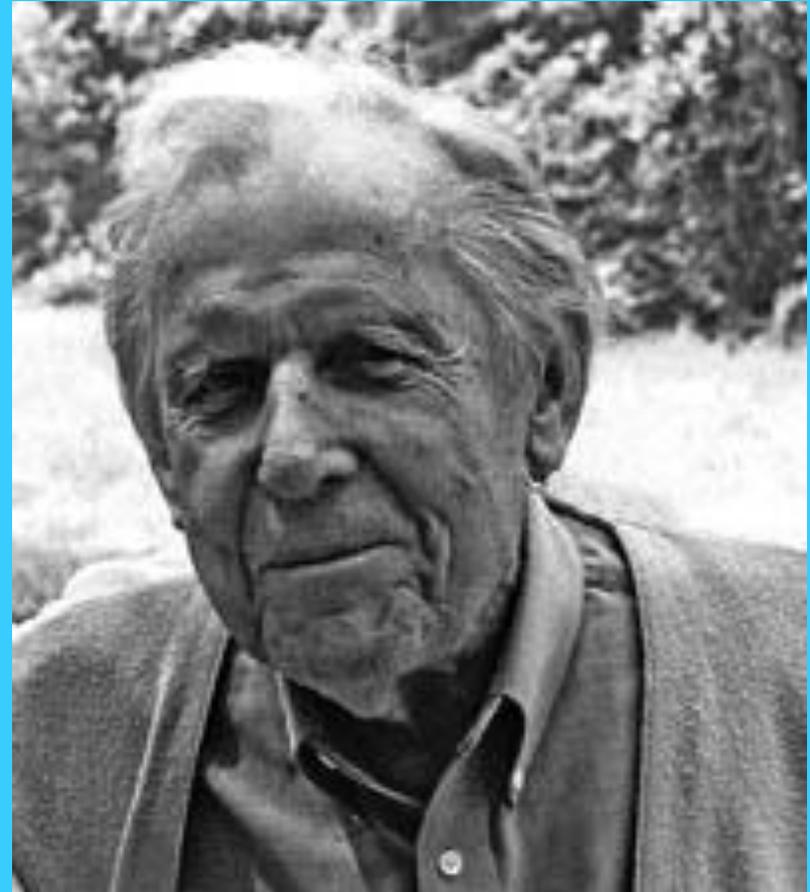
Guarantees  
a **better deal**  
for Third World  
Producers

# Ethical Banking



# Thomas Berry, C.P.

**„From here on, the primary judgement of all human institutions, professions, and programs and activities will be determined by the extent to which they inhabit, ignore or foster a mutually enhancing human-Earth relationship.”**



# Caring economics

