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Value Creation for
Ecological and Human Wellbeing

September 16. 2020.



**BUDAPEST
SUSTAINABILITY
EXCHANGE**

SEPT 23-24



ORGANISED BY
**VISEGRAD FOR
SUSTAINABILITY**



<https://www.v4sdg.com/bse-agenda/>

REGISZTRÁCIÓ:

[HTTPS://WWW.EVENTBRITE.CO.UK/E/BUDAPEST-
SUSTAINABILITY-EXCHANGE-REGISTRATION-
101057160688](https://www.eventbrite.co.uk/e/budapest-sustainability-exchange-registration-101057160688)

Curent World Problems

Ecological emergency

Rising inequality

Covid pandemic

California is on fire!



Mainstream business models

**Creating wealth for the shareholders
(owners)**

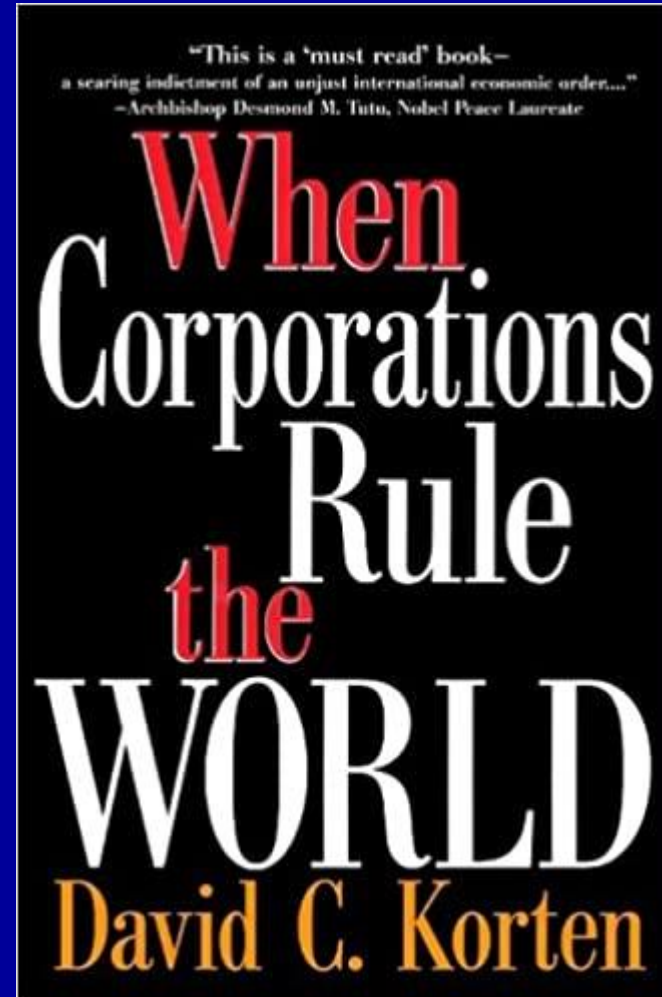
and

**externilizing cost for the other stakeholders
(nature, society, and future generations)**

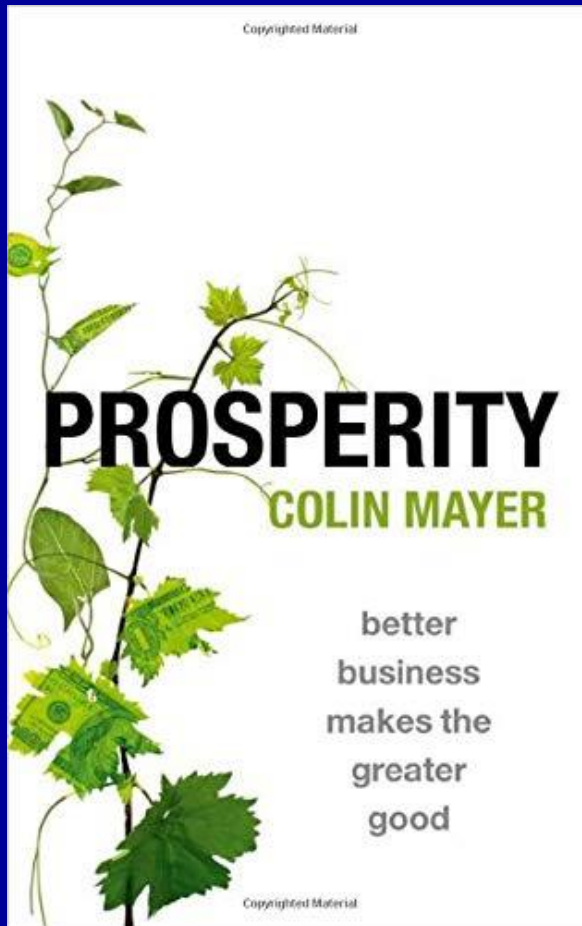
David C. Korten



**Club of Rome &
Living Economies
Forum**



Colin Mayer



**Saïd Business School
Oxford University**

Sustainable Value Creation

**Wellbeing is the main goal,
multidimensional definition of success**

**Human wellbeing and ecological
regeneration combined**

**Business and non-business models
(Diverse economies)**

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



Organic India

Lucknow, Uttar Pradesh



**Bhavani Lev and
Bharat Mitra,
co-founders**

<https://www.organicindia.com/>

Triodos Bank, The Netherlands



Triodos  Bank
Make your money make a difference

Peter Blom

CEO & President

<https://www.youtube.com/watch?v=0kSWrHf2m1g&pp=QAA%3D>

Interface, Inc. USA



Ray Anderson (1934-2011)

https://www.interface.com/US/en-US/sustainability/our-history-en_US

**Be part of the solution,
not the problem.**

Readings

Knut Ims, Antonio Tencati & Laszlo Zsolnai: „Business Ethics in the Athropocene” Magyar Tudomány 2019. No. 4.

Robert Constanza et. al.: „Toward a Sustainable Wellbeing Economy” Solutions 2018 April