

## **An Ethical Foundation for Sustainable Business Models**

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### **Introdução**

In an essay style, we discuss the need for ethical principles to solve the environmental, social, and economic value propositions dilemmas in the Business Model Canvas and its variations, especially the Triple-Layered Business Model Canvas. We argue that as is necessary to claim collective responsibility and the individual one and adopt a planetarian and long-range ethical perspective, Hans Jonas' ethics can be quite valuable.

### **Problema de Pesquisa e Objetivo**

How can we establish a deep ethical foundation for business models and solve possible dilemmas in their value proposition of three types of value - environmental, social, and economic?

### **Fundamentação Teórica**

Business Model Canvas, ethics, and Hans Jonas' philosophical and ethical approach.

### **Discussão**

Despite the evolution of the business model canvas, there is the need for a deep ethical foundation for business models that can harmonize value propositions and solve their potential dilemmas when a broader view is adopted.

### **Conclusão**

Contemporary ethical principles, the notion of collective responsibility, Hans Jonas' ethics, and a hierarchical approach can be sufficient to solve the research problem.

### **Referências Bibliográficas**

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