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Socio-Economic & Biophysical Dynamics of the Humanity-Nature Nexus:

The Role of Business

I would like to address the role of business in the humanity-nature nexus. *Business* is the most powerful player in the Anthropocene but most importantly business is *mostly responsible* the degrading state of the biosphere in the last 50-60 years. Business and business related activities including material consumption of people caused most of the negative effects in the biosphere. (I will not focus on the other giant, namely the *military complex* in this respect.)

The key problem is the nature, form and scale of business operations. The underlying business models of today's mainstream business simple do not fit in the reality of the biosphere. The *business model* is the way an business entity organizes its activities in order to *earn money*. Business models vary from company to company and from industry to industry but almost none of them are consistent with the flourishing life on Earth (including human, non-human and future life).

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

To transform business into a progressive social institution we should address both the mindset, the behavior and the organizational structure of today's mainstream business. We have to find "leverage points" where some induced changes generate widespread, positive, non-linear effects for the whole humanity-nature nexus.

I sorry to say that both governments and consumers seem to be ineffective and/or incapable to induce such changes in business. We can find allies in *law, civil society organizations* and *media/public opinion*. These are agents who can be effectively signal their messages to business and whose language is understood by business.

I agree that *food, water, energy* and *transportation* are the crucial issues in the humanity-nature nexus. Let us focus on them when we try to develop new ways for business to function in a non-violent and nature respecting ways.

