

# Natural capitalism - business strategies, sustainable practices, innovation, and ...

[Business](#)



The paper "Natural Capitalism: Making Market Works by Paul Hawken" is a great example of an article on business. The article "Making Markets Work" exemplifies other business strategies essential to make environmental sustainability consistent with the notion of profitability. It identifies that the objective of natural capitalism as outlined by Paul Hawken is to demonstrate sound principles of the market upon all sources of material value. In this perspective, natural capitalism as demonstrated in the article guarantees that all the other forms of capital are essential steward as money and is trustees of financial capital. The author of the article categorically identified a possible remedy for unsustainable market activities as the adoption of sustainable market activities. The activities serve to counteract and shape the direction of market forces to ensure they produce favorable outcomes through the inclusion of all-natural capital (Hawken, et. al 2009). The article identifies several sustainable activities including creating markets in resources generally avoided due to fear of being depleted and abated pollution credits. These activities, as suggested by the author will tend to maximize competition in saving resources. Another method of counteracting the unsustainable market activities is for utilities to make markets in megawatts, permitting energy-saving ideology and products to compete with energy production. The article posits that entrepreneurs should exploit every opportunity presented to prevent pollution and other forms of avoiding resource depletion. In this perspective, the article, emphasize that such objectives provide potential candidates from which entrepreneurs should venture (Costanza & Daly, 2007).

The article exemplifies through examples of how sustainable practices,

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innovation, and eco-friendly technologies can enable markets function. The author suggests that markets have been working to promote sustainability from decades (Hawken, et. al, 2009). A viable example of such activities includes the collaboration of climate scientist. Internationally, climate scientists work in collaboration by introducing Greenpeace, and by investing in climate protection. In this perspective, natural capitalism is fundamental, as suggested in the article in enhancing and redirecting market forces and for creating markets for such industries.

### Reflection

Indeed, it is plausible to not only consider but also integrate natural capitalism ideology and perceptions in creating a sustainable market. These economic systems are fundamental since they incentivize profits by developing both demand and supply of once unutilized resources to make them economically important to the community. From this perspective, markets can be created through proper care of the environment. Natural capitalism, therefore, assigns the economic value of stewardship of the planet (Hawken, et. al., 2009). It generally means that the abate pollution and strictly restricted resources in an attempt to prevent them from depletions assign an economic value distant from their latent sale price on the market.

Natural capital accounts to indispensable benefits and resources vital for human survival amid other economic activities generally provided by the ecosystem. Utilization of natural capitalism in different sectors of the economy is a business strategy that enhances environmental sustainability compatible with profitability. The application of natural capital offers a

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feasible remedy to assure sustainable market activities. It, therefore, eliminates the possibility of monopoly and attracts the efficient allocation of natural resources. Competition in the industry between energy savings against other energy productions is inevitable (Costanza & Daly, 2007). In fact, competition is fundamental in the market since it facilitates the establishment of new markets and improved products. It has a trickle-down effect on the market where all market participants benefit from the interaction. It eliminates the element of capitalism thereby eliminating the possibility of exploitation. Sustainability in the market is therefore maintained.