

## Usaglašenost poslovne i ekološke etike – preduslov zaštite životne sredine i održivog razvoja u eri snažnog naučno-tehnološkog razvoja

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*Zaštita životne sredine i održivi razvoj jedan je od najakutnijih problema u eri snažnog naučno-tehnološkog i ekonomskog progressa. Preduslov rešavanja tog akutnog problema današnjice je usaglašenost poslovne i ekološke etike – omogućiti visok tempo ekonomskog rasta a da se pri tome nanese što je moguće manja šteta životnoj sredini. Put ka tom usaglašavanju su osnovni principi novih naučnih disciplina: socijalne ekologije i ekološke ekonomije. Oni ukazuju na to da su ekonomski i ekološki sistem dva dela jedne celine. Jagma za nekontrolisanim uvećanjem profita je prošlost a poslovna etika mora u sebi sve više da sadrži humaniji odnos prema prirodi.*

**Ključne reči: poslovna etika, ekološka etika, životna sredina i održivi razvoj, socijalna ekologija, ekološka ekonomija**

### 1. UVOD

Vreme u kome živimo u znaku je snažnog, i često nekontrolisanog, naučno-tehnološkog i ekonomskog razvoja. Raf Lap kaže da se mi nalazimo u vozu koji se kreće sve brže prugom koja ima bezbroj skretnica u nepoznatim pravcima. Znali smo doći do brojnih naučnih dostignuća ali se nismo naučili predviđati kakve će biti posledice. Danas one prete da nas unište.

Sadašnjost – III milenijum, možemo razumeti samo ako shvatimo da svet u kome živimo nije više nastavljanje prošlosti i da se stoga od istorije (nekadašnje učiteljice života) sve manje može naučiti što bi se moglo iskoristiti i primeniti u budućnosti. Alvin Tofler u svojoj futurističkoj studiji „Treći talas“ kaže da se ova treća (dodali bi smo i nastupajuća četvrta) naučno-tehnološka revolucija ne nadovezuje na prethodne dve. Ona sobom nosi istinski nov način života „radikalne promene u načinu proizvodnje“ [1], ali i celini strukture i dinamike savremenog društva. Ova nova civilizacija istovremeno je veoma tehnologizovana i protivindustrijska. Ona nam piše novi zakonik ponašanja koji znači potpuni raskid sa zakonicima u dosadašnjoj istoriji. „Ako hoćemo pomoći ljudima da se održe u razdoblju snažnog tehnološkog razvoja onda moramo u sastav super-industrijskog društva ugrađivati ublaživače šoka budućnosti [22].

Razvoj ekološke svesti jedan je od osnovnih preduslova opstanka svega živoga na ovoj planeti, samim tim i društva u celini i bilo kog preduzeća u okviru njega. To znači da je neophodan nov sistem vrednovanja, nova ekološka kultura – humaniji (etičniji) odnos prema prirodi. Naš pesnik Miroslav Antić kaže da su zagađivači u prirodi, rezultat zagađivača u nama. Ukoliko želimo da „živimo i normalno funkcionišemo na planeti Zemlji, moramo posvetiti veću pažnju već narastajućem ekološkom problemu“ [3]. Društvu je potrebna ekološko-etička vizija kojoj je najveća prepreka naša svest i Njegovo Veličanstvo Profit, kao cilj poslovanja ali kao jedan od osnovnih problema poslovne etike” [18]. Rečju, poslovanje ima obavezu da vršeci radnu aktivnost štiti ne samo vlastiti interes (profit) nego i ono što je u najboljem interesu

ljudskog roda. U okviru poslovne etike mora jačati svest da je dobro poslovanje ono koje doprinosi očuvanju i održivom razvoju uopšte. Neophodno je novo promišljanje društvenog razvoja – održivi razvoj tj. traženje ravnoteže između ekonomskog rasta i zdravlja ekosistema. Upravo nove naučne discipline: socijalna ekologija i ekološka ekonomija imaju za cilj ograničavanje privrednog rasta kada on dostigne stepen na kome dolazi do ugrožavanja prirodnih resursa- opstanka života na ovoj planeti.

Naime, sa puno prava možemo reći da smo čitava dva veka vodili pravi rat protiv majke Zemlje – da smo došli „na ivicu provalije“, naročito zbog nekontrolisanog iskorišćavanja neobnovljivih prirodnih resursa. Drugi vid našeg teškog poraza u suočavanju sa ovim teškim problemom nalazimo u još prisutnom nastojanju da se on „odloži za budućnost“. Suočeni sa upozorenjem da ono što radimo i kako radimo ima teške i katastrofalne posledice za opstanak ljudske vrste u celini ljudi su najčešće „odmahivali rukom“ tj. prihvatili stav da o tome treba da brinu buduće generacije. U prvim decenijama 21. veka stigli smo do tačke usijanja. Trendovi ekološke katastrofe dostigli su neslućene razmere. Ohrabruje, međutim, činjenica da početkom ovog veka, generalno posmatrano, kod ljudi počinje da prodire saznanje da se nešto radikalno mora menjati da bi se zaustavio ovaj fatalni trend ka uništavanju osnovnih pretpostavki za život na ovoj planeti.

Ipak, još uvek nismo dovoljno spremni da prihvatimo zaista radikalne mere koje bi omogućile da se ovaj trend zaustavi. Ukratko – rešavanje ovih problema zahteva prevelika odricanja od naših potrošačkih i sličnih potreba, zaštita mi još uvek nismo spremni. Mora se promeniti sistem vrednovanja čoveka, a do toga nije moguće brzo i lako doći. Verujemo da smo na putu istinskog susreta poslovne etike i ekološke etike. Da smo na putu izgrađivanja sistema vrednosti i uverenja koji bi se mogli svesti na moto: „dati više nego uzeti“. Jer, pobjeda nad prirodom znači samouništenje čoveka.

Uvereni smo da su osnovni principi novih naučnih disciplina: socijalne ekologije i ekološke ekonomije

upravo put ka usaglašavanju poslovne i ekološke etike – pretpostavka opstanka svega živog na planeti Zemlji.

## 2. ZAŠTITA ŽIVOTNE SREDINE I ODRŽIVI RAZVOJ

U rangiranju najakutnijih problema savremenog sveta, problemi očuvanja životne sredine i održivog razvoja nesumnjivo dolaze na prvo mesto. Suočeni smo sa situacijom koju do sada svet nije poznao. Prvi put u svojoj istoriji čovečanstvo se našlo pred krizom koja se tiče doslovno svakoga, pogađa gotovo sve – sva živa bića, sav biljni svet i sve ljude, narode i države. Suočavamo se sa sve bržim nestajanjem ravnoteže između prirodnih sistema za održavanje života i demografskih potreba čovečanstva. Nema sumnje, čovek je nemilosrdno krenuo na prirodne resurse i u borbi za profitom gotovo više ne bira sredstva da bi što žešće degradirao prirodu. Osveta stiže postepeno ali sigurno. Otrojni gasovi, prljave tehnologije, atomske eksplozije i mnogo drugo zagađuju čovekovu sredinu nemilosrdnom upornošću. Mnogi znaci pored puta ukazuju na pogubnost neetičkog odnosa prema prirodi.

### 2.1. Očuvanje životne sredine – ekološki problemi, način ispoljavanja

Društveni, a pre svega ekonomski, razvoj proteklih skoro dva veka obeležen je i praćen ne samo strašnim raubovanjem svih resursa kojima raspolaže ova planeta, već i stravičnim uništavanjem nekih osnovnih pretpostavki za život i opstanak ljudskog roda kao i nekih drugih živih vrsta. S obzirom na složenost naše biosfere i na bezbrojna međudelovanja između zemaljskog vazduha, mora i zemlje, još uvek je među naučnicima prisutna nesigurnost u vezi sa tim šta se može desiti sa životnom sredinom, ali je sve više prisutno mišljenje da je ovo kašnjenje takvih razmera da se postavlja pitanje da li još uvek ima izgleda da se ovi problemi obuzdaju i reše. No, bez obzira na sve to naučnici – ekolozi su saglasni u sledećem:

Prvo, svi se slažu u tome da brzi razvoj tehnologije stvara opasan „efekat staklene bašte“ – globalnog zagrevanja sa posledicama za ceo zemaljski ekosistem. Sve više se na medijima može čuti apel za smanjenje gasova koji izazivaju „efekat staklene bašte“.

Drugo, saglasno prethodno rečenom, naučnici – ekolozi saglasni su u tome da će se do sredine ovog veka udvostručiti nivo ugljendioksida, proizvesti prosečno uvećanje temperature između 1,5 i 4,5 °C. Nivo mora će rasti isto kao i temperatura, a uz povećanje nivoa mora od jednog metra doći će do povlačenja obalske linije od stotinu metara. Oluje će ubaciti ogromne količine vode na kopno, a morska voda će prodreti dalje u unutrašnjost i nizvodno uz reke zagađivati podzemne sveže vode. Šta će se dogoditi sa ledenim poljima Antarktika (koji sadrže 90% svetskog leda) o tome se još vode rasprave.

Treće, svi su saglasni u tome da je alternativni način postupanja sa globalnim zagrevanjem izmena načina na koji živimo.

Četvrto, danas gotovo da ne postoji univerzitetski centar u kome nisu zastupljeni različiti oblici ekološkog obrazovanja. Generalno posmatrano, danas ekologija i ekološka svest postaju duh vremena. Sve više se govori o

novoj ekološkoj kulturi – o čovekovoj humanijem odnosu prema prirodi. Tako je nastala nova disciplina u ekološkoj nauci – „humana ekologija“. Konačno je shvaćeno da nije dovoljno donositi parcijalna rešenja, već je neophodna promena čovekovog pogleda na svet, čovekovog sistema vrednovanja.

Najbitnija je ohrabrujuća činjenica da je u prvim decenijama ovog veka došlo do ozbiljnog suočavanja sa ovim problemima. Rečju, kod ljudi prodiše svest i saznanje da je očuvanje životne sredine, „prirodnih (naročito neobnovljivih) resursa, jedan od najakutnijih i neodložnih problema“ [8].

Ovi problemi ispoljavaju se na različite, međusobno povezane načine. Ukazaćemo samo na najvažnije.

#### 2.1.1. Porast stanovništva – demografska eksplozija

U periodu od 1950. do 2000. god. svetska populacija uvećana je od 2.5 milijardi do 6.1 milijardu. Procena je da će 2050. godine na Zemlji živeti oko 9 milijardi ljudi. Broj ljudi se enormno povećava, a prirodni resursi se smanjuju iz dana u dan.

#### 2.1.2. Zagađivanje vazduha

Vazduh koji udišemo i od kojeg živimo sve je više ispunjen raznim sastojcima koji su veoma štetni po naše zdravlje. U vazduhu koji udišemo sve više je ne samo ugljendioksida, već i ugljenmonoksida, azotnih oksida. Danas su najveći zagađivači vazduha pored industrije, termoelektrane i velegradski saobraćaj. Pod uticajem sunčeve toplote i vlage u vazduhu često dolazi do „hemijskih reakcija u atmosferi, pri čemu nastaju jedinjenja koja negativno deluju na druge gasove u atmosferi (razaranje ozonskog omotača i pojava ozonskih rupa) ili na zemljinu površinu pojave kiselih kiša“ [24].

Upravo to je doprinelo povećanju stepena globalnog otopljenja na zemlji. Znači, zagađivanje vazduha izaziva dve vrste podjednako opasnih posledica: oštećenje ozonskog omotača i promene u sastavu atmosfere. Posebno je alarmantno predviđanje klimatologa da se, usled prethodno rečenog prosečna godišnja temperatura povećava od 2 do 5 stepeni što dovodi do otopljenja leda, poplava i sl.

#### 2.1.3. Zagađivanje vode za piće

Voda za piće sve je više zagađena otpacima koji se bezobzirno ispuštaju u razne kanale i iz njih sve dublje prodiru u zemlju. U mnogim gradovima u svetu građanima se poslednjih decenija skreće pažnja da nije poželjno da piju veće količine vode iz gradskih vodovoda. Najveći problem su otpadne vode, jer one zagađuju pitke vode i najozbiljnije ugrožavaju zdravlje stanovnika na Zemlji.

#### 2.1.4. Deforestacija – krčenje i uništavanje šuma

Dva su osnovna razloga deforestacije. S jedne strane rastući broj ljudi, naročito u nerazvijenim zemljama zahteva da se svake godine seče sve više šuma da bi se obezbedio minimalni izvor toplotne energije, ali i isto tako da bi se pokrile i neke druge potrebe (gradnja kuća i dr.).

Drugi razlog je u sve širem, masovnom umiranju šuma do kojeg dolazi usled opšteg zagađenja atmosfere. Izumiranju šuma naročito doprinose „kisele kiše“, koje postepeno uništavaju sve živo. Ovde treba imati u vidu činjenicu da su šume glavni izvor kiseonika na planeti Zemlji i da bez toga nema izvora života. Koliko je ovaj problem ozbiljan pokazuje podatak da je u delovima srednje Evrope u toku poslednje dve decenije već umrlo više od jedne polovine šuma (drveće se suši i propada).

#### 2.1.5. Smanjenje obradivih površina i pogoršavanje kvaliteta zemljišta

Dok se broj stanovnika na Zemlji povećava obradiva površina se iz dana u dan smanjuje. Naročito se obradive površine poslednjih decenija smanjuju u nerazvijenim zemljama, pre svega Africi. Nekadašnje njive pretvaraju se u pustinje. Sa tim je tesno povezana rastuća salinizacija, odnosno razni oblici pogoršavanja kvaliteta zemljišta koje se obrađuje. Na to, pre svega, utiču kisele kiše, upotreba raznih hemijskih đubriva, pesticida itd. Hrana sa tih površina ozbiljno je problematična po zdravlje ljudi.

#### 2.1.6. Ubrzano nestajanje, odumiranje većeg broja životinjskih vrsta i nekog rastinja

Poslednjih decenija došlo je do ubrzanog nestajanja, odumiranja većeg broja životinjskih vrsta (naročito ptica) ali i nekog rastinja. Već početkom ovog veka utvrđeno je, na primer, da neke ptice više ne postoje – odumrle su. U suočavanju sa pojavom ove vrste treba imati u vidu činjenicu da sve što živi na ovoj planeti međusobno je povezano i zavisno. Kada nestane jedna vrsta, narušava se određena ravnoteža i ugrožava se opstanak mnogih drugih vrsta. Pticama koje su odumrle hranila se neka druga životinjska vrsta. To znači da je za očekivanje da će i ona izumreti ako se ne adaptira na neki drugi način ishrane, što je manje za očekivanje.

#### 2.1.7. Uništavanje ozonskog omotača koji štiti našu planetu od nekih pogubnih smrtonosnih elemenata koji dolaze zajedno sa sunčevim zracima

Ova pojava može da ima katastrofalne posledice za opstanak svega živog na ovoj planeti. Neosporno je da sve što je živo na planeti Zemlji postoji samo zahvaljujući ovom zaštitnom omotaču. Ovaj omotač je poslednjih decenija probijen po prvi put u istoriji naše planete. Pojavile su se rupe kroz koje su počeli i da prodiru opasni elementi što ih emituje Sunce. Neka istraživanja upućuju na zaključak da je oštećeno više od polovine ovog omotača. Dakle, ukoliko se ne preduzmu neke radikalne mere opasnost od katastrofe je izvesna.

### 2.2. Koncept održivog razvoja i zaštita biodiverziteta

Ekosfera (prirodni izvor u kome, uzajamno povezano i zavisno živi sav biljni i životinjski svet) je nenadoknadiva. Ukoliko bi se uništila nikada ne bi mogla ponovo da se obnovi. Usled snažnog razvoja proizvodnih snaga i nekontrolisane eksploatacije prirodnih izvora, krajem 20. i u prvim decenijama 21. veka suočavamo se sa

sve većim narušavanjem ravnoteže između prirodnih sistema za održavanje života i progresivnih ekonomskih i naročito tehnoloških potreba čovečanstva. Neophodno je novo promišljanje društvenog razvoja – održivi razvoj, tj. traženje ravnoteže između ekonomskog rasta i zdravlja ekosistema. Rečju, moramo biti mnogo racionalniji u korišćenju prirodnih bogatstava. Neophodno je usaglašavanje ekonomskih i ekoloških potreba. Jedan od najvažnijih zadataka današnje nauke sastoji se u „razradi takvih ekonomskih sistema, u kojima će se obezbediti visok tempo ekonomskog rasta a da se pri tome nanese što je moguće manja šteta prirodnoj sredini“[10]. Upravo to je centralni zadatak savremene ekološke ekonomije.

Naime, postoje dve vrste prirodnih resursa: obnovljivi i neobnovljivi. Veliki šumski sistemi su, primera radi, obnovljivi prirodni resursi dok su rezerve nafte neobnovljiv prirodni resurs. Njene količine su ograničene. Upravo je suštinski problem današnjice nekontrolisano korišćenje neobnovljivih prirodnih resursa. Mi ne znamo tačno gde su granice održivosti, ali znamo da smo veoma blizu njih, jer smo se skoro dva veka bezobzirno odnosili prema neobnovljivim prirodnim resursima. Čak možemo reći da su ponegde granice održivosti već probijane.

Pod održivim razvojem podrazumevamo: „(1) prirodnu (ekološku) održivost – sposobnost samoobnavljanja i trajanja života ekosistema; (2) održivost obnovljivih resursa u smislu njihovog ravnomernog korišćenja u vremenu i prostoru; (3) ravnomernije raspolaganje obnovljivim resursima i njihovim supstitucijama“[14].

Sam pojam održivog razvoja prvi put je pomenut 1713. godine, i odnosi se na održavanje šuma. „Već tada se shvatilo da se sme poseći samo onoliko stabala koliko je novih stabala zasađeno“[6]. Od tada do danas ideja održivog razvoja prvenstveno se odnosi na racionalnost i ravnomernost korišćenja resursa kako bi se, najpre, omogućilo održavanje života na ovoj planeti, a onda, da bi se za buduće generacije sačuvalo što je moguće više lepote prirode.

Ohrabruje činjenica da u prvim decenijama ovog veka, najpre u naučnim krugovima, a potom i kod ljudi uopšte, sve više prodiere svest i saznanje da je očuvanje životne sredine i održivi razvoj jedan od suštinskih problema današnjice – pitanje biti ili ne biti za opstanak ne samo ljudskog roda nego svega živog na planeti Zemlji. Novom pristupu razvoju – održivom razvoju, poseban doprinos svojom Deklaracijom dala je Konferencija Ujedinjenih nacija o čovekovoj sredini doneta u Stokholmu 1972. godine. U toj Deklaraciji posebno se ističe „neophodnost da se razvojem sačuva sposobnost naše planete da proizvodi glavna prirodna bogatstva, i da se neobnovljiva bogatstva koriste na način da ne budu iscrpljena“[4].

Koncept održivog razvoja je mnogo složeniji, kompleksniji i širi koncept razvoja od klasičnog koncepta društveno-ekonomskog razvoja. Reklo bi se da je on i multidisciplinarni, jer održivi razvoj ima četiri komponente: (1) privredno-tehničku; (2) socijalnu; (3) kulturnu; (4) ekološku.

Održivi razvoj može da funkcioniše samo kada su sva četiri oslonca „od podjednakog značaja i jačine sa čvrstom međusobnom povezanošću i uslovljenošću – ako

je jedna noga stolice kraća ili duža od ostalih, nema udobnog sedenja, nema održivosti“ [18].

Održivi razvoj je u Lisabonskom sporazumu o osnivanju Evropske Unije naveden kao krajni dugoročni cilj ove zajednice. Za dostizanje održive budućnosti Evropska unija je usvojila strategiju „Evropa 2020“ u čijem fokusu je održiva budućnost. Najprihvatljivije određenje suštine održivog razvoja dato je u knjizi „Naša zajednička budućnost“ nastala na osnovu izveštaja Evropske komisije za životnu sredinu i razvoj iz 1987. godine. Konstatuje se da je održivi razvoj onaj razvoj koji izlazi u susret potrebama sadašnjice a ne ugrožava sposobnost budućih generacija.

Nema univerzalnog modela održivog razvoja. Nužan je specifičan pristup u pojedinim segmentima i pojedinim regijama. Generalno posmatrano možemo da kažemo da je neophodna nova opšta univerzalna kultura u čijoj osnovi je „izgradnja novog, humanijeg odnosa prema prirodi“ [7]. Slogan te nove ekološke kulture je: „Dati više nego uzeti!“.

### 2.2.2. Zaštita biodiverziteta

Ne retko kada se govori o održivom razvoju istovremeno se govori o potrebi da se ekonomska aktivnost uskladi sa biološkim i fiziološkim organizmima-biološkoj ravnopravnosti života na zemlji, o biodiverzitetu (sinonim za život na Zemlji). Naročito Konferencijom o održivom razvoju u Rio de Žaneiru „pojam biodiverziteta dobija centralni položaj ne samo u uže biološkom već i u jednom šire društvenom, ekonomskom i političkom smislu“ [16]. Naime, sve što živi, živo je „zato i tako dugo dok funkcioniše vrlo složen sistem međusobno uslovljenih procesa kojima je svojstven spontani promet energije – to je neumitni zakon biosfere, jer prestankom prometa energije prestaje život“ [5]. Rečju, čovek je zbog predmeta koji su zadovoljavali njegovu trenutnu potrebu uništavao krupne biljke koje čuvaju tlo, što je brzo dovodilo do neplodnosti tla koje je naseljavao, presušivao izvore i na taj način uklanjao životinje koje su tu nalazile svoj život – pustošio je sve oko sebe, tako da sada preti opasnost da sam sebe iskoreni. Danas je, nažalost, „uključen alarm upozorenja da se prirodni resursi ne mogu dalje eksploatisati nekontrolisano i prekomerno bez posledica na sveukupno čovečanstvo“ [17]. Ovako nekontrolisanim delovanjem čoveka na životnu sredinu, broj vrsta koje „neopravdano bivaju izgubljene penje na fantastičnih 27 000 vrsta godišnje, odnosno 74 vrste dnevno“ [18]. Onog trenutka kada dođemo do podatka da 100 organskih vrsta izumre u toku jednog dana (što je veoma blizu) stopa izumiranja postaće 100 puta veća od procenjene prirodne evolucije stope izumiranja. Zbog svega toga generalna skupština UN 2010. godine, usvojila je rezoluciju kojom je period 2011-2020 proglašen dekadom biodiveziteta.

### 3. OSNOVNI PRINCIPI SOCIJALNE EKOLOGIJE I EKOLOŠKE EKONOMIJE – PUT KA USAGLAŠAVANJU POSLOVNE I EKOLOŠKE ETIKE

Došli smo do tačke usijanja. Čovek mora da vodi računa o prirodnom ekološkom poretku ako želi da “ne poseče granu na kojoj stoji”. To znači da je neophodno novo promišljanje pojmova ekonomskog rasta i

društvenog progressa. Sasvim je sigurno da oni danas mogu ići samo do tačke koja ne ugrožava opstanak ljudske vrste na ovoj planeti. Sa novim socijalnim promišljanjem karaktera odnosa društva i prirode nastaje potreba za novim etičkim normama. Američki esejista Džon Šel u svojoj knjizi “Sudbina Zemlje” posebno ukazuje na dva takva principa. Prvi princip temelji se na zajedničkoj ljubavi svih ljudi prema životu na Zemlji i saznanju o ugroženosti života – nemilosrdnim ponašanjima prema “majci Zemlji”. Drugi princip traži poštovanje Zemlje i odnošenje prema njoj kao prema nečemu svom. Rečju, ako ne želimo da doživimo samouništenje neophodna je promena ponašanja miliona ljudi koji su do sada na razne načine eksploatisali prirodu.

Shvatajući ozbiljnost ugroženosti čovekove životne sredine i UN su usvojile Program za čovekovu sredinu (UNES) i organizovale značajne međunarodne konferencije o zaštiti životne sredine. Na jednoj od svojih konferencija usvojile su dokument Agenda 21 – program aktivnosti za 21. vek, koji predstavlja plan akcija u svim područjima relevantnim za održivi razvoj tokom 21. veka. Agenda polazi od shvatanja da je čovečanstvo dostiglo kritičan momenat u svom razvoju i da treba da odluči da li će da nastavi sa dosadašnjim razvojem koji je dovodio i dovodi do ugroženosti ekosistema. Danas je naročito u okviru Evropske ekonomske zajednice intenzivirana saradnja u oblasti zaštite i unapređenja čovekove životne sredine. To najbolje ilustruju brojni potpisani međunarodni sporazumi, ugovori i protokoli. Dakle, neophodno je novo promišljanje društvenog razvoja – povezanost ekonomskog razvoja sa prirodnim mogućnostima. Ta činjenica je dovoljan “alarm” neophodnosti usaglašavanja poslovne i ekološke etike. Mišljenja smo da su put ka tom usaglašavanju već dovoljno trasirala dva savremena – aktuelna pravca u nauci: (1) socijalna ekologija; (2) ekološka ekonomija.

3.1. Osnovni principi socijalne ekologije – kao put ka usaglašavanju poslovne i ekološke etike.

Socijalna ekologija je posebna sociologija koja za predmet svog proučavanja ima specifične veze između čoveka i njegove sredine. To je noviji naučni pristup očuvanja i razvoja savremene civilizacije zasnovan na konceptu održivog razvoja koji je u interesu svih zemalja i naroda. Rečju, ovaj razvoj ostvaruje se u sve više međuzavisnom svetu. Ovakav pristup razvoju doveo je do stvaranja koncepta trajnog humanog razvoja. Da bi se ovaj koncept ostvario, pre svega, je neophodno da se napusti “suviše ekonomska logika, koja u poslednjim decenijama drugog milenijuma vlada svetskim razvojem” [9].

Jedan od osnovnih principa socijalne ekologije je zahtev za humanizacijom odnosa društva sa prirodom – ekologizacijom čovekove prirodne delatnosti. Socijalna ekologija ističe zahtev za određivanje i poštovanje granica dozvoljenog čovekovog delovanja na biosferu. “Harmonizacija odnosa čoveka i društva zahteva ne samo ekologizaciju privredne delatnosti, već i ekologizaciju svesti – ekologizaciju čovekovog koncepta usmeravanja društvenog razvoja” [10].

Socijalna ekologija kao posebna sociološka nauka nastala je 70-tih godina 20. veka – upravo u vreme kada je svest o ekološkim problemima i pratećoj ekološkoj

katastrofi bila sve raširenija. U tom periodu formuliše se alternativni pravac društvenog razvoja ne samo za pojedine zemlje i velike regione već i za planetu Zemlju u celini. Polazi se od saznanja da je život čoveka postao nedeljiv i jedinstven, tj. događaji koji se dogode u bilo kom delu zemlje imaju posledice u nizu njenih mesta i delova. U tom period dolazi se do dva osnovna principa zaštite prirode: (1) princip ekološke bezopasnosti; (2) princip stabilnog razvoja.

### 3.2. Osnovni principi ekološke ekonomije kao put ka usaglašavanju poslovne i ekološke etike

Ekološka ekonomija je, novi pravac u ekonomskoj nauci. Zasniva se na širem ekonomskom pristupu (za razliku od klasične ekonomije koja uvažava samo tržišne zakone), tj. polazi od analize načina na koji obim ekonomske aktivnosti utiče na sistem životne sredine.

Generalno polazište savremene ekološke ekonomije je da ljudska aktivnost mora da bude ograničena mogućnošću životne sredine. Rečju, tržište više nije univerzalni regulator – suština je racionalna eksploatacija prirodnih resursa sa minimalnim gubicima koji po životnu sredinu nastaju usled čovekove bespoštedne i nekontrolisane eksploatacije. Posebno se ističe da se neobnovljivi resursi (koji nemaju svoju supstituciju) moraju zaštititi po cenu zaustavljanja privrednog rasta. Naravno da pred savremenom ekološkom ekonomijom stoji vrlo težak i dosta složen zadatak. U rešavanju ovog problema se moraju uključiti ne samo eksperti iz oblasti ekologije, ekološke ekonomije i tehnologije već i kulturolozi, sociolozi, demografi, pa i vrh političke elite. Jer, ni malo nije lako izgraditi jedan takav, savremeni ekološki-ekonomski sistem, koji će omogućiti visok stepen ekonomskog rasta a da se pri tome ne nanese štete prirodnim resursima – da se uvaži činjenica da su ekološki i ekonomski sistem dva dela jedne celine.

Budući da je nezajzljiva glad za profitom po svaku cenu dovela u pitanje opstanak svega živog na ovoj planeti sa puno prava možemo reći da je „pitanje ekološke etike i poslovne etike pitanje etike – pitanje ekološke je pitanje poslovne etike“ [19]. Dakle, usaglašenost poslovne etike sa ekološkom etikom uslov je očuvanja života na planeti Zemlji. “Poslovanje mora da je moralni lider jer se upravo procesom poslovanja najviše utiče na ugrožavanje ekološke sredine – zato je njegova odgovornost najveća” [18]. Dakle, ekološka etika mora da bude sve dominantnija poslovna etika. To, nažalost, danas još uvek nije slučaj. Danas biznis još uvek prihvata poslovno ponašanje koje ne narušava ekološku ravnotežu samo ako mu to omogućava profitabilnost. Kada biznis “vidi zelene rezultate potpuno će uvažiti zeleno, a kada se sudaraju profit i ekološka etika, etika skoro redovno biva poražena” [18]. Danas, moralno liderstvo poslovanja sa aspekta ekološke etike “zahteva požrtvovanje, rizik, viziju, smelost, posvećenost, svrhama a ne samo ciljevima” [20].

Pojedinci ne mogu puno toga da urade u rešavanju narastajućih ekoloških problema. Neophodno je da veći deo odgovornosti preuzmu na sebe poslovne organizacije. Ne sme se dogoditi da korporacije veruju da je njihova dužnost da pokažu svest o životnoj sredini samo onda kada to ne ugrožava njihov profit. Svet biznisa konačno mora naučiti jezik prirode. Mora shvatiti da je to uslov opstanka

svega živog na ovoj planeti, pa, samim tim, i samog biznisa. Zemlji preči ekološka katastrofa ako se ne definišu pravci održivog razvoja i ne promeni stil života i poslovanja.

Dakle, fundamentalni pristup savremene ekološke ekonomije je da ljudska aktivnost mora da bude ograničena mogućnostima životne sredine. Savremeni ekološki ekonomisti smatraju da ograničenost prirodnih resursa ograničava i ekonomski razvoj. Zbog toga su neophodne značajne strukturalne promene u privredi, a to znači i poslovanje uopšte. Rečju, ne mogu se više klasični ekonomski koncepti primeniti na životnu sredinu, već se “ekonomske aktivnosti moraju staviti u koncept bioloških i fizičkih sistema koji održavaju život uključujući i sve ljudske aktivnosti” [10].

Takozvana, makroekonomija životne sredine (relativno novo polje nauke) u centar analize stavlja odnos između ekonomske proizvodnje i glavnih prirodnih ciklusa planete. Reč je o širem naučnom pristupu koji zahteva nove načine merenja ekonomskih aktivnosti, kao i analizu načina na koji obim ekonomskih aktivnosti utiče na sistem životne sredine. Jednostavnije rečeno, insistira se na racionalnosti u eksploataciji prirodnih resursa – minimiziranju gubitaka koji po životnu sredinu nastaju usled ekspanzije ljudske ekonomske delatnosti. Cilj je da se za buduće generacije sačuvaju prirodne pogodnosti i lepote. Da bi se taj cilj postigao, tržište više ne može da bude univerzalan i racionalan regulator – posebno kada su u pitanju neobnovljivi prirodni resursi. To znači da u savremenoj ekološkoj ekonomiji centralno mesto zauzima “koncept održivog razvoja – korišćenje obnovljive energije, organske poljoprivrede itd. Krajnji cilj nije samo očuvanje prirode već i njeno oplemenjivanje i humanizacija.

## 4. ZAKLJUČAK

Zbog snažnog naučno-tehnološkog i ekonomskog progresa više od jednog veka smo vodili pravi rat protiv “majke Zemlje”. Na današnjem stupnju naučno-tehnološkog i ekonomskog progresa čovečanstvo se našlo na prekretnici: šta učiniti da bi se, ne pogoršavajući životnu sredinu i razvijajući proizvodne snage, zadovoljile materijalne i kulturne potrebe ljudi? To je očigledno izuzetno složeno multidisciplinarno pitanje u čije rešavanje se moraju uključiti ne samo eksperti iz oblasti ekonomije i privrede već i tehnologije, sociologije, demografije, itd. Ni malo nije lako postaviti i izgraditi ekološko ekonomski sistem koji će omogućiti visok tempo ekonomskog rasta a da se istovremeno očuva čovekova životna sredina – naročito neobnovljivi resursi. Neophodno je ekonomičnije i brižljivije trošenje prirodnih izvora. To znači da je usaglašenost poslovne i ekološke etike preduslov zaštite životne sredine – održivog razvoja. Ne može se u jagmi za uvećanjem profita uništavati pretpostavke za život na ovoj planeti, već je neophodno usaglašavanje i iznalaženje novih vidova korelacije između ekonomskog i ekološkog sistema. Potrebna je znatno šira i tolerantnija poslovna etika, naročito humaniji odnos prema prirodi.

Osnovni principi novih naučnih disciplina – socijalne ekologije i ekološke ekonomije mogu biti od velike pomoći u iznalaženju tih složenih rešenja.

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# **Business and Environmental Ethics Harmonization - a Precondition for Environmental Protection and Sustainable Development in the Era of Strong Scientific and Technological Development**

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*Environmental protection and sustainable development is one of the most severe problems in the era of strong scientific and technological and economic progress. A prerequisite of solving the acute problems of today is business and environmental ethics compliance - to enable high pace of economic growth therewith causing as small as possible environmental damage. The road leading to harmonization are the basic principles of the new scientific disciplines: social ecology and ecological economics. Those suggest that the economic and ecological systems are two parts of one whole. The scramble for uncontrolled increase of profit is the past and business ethics has to be able to contain more humane attitude towards nature.*

**Keywords: business ethics, environmental ethics, environment and sustainable development, social ecology, ecological economics**

## 1. INTRODUCTION

The time in which we live is marked by a strong and often uncontrollable, scientific-technological and economic development. Raf Lap indicates that we are on a train that is moving faster and faster on the track that has a myriad of switches in unknown directions. We knew how to get to numerous scientific achievements but we have not learned to predict what the consequences will be. Today they are threatening to destroy us.

The present - III millennium, we can understand only if we realize that the world in which we live is not the continuation of the past anymore and that, therefore, there is less that we can learn from the history (former teacher of life) what could be usable and applied in the future. Alvin Toffler in his futuristic study "The third wave" indicates that this third (and, we would add a fourth upcoming) scientific and technological revolution has not been linking to the previous two. It brings a truly new way of life, "radical changes in the mode of production" [1], as well as in the entirety of the structure and dynamics of contemporary society. This new civilization is at the same time a technologized and counterindustrial. It writes to us a new code of conduct, which means a complete break with the codes in the so far history. "If we want to help people to maintain a period of strong technological development then we must install in the composition of super-industrial society shock dampers of future [22].

The development of environmental awareness is one of the basic requirements for survival of all life on this planet, and that of society as a whole and any company within it. This means that a new system of evaluation is needed, a new ecological culture - a more humane (more ethical) relationship to nature. Our poet Miroslav Antić says that the pollutants in nature are the result of pollutants in us. If we want to "live and function normally on planet Earth, we must pay more attention to the already growing

environmental problem" [3]. The society requires an ecological and ethical vision which is the biggest obstacle to our consciousness and His Majesty Profit, as a business objective or as one of the main problems of business ethics"[18]. In short, the business has an obligation while performing the operating activity to protect not only its own interests (profit), but also what is in the best interest of the human race. Within the business ethics the awareness should be reinforced that a good business is the one that contributes to the conservation and sustainable development in general. A new reasoning of social development is necessary- sustainable development i.e. searching for a balance between economic growth and health of the ecosystem. Precisely the new scientific disciplines: social ecology and ecological economics are aimed at restricting economic growth when it reaches a level where there is a threat to natural resources-the survival of life on this planet.

Namely, righteously, we may say that for whole two centuries we have led a real war against Mother Earth - that we came "on edge of abyss", particularly due to the uncontrolled exploitation of non-renewable natural resources. Another aspect of our heavy defeat in facing this difficult problem is found in still present effort to that it is "postponed for the future." Faced with a warning that what we are doing and how we are working has serious and disastrous consequences for the survival of the human species as a whole, people usually "waved their hands showing negligence," i.e. accepted the view that future generations should be worried about it. In the first decades of the 21st century, we reached the boiling point. The trends of ecological disaster reached unimaginable proportions. However, encouraging is the fact that at the beginning of this century, generally speaking, in people began to penetrate the knowledge that something radical has to be changed in order to halt this fatal trend towards the destruction of the basic prerequisites for life on this

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planet. Nevertheless, we are not yet sufficiently prepared to accept the really radical measures to ensure that this trend is stopped. In short - the solution of these problems requires too much sacrifice of our consumer and other related needs, for which we are not ready yet. The system of valuation by man has to be changed, and it is not possible to reach it quickly and easily. We believe that we are on the path of true meeting of business ethics and environmental ethics. That we are on the path of building a system of values and beliefs, which could be narrowed down to the motto: "give more than take." For, a victory over nature means self-destruction of man.

We are confident that the basic principles of the new scientific disciplines: social ecology and environmental economics is precisely the way towards harmonization of business and environmental ethics – assumption of the survival of all life on planet Earth.

## 2. ENVIRONMENTAL PROTECTION AND SUSTAINABLE DEVELOPMENT

In the ranking of the most acute problems of the contemporary world, the problems of environmental protection and sustainable development undoubtedly come first. We are faced with a situation that the world so far has not known. For the first time in its history, humanity found itself before the crisis that concerns virtually everyone, affects almost everything - all living things, all plant life and all people, nations and countries. We are facing a rapidly vanishing balance between natural systems for sustaining life and demographic needs of humanity. No doubt, man has relentlessly moved on natural resources and in the fight for profit he almost does not choose the means to make degrade nature harder. The revenge is coming slowly but surely. Poisonous gases, polluting technologies, atomic explosions and many other are polluting environment with the ruthless persistence. Numerous signs along the road indicate the deleterious effects of unethical attitude towards nature.

### 2.1. Environmental sustainability - environmental problems, the way of expression

Social and above all economic development over the last two centuries was marked and accompanied not only by the horrific dumping of all the resources available on this planet, but also the horrific destruction of some of the basic conditions for life and survival of the human race and other living species. Given the complexity of our biosphere and the countless interactions between terrestrial air, land and sea, still present among the scientists is uncertainty about what might happen to the environment, but it is increasingly present opinion that this delay is of such magnitude that the question is whether there are still chances to curb these problems and solve them. But despite all this, scientists - ecologists agree as follows:

First, they all agree that the rapid development of technology creates a dangerous "greenhouse effect" - global warming, with the consequences to the entire ecosystem of the Earth. Increasingly, on the media we can hear an appeal for the reduction of gases that cause "the greenhouse effect".

Secondly, in accordance with above mentioned scientists - ecologists agree that it until the middle of this

century, the level of carbon dioxide will double, which will produce an average temperature increase of between 1.5 and 4.5°C. Sea levels will rise as well as the temperature and the sea level increase of one meter will result in the withdrawal of the shore line of a hundred meters. Storms will throw huge amounts of water on land, and sea water will penetrate further into the interior and downstream along the rivers polluting underground fresh water. What will happen to the ice fields of Antarctica (containing 90% of the world's ice) is still debated.

Third, they all agree that an alternative way of dealing with global warming is changing the way we live.

Fourth, today there is almost no university center, in which different forms of environmental education is not presented. Generally speaking, today, ecology and environmental awareness become the spirit of time. More and more we talk about a new environmental culture - of man's more human relation to nature. This gave rise to a new discipline in ecological science - "human ecology". Finally it has been realized that it is not enough to make partial solutions, but it is necessary to change man's view of the world, man's evaluation system.

The most important is the encouraging fact that in the early decades of this century there was a serious confrontation with these problems. In a word, in humans penetrates the consciousness and the knowledge that the preservation of the environment, "the natural (especially non-renewable) resources, is one of the most acute and urgent problems" [8].

These problems are manifested in various, interrelated ways. We will point out only the most important ones.

#### 2.1.1. Population growth - demographic explosion

In the period from 1950 to 2000 the world population increased from 2.5 billion to 6.1 billion. It is estimated that in 2050, about 9 billion people will live on Earth. The number of people is enormously increasing, and natural resources are decreasing by the day.

#### 2.1.2. Air pollution

The air we breathe and from which we live on is increasingly filled with various ingredients that are very harmful to our health. In the air we breathe in there is more and more not only carbon dioxide, but also carbon monoxide, nitrogen oxides. Today, the biggest air polluters in addition to industry are power plants and metropolitan traffic. Under the influence of solar heat and moisture in the air there often occur "chemical reactions in the atmosphere, forming compounds that have a negative effect on other gases in the atmosphere (destruction of the ozone layer and the ozone hole phenomenon) or on the earth's surface the appearance of acid rain" [24]. This is what has contributed to increasing the level of global warming on Earth. So, air pollution causes two types of equally dangerous consequences: ozone depletion and changes in atmospheric composition. Particularly alarming is the prediction of climate scientists that due to the foregoing the average annual temperature increases of 2 to 5 degrees, causing ice to melt, flood, etc.

### 2.1.3. Pollution of drinking water

Drinking water is increasingly contaminated by the waste discharged carelessly into various channels and from them penetrating deeper into the ground. In many cities of the world the citizens are drawn attention in recent decades, that it is not advisable to drink large quantities of water from the city water supply. The greatest problems are wastewaters, because they pollute drinking water and seriously endanger the health of the population on Earth.

### 2.1.4. Deforestation – land clearing and destruction of forests

There are two main reasons of deforestation. On one hand, a growing number of people, particularly in developing countries, requires that each year more and more forests are cut to ensure minimum heat source, but also to cover some other purposes (building houses, etc.). Another reason is in the increasingly broader, mass extinction of forests that occurs due to general pollution of the atmosphere. To the extinction of forests in particular contribute "acid rains", which gradually destroy every living thing. It should be borne in mind that forests are the main source of oxygen on the planet Earth, and that without them there no source of life. How serious is this problem is shown by the fact that in parts of Central Europe during the last two decades already more than half of the forests have died (trees dry out and collapse).

### 2.1.5. The reduction of arable land and deterioration of soil quality

While the population of the Earth increases arable land from day to day decreases. In particular, the arable land decreased in recent decades in developing countries, especially Africa. Former fields are transformed into desert. The growing salinization is closely linked to this, or various forms of deterioration in the quality of land under cultivation. To this primarily affect acid rains, the use of various chemical fertilizers, pesticides, etc. Food from these surfaces is a serious problem for human health.

### 2.1.6. The rapid disappearance, death of a number of animal species and certain plants

In recent decades there has been a rapid extinction, dying of a number of animal species (especially birds), but also of some plants. At the beginning of this century, it has been found, for example, that some birds no longer exist – they are extinct. Faced with the phenomenon of this kind it should be borne in mind that all that lives on this planet is interconnected and dependent. When one species disappears, certain balance is disturbed and the survival of many other species is threatened. Birds that have become extinct were fed by some other animal species. This means that it is expected that it will also become extinct if the species does not adapt to a different diet, which is less of an expectation.

### 2.1.7. The destruction of the ozone layer protecting our planet from some deadly destructive elements that come together with sunlight

This appearance may have disastrous consequences for the survival of all life on this planet. It is undisputed that all that is living on the planet Earth exists only owing to this protective layer. This layer has been broken through in recent decades, for the first time in the history of our planet. The holes appeared through which hazardous elements emitted by the Sun began to penetrate. Some studies suggest that more than half of this layer has been damaged. Therefore, if some radical measures are not taken the risk of disaster is certain.

## 2.2. The concept of sustainable development and protection of biodiversity

The ecosphere (natural source in which, interconnected and dependently all plants and animals live in) is irreparable. Once destroyed it could never again be renewed. Due to the strong development of the productive forces and the uncontrolled exploitation of natural resources, in the late 20th and the first decades of the 21st century, we are faced with the increasing disruption of the balance between natural systems for sustaining life and progressive economic and in particular technological needs of mankind. A new reasoning of social development is necessary- sustainable development i.e. searching for a balance between economic growth and health of the ecosystem. In short, we have to be much more rational in the use of natural resources. It is necessary to harmonize economic and environmental needs. One of the most important tasks of today's science is to "develop such economic system, which will ensure a high tempo of economic growth and thereat inflicting as small as possible damage to the natural environment" [10]. This is precisely the central task of modern ecological economics.

And, in fact, there are two kinds of natural resources: renewable and non-renewable. Large forest systems are, for example, renewable natural resources while reserves of oil are non-renewable natural resource. Its quantities are limited. The uncontrolled use of non-renewable natural resources is precisely the essential problem of today. We do not know exactly where the limits of sustainability are, but we know that we are very close to them, because we have had for almost two centuries a reckless attitude towards non-renewable natural resources. We can even say that somewhere the boundaries of sustainability have already been breached.

Under sustainable development we imply: "(1) natural (environmental) sustainability - the ability to self-renewal and duration of life of the ecosystem; (2) the sustainability of renewable resources in terms of their uniform use in time and space; (3) more even use of renewable resources and their substitutions"[14].

The very concept of sustainable development was first mentioned in 1713, and refers to the maintenance of forests. "Even then it was realized that one can cut down as many trees as many the new trees are planted" [6]. Since then, the idea of sustainable development primarily relates to the rationality and uniformity of use of resources in order to, firstly, enable the maintenance of life on this

planet, then to preserve the beauties of nature for future generations as much as possible.

It is encouraging that in the first decades of this century, first in scientific circles, and then in humans in general, there is increasingly penetrating awareness and knowledge that environmental preservation and sustainable development are one of the fundamental problems of today - the question of to be or not to be, for survival of not only of the human race but of any living thing on the planet Earth.

To the new approach to development - sustainable development, the Declaration of the United Nations Conference on the Human environment gave a special contribution in Stockholm in 1972. In the Declaration specifically emphasized is "the need to develop the ability to preserve our planet to produce the main natural resources, and to use non-renewable wealth in a way that they will not be exhausted" [4].

The concept of sustainable development is much more complicated, more complex and broader concept of development of the classical concept of socio-economic development. One would say that it is also a multidisciplinary, because sustainable development has four components: (1) economic and technical; (2) social; (3) cultural; (4) ecological.

Sustainable development can only work when all four pillars "of equal character and strength with a strong interconnectedness and conditionality - if one leg of a chair is shorter or longer than the other, there is no comfortable seating, no sustainability" [18].

Sustainable development in the Lisbon Treaty on Establishing the European Union was listed as ultimate long-term goal of this community. For achieving a sustainable future, the European Union adopted the strategy "Europe 2020" which is focused on a sustainable future. The most acceptable definition of the essence of sustainable development is given in the book "Our Common Future" created on the basis of the report of the European Commission on Environment and Development in 1987. It is noted that sustainable development is the development that meets the needs of the present without jeopardizing the ability of future generations.

There is no universal model of sustainable development. Specific approach is necessary in certain segments and regions. In general we can say that a new general-purpose universal culture is necessary based on "building a new, more humane attitude towards nature" [7]. The slogan of this new environmental culture is: "To give more than take!"

### 2.2.2. Protection of biodiversity

Often when we talk about sustainable development at the same time we speak of the need to reconcile economic activity with biological and physiological organisms- biological life on earth, of biodiversity (synonym for life on Earth). In particular, by the Conference on Sustainable Development in Rio de Janeiro, "the concept of biodiversity gets central position not only in the immediate biological but also in a wider social, economic and political terms," [16]. In fact, everything alive, is alive, "due to and so long as a very complex system of mutually conditioned processes functions which

are inherent in spontaneous circulation of energy - this is the inexorable law of the biosphere, for termination of the circulation stops living energy" [5]. In a word, man due to objects satisfying the current need destroyed large plants that keep the soil, which quickly led to infertility of the land he inhabited, drying up the sources, thus removing animals finding life therein - he destroyed it all around so that now he himself is in danger of being eradicated. Today, unfortunately, "a warning alarm is switched on that natural resources cannot further be exploited uncontrollably and excessively without consequences to the overall humanity" [17]. Such uncontrolled human action on the environment, the number of species that "unjustifiably become extinct climbs to the fantastic 27 000 species per year, or 74 species daily" [18]. The moment we get the information that 100 organic species extinct in one day (which is very close) the rate of extinction will become 100 times greater than the estimated natural evolution rate of extinction. Because of all this, the General Assembly of the UN in 2010, adopted a resolution which declared 2011-2020 the Decade of biodiversity.

### 3. BASIC PRINCIPLES OF SOCIAL ECOLOGY AND ECOLOGICAL ECONOMICS - ROAD TO HARMONIZATION OF BUSINESS AND ENVIRONMENTAL ETHICS

We have reached the boiling point. Man has to take care of natural ecological order if he doesn't want "to cut down the branch he is standing on". This means that it is necessary to reflect new concepts of economic growth and social progress. It is certain that today they can go only to a point that does not threaten the survival of the human species on this planet. With new social reflection of the relationship of society and nature a need is created for new ethical standards. American essayist John Schell in his book "The Fate of the Earth" specifically points to two such principles. The first principle is based on mutual love of all people to life on Earth and knowledge about life-threatening situations - ruthless behavior toward the "mother Earth". The second principle requires respect for the Earth and treating her like something own. In short, if we do not want to experience self-destruction a change of behavior of millions of people is needed who have been exploiting nature in many ways.

Realizing the seriousness of the threat to the human environment the UN have adopted the Program of man's environment (UNES) and organized major international conferences on environmental protection. On one of the Conferences they adopted the document Agenda 21 – the program of activities for the 21st century, which is the plan of actions in all areas relevant to sustainable development during the 21st century. Agenda is based on the realization that humanity has reached a critical moment in its development, and that it is to decide whether to continue with the current development, which has led and leads to a threat to the ecosystem. Today, especially in the context of the European Economic Community the cooperation is intensified in the field of protection and improvement of the human environment. This is best illustrated by numerous ratified international treaties, agreements and protocols. Therefore, new reflection on

social development is necessary - linking economic development with natural capabilities. This fact is an enough "alarm" of the necessity of harmonization of business and environmental ethics. In our opinion that the path towards the harmonization has already enough been paved by two modern - current directions in science: (1) social ecology; (2) environmental economics.

### 3.1. Basic principles of social ecology as the road to harmonization of business and environmental ethics

Social ecology is a special sociology having for its subject matter a specific relationship between man and his environment. This is a newer scientific approach to conservation and development of modern civilization based on the concept of sustainable development in the interest of all countries and peoples. In short, this development is carried out in more and more interdependent world. This approach to development has led to the creation of a lasting concept of human development. In order to achieve this concept, first of all, it is necessary to leave a "too economic logic, that in the last decades of the second millennium ruled global development" [9].

One of the basic principles of social ecology is a requirement for the humanization of the relationship of society with nature – ecologization of man's natural activities. Social ecology emphasizes the requirements for determining and respecting the limits of the allowed human actions on the biosphere. "Harmonization of the relationship of man and society requires not only the greening of economic activity, but also greening of consciousness - ecologization of man's concept of directing social development" [10].

Social ecology as a special sociological sciences emerged in the 70-ies of the 20th century - precisely at the time when awareness of environmental issues and supporting environmental disaster was more widespread. During this period, the alternative route of social development was formulated not only for individual countries and major regions but also for the planet Earth as a whole. It starts from the knowledge that human life has become indivisible and unique, i.e. the events that occur in any part of the country have consequences in a number of its places and parts. In that period two basic principles for the protection of nature were reached: (1) the principle of ecological safety; (2) the principle of sustainable development.

### 3.2. Basic principles of environmental economy as the road to harmonization of business and environmental ethics

Ecological economics is a new direction in economic science. It is based on a broader economic approach (as opposed to the classical economy that takes into account only the laws of the market), i.e. it starts with an analysis of the way the scope of any economic activity affects the system of the environment.

Generally the starting point of modern ecological economy is that human activity must be limited by the capability of the environment. In short, the market is no longer a universal regulator - the essence is the rational

exploitation of natural resources with minimal losses to the environment due to man's ruthless and uncontrolled exploitation. It is especially pointed out that non-renewable resources (which do not have their substitution) need to be protected at the cost of stopping economic growth. Naturally before the modern ecological economics stands a very difficult and quite complex task. In solving this problem not only the experts in the field of ecology, environmental economics and technology need to be included, but also cultural researchers, sociologists, demographers, including top political elite as well. For, it is not a bit easy to build one such, modern ecological-economic system, which will enable a high level of economic growth and thereat not causing damage to natural resources - to take into account the fact that the ecological and economic system are two parts of a whole.

Since the insatiable hunger for profit at any cost led to the survival of all life on this planet righteously, we can say that "the issue of environmental ethics and business ethics is a question of ethics - environmental issue is a question of business ethics" [19]. Thus, business ethics compliance with environmental ethics is the requirement of the preservation of life on planet Earth. "Business must be a moral leader because it is precisely that by the process of operating the ecological environment is threatened the most - so the responsibility is the greatest" [18]. Thus, environmental ethics must be increasingly dominant business ethics. This, unfortunately, is not the case yet. Today the business is still accepting business conduct that does not violate the ecological balance only if it allows profitability. When a business "sees green results it will fully take into account the green, and when profit and environmental ethics collide, ethics almost always gets defeated" [18]. Today, the moral leadership of business operation from the aspect of environmental ethics "requires sacrifice, risk, vision, courage, commitment, purposes and not just goals" [20].

Individuals can do a lot in solving the growing environmental problems. It is essential that a greater share of responsibility is taken over by business organizations. It should not happen that corporations believe that their duty is to demonstrate environmental awareness only when it does not endanger their profit. Business world must finally learn the language of nature. It has to realize that this is a condition for survival of all life on this planet, and, consequently, the business itself. The Earth is threatened by ecological disaster if we do not define the directions of sustainable development and do not change the lifestyle and business.

Thus, the fundamental approach of modern ecological economics is that human activity must be limited by the capabilities of the environment. Modern ecological economists believe that the limited availability of natural resources also restricts economic development. This requires major structural changes in the economy, and that means business in general. In short, the classical economic concepts can no longer be applied to the environment, but "economic activities must be put into the concept of biological and physical systems that sustain life, including all human activities" [10].

The so-called, environment macroeconomics (relatively new field of science) at the center of analysis puts the relationship between economic production and

major natural cycles of the planet. It is a broad scientific approach that requires new ways of measuring economic activity, as well as analyzing the way in which the volume of economic activity is affecting the environment system. Simply put, it is insisted on the rational exploitation of natural resources - minimizing losses to the environment due to expansion of human economic activity. The aim is to preserve natural advantages and beauties for future generations. To achieve this goal, the market cannot be a universal and rational regulator - especially when it comes to non-renewable natural resources. This means that in modern ecological economics a central place is occupied by "the concept of sustainable development – usage of renewable energy, organic agriculture, etc. The ultimate goal is not only to preserve nature, but also its refining and humanization.

#### 4. CONCLUSION

Due to strong scientific, technological and economic progress for more than a century we have led a real war against the "Mother Earth". At the present stage of scientific and technological and economic progress the humanity found itself at a turning point: What to do, not worsening the environment and developing the productive forces, to meet the material and cultural needs of the people? This is obviously an extremely complex multidisciplinary issue in the solution of which not only experts in the field of economy must be included but also in the field of technology, sociology, demography, etc. It is not at all easy to set up and develop ecological economic system that will allow the high pace of economic growth while at the same time preserve the man's environment - especially non-renewable resources. More economical and careful spending of natural resources is necessary. This means that the compliance of business and environmental ethics is the prerequisite of protection of the environment - sustainable development. In the scramble for profits one cannot destroy the preconditions for life on this planet, but harmonization and finding new forms of correlation between economic and ecological systems is necessary. Considerably broader and more tolerant business ethics is needed, particularly a more humane attitude towards nature.

Basic principles of the new scientific disciplines - social ecology and ecological economics can be of great help in finding these complex solutions.

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