

Education and Technology as levers for sustainable change: A new framework of interaction between business and environment

In the last decade, researchers have increasingly analyzed the interaction between business and environment under new perspectives. We join this effort focusing on the positive change that can arise from new collaborative opportunities between business and the environment, in order to embrace environmental challenges and pursue reciprocal benefits. We evaluate this synergetic activity using Systems Thinking which identifies pivotal center, has the power to originate connections, and regulates the system's behavior. In this regard, we believe education and technology are among the most important elements in the system. They play a major role in determining and weighing the interactions between environment and business. The two scenarios presented here are: 1) the status quo system and 2) a system in which technology and education are empowered and serve as leverage points to develop a more efficient use of the world resources, thus using a smaller portion of the world physical capacity. This last scenario focuses on one environmental sphere (water), but the same tool could be applied to other environmental aspects.

We build our analysis balancing the contributions coming from both professional and academic spheres. Many scholars, policymakers, entrepreneurs and the civil society are asking fundamental questions about the future of capitalism in our global economy. In the past hundred years, the world population and economy have grown exponentially, together with the pressure on the physical environment. The Millennium eco-system assessment denounces that 60 percent of the world's ecosystems are being used unsustainably (<https://www.millenniumassessment.org/en/index.html>.) This trend is growing, being fed by higher energy use, materials exploitation and more impacting environmental pollution.

Progress has been made to integrate sustainability into strategy, such as the adoption of science-based targets by organizations aiming to reduce the effect of climate

change. The authors believe that this process explains new ways in which business and society can thrive for generations to come.