

Multicapitalism

A New Economic Doctrine for Sustainability in Commerce

Vital Capitals		
Human	Internal Economic <i>Financial & Non-Financial</i>	Natural <i>Natural Resources & Ecosystem Services</i>
Social & Relationship	External Economic <i>Financial & Non-Financial</i>	
Constructed		
Social Bottom Line	Economic Bottom Line	Environmental Bottom Line

If we can say that the world's prevailing economic doctrine (capitalism) largely boils down to prioritizing impacts on only one type of capital (economic) with shareholder well-being in mind – and we think we can – the time has come for a new and more inclusive form of commerce in which performance is assessed in terms of impacts on *multiple* forms of capital and with *stakeholder* well-being in mind. *Monocapitalism*, that is, must give way to *multicapitalism*!

Vital Capitals

[Capital theory](#) in the sustainability and economics [literatures](#) expresses the view that there are five broad categories of capital: *natural*, *human*, *social & relationship*, *constructed* and *economic*. Included in economic capital is *financial* or *monetary* capital; and included in human, social & relationship, constructed and economic capitals is *intellectual* capital.

Organizational performance, then, can and should be thought of in terms of impacts on *all* vital capitals relative to norms, standards or thresholds for what they would have to be in order to be sustainable. Value, it turns out, is by no means restricted to economic assets.

Integrated/Context-Based Thinking

As a doctrine, multicapitalism is the evolutionary result of [Context-Based Sustainability](#) (CBS), a methodology initially devised for non-financial management only. What's new and exciting about multicapitalism, therefore, is its extension of CBS into the financial domain and to organizational performance more broadly construed. Multicapitalism, that is, finally makes integrated *Triple Bottom Line* management possible. This changes everything.

To help address the challenge of operationalizing multicapitalism in business, we are also pleased to announce the world's first integrated context-based methodology for measuring, managing and reporting the performance of organizations in a way that takes impacts on *all* vital capitals fully into account: the [MultiCapital Scorecard™](#). If there are twenty-five things that have to happen in order to make new and inclusive economies possible, this is one of them!

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To learn more about multicapitalism and/or the MultiCapital Scorecard™, contact Martin Thomas in the UK at martin@call4change.com or Mark McElroy in the U.S. at mmcelroy@vermontel.net.