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Redefining Economic Reason

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With its exclusive focus on profit-making business destroys the integrity and diversity of ecosystems, the autonomy of local communities, and the chances of future generations for a decent life.

1. The Myth of Profit

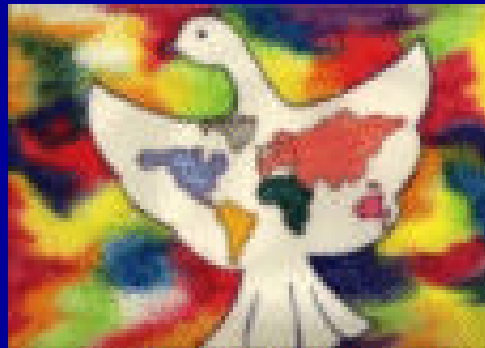
- (i) Profit is **inadequate** as a **sole measure** of economic activities.
- (ii) Profit is **dangerous** as the **main motivation** for economic activities.

Problems with profit as a measure: non-represented stakeholders



natural beings

future generations



Problems with profit as a measure: underrepresented stakeholders

The poor
and
marginalized people



Problems with profit as a measure: myopic stakeholders



**discounting
in space and time**



Profit cannot provide a complete, unbiased evaluation of economic activities.

Profit reflects the values of the strongest stakeholders and favours preferences here and now.

Problems with profit as a motivation: counter-productive



**destroys intrinsic
motivation and
decreases quality**

**leads to
manipulation
of others
and oneself**



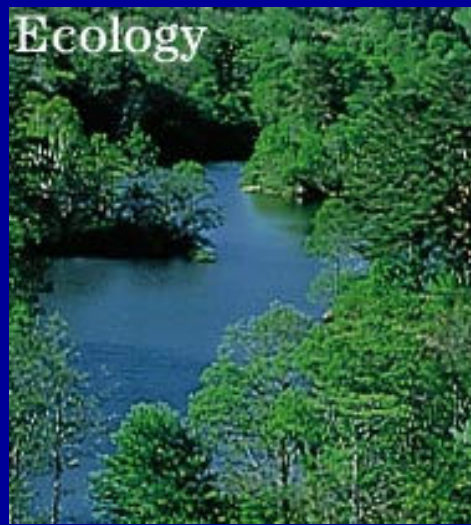
**Profit is neither a necessary
nor a sufficient criterion
of economic reason.**

2. Nature, Society and Future Generations

Economic activities should pass the test of ecology, pro-socialness and future generations to be qualified for economic reason.

The Test of Ecology

Economic activities should be ecological, i.e. should contribute to the preservation and restoration of the natural world.



The Test of Pro-socialness



Economic activities should be **pro-social**, i.e. should contribute to the **development of capabilities of people.**

The Test of Future Generations

Economic activities should be **future respecting**, i.e. should respect the **freedom of future generations**.



4. Redefining Economic Reason

The primary goal of economic activities is not profit-making but to provide right livelihood for those who are involved.

Evaluating economic activities
requires **substantive** and
multi-perspective methodologies.

The „**no harm**” principle should
be preferred everywhere.

More emphasize on **autonomy**
and **cooperation** has to be practiced.