

DEFINING TERMS

Sustainable capitalism

Sustainability is primarily, but not exclusively, associated with environmental issues and their impacts.

The challenges facing the planet today are unprecedented and extraordinary; climate change, water scarcity, poverty, disease, growing inequality of income and wealth, demographic shifts, trans-border and internal migration, urbanisation and a global economy in a state of constant dramatic volatility and flux, to name but a few. While governments and civil society will need to be part of the solution to these massive challenges, ultimately it will be companies and investors that will mobilise the capital needed to overcome them.

*To address these sustainability challenges, we advocate for a paradigm shift to **Sustainable Capitalism**; a framework that seeks to maximise long-term economic value creation by reforming markets to address real needs while considering all costs and stakeholders.*

Generation Investment Management

<http://www.generationim.com/media/pdf-generation-sustainable-capitalism-v1.pdf>

Responsible capitalism

Relates to the political debate following the financial crisis and the need to restore trust in business.

So a more responsible capitalism must mean a different balance between finance and other sectors. It will encourage companies to take a long-term view. And it will offer real, properly rewarding jobs to people across the country. Ed Miliband, Labour Party

<http://www.ippr.org/juncture/171/9200/building-a-responsible-capitalism>

The debate amongst politicians and the media over the form and role of capitalism in the UK has been fierce. Much of the rhetoric, however, has been one-sided and has overlooked the true contribution of business to society. Many of the businesses and business people in the UK would consider themselves to be responsible capitalists, with very different values to those set out the current discussion.

The implications of low trust in business and the private sector are harmful for investment, growth, and the delivery of public services.

Reform: Responsible Capitalism Conference 2013

http://www.reform.co.uk/content/29591/events/past_events/responsible_capitalism_conference

Conscious capitalism

Refers to an initiative but also to a concept of longer standing. The term dates at least from 1998 as it was used in a book published in that year by David Schwein *Conscious Capitalism: Principles for Prosperity*.

The word “conscious” has many connotations for people. We define it as being mindful and awake, seeing reality as it is rather than as we wish it to be, recognizing and being accountable for all the consequences of our actions, having a better sense of what is right and what is wrong, rejecting violence as a way to solve problems and being in harmony with nature.

Conscious capitalism exists to elevate humanity.

Conscious Capitalism builds on the foundations of Capitalism - voluntary exchange, entrepreneurship, competition, freedom to trade and the rule of law. These are essential to a

healthy functioning economy, as are other elements of Conscious Capitalism including trust, compassion, collaboration and value creation. Conscious capitalism has four pillars ... higher purpose, stakeholder orientation, conscious leadership, conscious culture
<http://www.consciouscapitalism.org/node/3998>

Moral capitalism

Often associated with religious concepts of morality and the common good.

Moral capitalism: Reconciling private interest with public good

At the highest level of the Moral Capitalism Chart directing our principles, our standards, our management benchmarks and our decisions, we find our best ideals, our highest aspirations, our vision of the common good.

Stephen Young, Caux Round Table, book published in 2003

Inclusive capitalism

Refers to issues of the growing inequality in the distribution of income and wealth; to unemployment especially among the young; to falling social mobility; to the 1% vs the 99%; to poverty more generally and how capitalism can help to alleviate it.

We believe that move has to be toward what we call 'inclusive capitalism' one in which the benefits are more widely shared by all. Lynn Forester de Rothschild and Dominic Barton
<http://www.theguardian.com/commentisfree/2012/may/15/case-for-inclusive-capitalism>

'Towards a More Inclusive Capitalism' is a task force project designed to find solutions to the crisis in capitalism as a result of the global financial crisis of 2007 - 2008 and dislocations caused by the way that capitalism has been practiced over the past 30 years. (Henry Jackson Initiative for Inclusive Capitalism <http://henryjacksoninitiative.org/>)

Links to **The Bottom of the Pyramid**, the 4-5 billion of the world's population that does not currently benefit from capitalism: (C K Prahalad: *The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits*, 2005)

Links to **Creative Capitalism** ... *an approach where governments, businesses and nonprofits work together to stretch the reach of market forces so that more people can make a profit, or gain recognition, doing work that eases the world's inequities* Bill Gates
<http://www.gatesfoundation.org/media-center/speeches/2008/01/bill-gates-2008-world-economic-forum>

Long term capitalism

Relates to a debate going back to the 1960s regarding the apparently short-term horizons used by investors and businesses in evaluating investment projects and the emphasis from stock markets on short-term (quarterly) business performance. Refers also to the need to restore public trust in business following the financial crisis:

... business must take the lead in renewing capitalism or risk losing popular and political support for the global economic system. Dominic Barton, McKinsey

Progressive capitalism

How to achieve economic growth, liberty and social justice
David Sainsbury (Book 2013)

Summary

It is interesting to see what comes top of the list on a Google search:

Term	Primarily associated with
Sustainable capitalism	Generation Investment Management
Responsible capitalism	Ed Miliband, Vince Cable, Reform
Conscious capitalism	concioucapitalism.org
Moral capitalism	Stephen Young (Caux Round Table), David Cameron
Inclusive capitalism	Henry Jackson Initiative
Creative capitalism	Bill Gates
Long term capitalism	McKinsey (Dominic Barton)
Progressive capitalism	David Sainsbury

Each term could be seen as a different brand or a slightly different take on a common set of perceived problems with the capitalist system.