



BUDDHIST ECONOMICS

***The Role of Organizations***

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Challenges to  
Contemplative Management Goals

- Free Market Economics and Buddhist Economics
- How governments influence company behavior with rules and incentives
- Buddhist Economics – A Way of Life

## What is possible in multi-national companies?

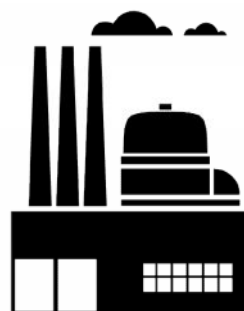
- Research shows better business policies are good business.
  - CEO pay and company performance not related (or inversely related)
  - Companies using human-centered strategies that provide good jobs with a living wage have superior performance
  - High-sustainability companies outperform comparable low-sustainability companies in the stock market
- Problem: company practices and behaviour do not respond to research

## CRITICAL PROBLEMS



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from Noun Project

Inequality



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Global Warming

# FREE MARKET ECONOMICS

## 3 Beliefs

1. Goal is maximize profits



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2. People are selfish



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3. Executives deserve high pay



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# BUDDHIST ECONOMICS

## 1. ALTRUISTIC NATURE



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## 2. INTERDEPENDENCE WITH EACH OTHER



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## 3. INTERDEPENDENCE WITH NATURE



## FREE MARKET V. BUDDHIST ECONOMICS

Goal is to maximize average national income (“more is better”)

Goal is to minimize suffering and provide comfortable life for all.

## Sustainability Practices?

- Focus on short-run profits goes with bad business behavior (especially Big Oil and Finance)
- Big Oil money buys local, state, and national elections (US)
- Advances in companies reducing GHG emissions in their own operations and upstream supply chain
  - Mainly in response to affordable renewable energy (solar and wind).

## Sustainability Practices

- “Corporate social responsibility” or “Green initiatives”
  - Some initiatives have had a positive social impact,
  - Others have been implemented for marketing purposes.
- “Greenwash” tags a company for bragging about its environmentally friendly products while it simultaneously degrades the environment on a massive scale.
- Risk management is becoming a big problem for all companies
  - Figure out how climate change, energy prices, and reducing carbon pollution will impact their profits over the years.

## CORPORATIONS

1. Green Production & Green Products



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2. Living wages and balanced life



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from Nour Project

## COUNTRY must structure policies to support decent jobs and sustainability

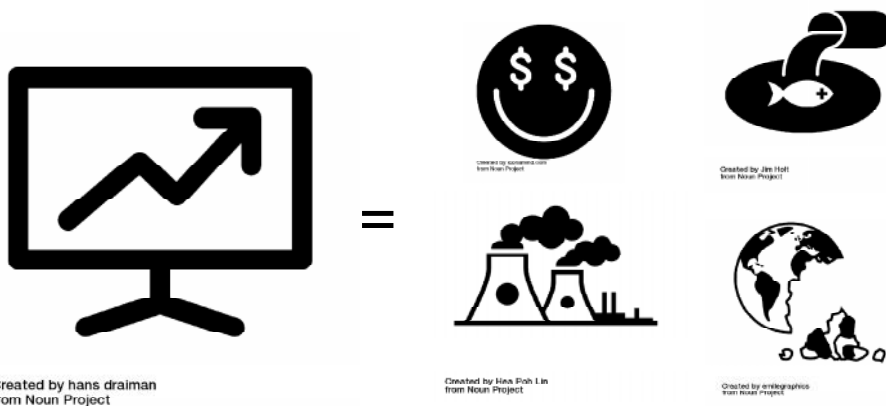
- Governments provide rules and incentives to create the outcomes desired.
  - jobs (living wages, hours, paid time off, worker health and safety)
  - product characteristics (green requirements, safety)
  - emissions (operations, supply chain, products)
- Government policies to increase workers' bargaining power, raise the minimum wage, provide adequate vacation and paid family leave time, enforce safety rules, and prohibit imports produced with substandard labor practice.
- Rules and incentives must also guide consumer choices and behavior.

## COUNTRY must provide policies to support clean-energy way of life

- Companies must be regulated to create green products, eliminate their environmental damage, and helping the communities in which they live.
  - "regulations" by local, state, and national governments: specific laws (caps, taxes, et al) on all forms of pollution, representatives from local communities and consumer groups on Boards, reuse and recycling.
- A plenitude of sources exist for companies that want to be guided by Buddhist economics and operate ethically.



## MEASURING ECONOMIC PERFORMANCE (Income or Well-being?)



### Public Action To Change Policy

- Governments still subsidize fossil fuel industry, and still have inadequate roadmaps to 100% clean energy.
- Shareholder Activism
  - Public demands to divest public funds (pensions, government) is starting to have a big impact on fossil fuel industry.
  - The "fiduciary responsibility to shareholders" is used by the pension boards NOT to divest of fossil fuel stocks, even when the financial risk is shown to be high.

## Rich Countries Must focus on WHAT CREATES HAPPINESS



Created by Yu Luck  
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Helping others



Created by Chris Homan  
from Noun Project

Caring for the planet



## CLOSING THOUGHTS

We need the political will and moral courage to take action on behalf  
of people and Earth, over generations.

This is a lifetime commitment and process.

May we continue the journey together.

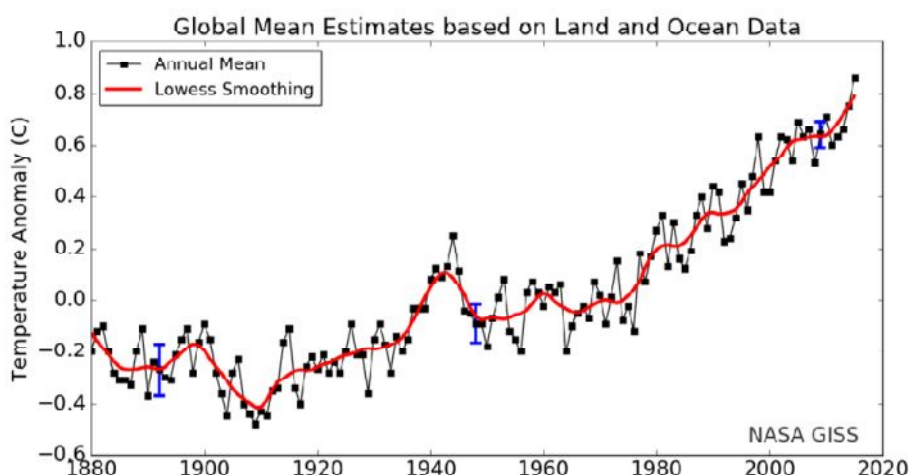


## BUDDHIST ECONOMICS Clair Brown

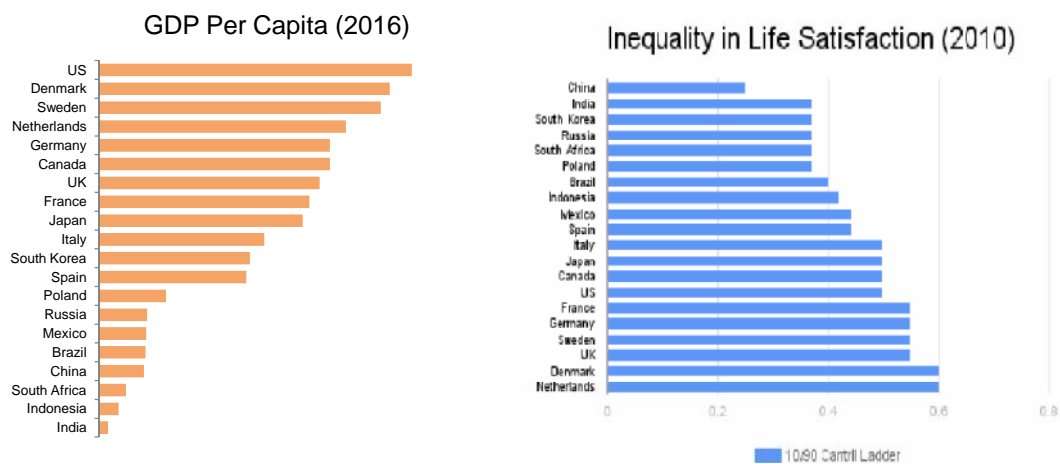
Bloomsbury Press (Feb 21, 2017)  
Please read it and let me know your thoughts.  
Buddhisteconomics.net

*Gratitude to Priya Iyer (UCB 2014) for creating deck, to IRLE for financial support,  
and to friends around the world for insight and support.*

## Global Warming



# GDP & Happiness



## INDIVIDUALS

1. Live Mindfully with Love, Compassion & Wisdom



2. Work Together & Take Action



Created by Alberto Velasco  
Toni-Neri Project

THE LEAP FORWARD WITH BUDDHIST  
ECONOMICS

# 8 Steps

2 for Corporations

4 for Nations

2 for Individuals