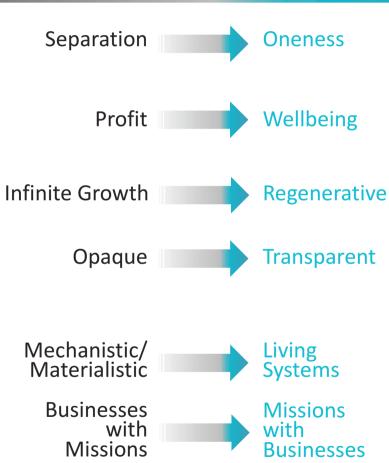
## Profound Worldview Shifts Encoded in the Conscious Business Declaration



**Unconscious Economy** 

## **Conscious Economy**



Principle #1: We Are One with humanity and all of life. Business and all institutions of the human community are integral parts of a single reality — interrelated, interconnected and interdependent.

Principle #2: In line with this reality, the purpose of Business is to increase economic prosperity while contributing to a healthy environment and improving human wellbeing.

Principle #3: Business must go beyond sustainability and the philosophy of "do no harm" to restoring the self-renewing integrity of the Earth.

Principle #4: Business must operate with economic, social, and ecological transparency.

Principle #5: Business must behave as a positive and proactive member of the local and global communities in which it operates.

Principle #6: Business that sees, honors, and celebrates the essential interconnected nature of all human beings and all life maximizes human potential and helps create a world that works for all.

Principle #7: When aligned with Oneness, Business is the most powerful engine on Earth for creating prosperity and flourishing for all