



DANIEL DAHM DECLARATION “TOWARDS SUSTAINABLE BUSINESS CULTURES”

ABSTRACT

NEW CHALLENGES CALLING FOR SUSTAINABLE BUSINESS CULTURES

The variety of life, the productivity and regeneration cycles of energy and material on planet earth are indispensable for the evolution of life and cultures, as well as for economical development. Economy and ecology are inseparable; they are intrinsically tied together.

The actual financial crisis is resulting from A) the ongoing total expansion of financial capital and private interests, and B) a bio-destructible competitive environment. Both together led into an ecological crisis, affecting all life-forms on earth including mankind. The financial system and its credits did grow far over the productive and reproductive capabilities of natural and social capital.

Economical (monetary) productivity was purchased on ecological credits, and ecological productivity was sold without consideration of its reproductive premises.

Instead of the actual panic reactions, new forms of co-operative actions and value creation are needed with a shared idea of competition on the base of sustainability. Future targets are the renaturation of degraded landscapes and ecosystems, as well as strengthening the development of infrastructures for basic needs with fair access for all humans, and, in parallel, the broad establishment of sustainable lifestyles.

SUSTAINABILITY STRATEGIES: OPPORTUNITIES & TASKS

On the way towards a sustainable business culture, concerted actions are needed. Self-reliant and conscious approaches are combining the range of opportunities and tasks that can be harnessed for successful sustainable entrepreneurship.

TRANSSECTORAL PARTNERSHIPS – POOLING INTELLIGENCE

Building up of new alliances between companies and enterprises, civil society and non-profit organisations, local entrepreneurs, small-scale business and subsistence economy and establishing of such new partnerships is essential to achieve optimal adaptation on local and regional preconditions.

COMBINING OPPORTUNITIES – RECOGNIZING NEW CHANCES

A new market connecting corporate social responsibility with CO₂-compensation is emerging with an exceeding dynamic of economic growth and high demanding opportunities of profitability. In

addition to a rising societal awareness and a shift of consumer habits, this process goes along with drastic political decisions and modifications of cash flows.

The identification and linking up of new opportunities and requirements for a changing sustainable world is essential to harness all potential benefits. To obtain such opportunities, the consultation of competent advice is fundamental, as well as of local and regional knowledge.

INFRASTRUCTURAL ENDEAVOURS – POLYCENTRIC PATTERNS

Many of the international ecological, social, economical and political conflicts and instabilities, inclusive the access to energy and resources are resulting from a lack of infrastructures. The systematic and broad build-up and linking-up of infrastructures on all levels, from regenerative energies, over communication, mobility and logistics, pharmaceuticals, education would induce an economic boom and foster dynamic stabilisations of international and regional economies. Such infrastructures need to be oriented on polycentric solutions, following the ecological archetype by co-operatively integrating decentralised and centralised designs.

It is possible to realise the international prosperity gap in an intelligent combination with consolidated infrastructural measures and the clever use of investments as an enormous potential for economical and technical performance.

The time is now to act – towards Sustainable Business Cultures.