

Making the Eco-Business Modelling Turn

Approaches to sustainable business modelling have been dominated by triple bottom line (3BL) and circular economy (CE) approaches to shape what is called corporate environmentalism (Linstead and Banerjee, 2009). Therefore, they reduce the context of sustainable business modelling to a matter of customer value, profit, and market opportunities. Thus, a real turn to eco-business modelling in which nature matters as much as profit, costs, revenues, and growth has been co-opted, colonized, and obscured by corporate environmentalism that serves the PR purposes of greenwashing rather than actual moves to limit ozone depletion, global heating, natural resource depletion, and loss of biodiversity and habitat. Such shallow forms of sustainable business modelling preserve and perpetuate a non-ecological business modelling logic. Critics have argued that they can also colonize areas of Third World social life that are not yet ruled by the logic of the market or the consumer and violate forests, water rights, and sacred sites (Banerjee, 1999: 9; Escobar, 1995; Vis-

modelling is based in theories of storytelling and a comprehensive ethical framework that connects business model cycles with the cycles of nature. The principle that these cycles can begin again is identified as the highest principle of all being, and it is embedded in our storytelling approach. We propose a 'five worlds of storytelling model' in order to visualize our understanding of the complex interactions between past/future and abstract narratives/grounded stories in business modelling which construct 'bets on the future' scenarios.

Second, we propose a 'self-correcting' storytelling science method to make the transition from contemporary business-as-usual model to an ecological and in the end ecological business ethics model. Iterative, crossover storytelling conversations are ways of developing collaborative 'interdisciplinary research projects' across specialized business model disciplines. These storytelling conversations are important to allow comparisons of alternative future scenarios with business models for more effective and extended risk management in which nature's cycles play an important part.