

Binance Academy : blockchain for business sustainability

course 3 : Potential Blockchain Use Cases to All Firms

Module : Blockchain meets stakeholder capitalism

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### Blockchain meets stakeholder capitalism

- The interplay between blockchain technology and stakeholder capitalism ( a pathway to sustainability ) is a vital business domain as people could utilize blockchain technology to offer a new model of economic coordination and governance in the pursuit of each stakeholders interest and well-being.
- On the other hand, abusers can pervert blockchain technology and use it as a tool of surveillance and money laundering.
- A blockchain ecosystem typically consists of the collaborations of multi-stakeholder that improve the efficiency and transparency of asset transfer.
- Apart from enhancing business efficiency and competitiveness, most blockchain solutions are being positioned or communicated to achieve common goals that relate to stakeholder well-being in the sharing economy and have been assessed from the perspective of stakeholder engagement.
- For instance, maersk's tradelens has been assessed for corporate citizenship, IBM's trustchain for consumer well-being, the dubai blockchain platform for the environmental sustainability, and walmart's food trust for food transparency. regrettably, due to the conflict of economic benefits and data-sharing governance, the above-mentioned use cases face challenges in onboarding more stakeholders in the ecosystem.
- One key reason is the lack of the notion of stakeholder capitalism-only a few parties benefit from long-term value creations, whereas most stakeholder are restricted by the barriers of blockchain technology adoption, including inter-organizational barriers, systems related barriers and external barriers.

### Blockchain Meets Stakeholder Capitalism: A Pathway to Sustainability

#### How Are Blockchain and Stakeholder Capitalism Related?

The combination of blockchain technology and stakeholder capitalism creates a powerful opportunity to build a new economic model that is:

- More decentralized

- More equitable
- More transparent
- Focused on the interests of all stakeholders, not just shareholders

Blockchain offers a new form of economic coordination and governance, where all stakeholders—consumers, workers, business partners, governments, and communities—can gain value and participate fairly.

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#### However, Blockchain Can Also Be Misused

Blockchain is not without its risks. When used improperly, it can become:

- A tool for mass surveillance
- A means for money laundering
- A speculative platform with little real-world benefit

Therefore, its development must be guided by the values of stakeholder capitalism—ensuring that blockchain serves society, not just profits.

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#### Blockchain as a Multi-Stakeholder Collaboration Ecosystem

Blockchain ecosystems typically involve collaborations between:

- Large corporations
- Governments
- Startups
- NGOs

- Consumers
- Workers, and more

Its distributed nature helps streamline data and asset transfer, leading to:

- Lower transaction costs
- Faster and more secure operations
- Greater traceability and auditability across supply chains

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### Blockchain for Social and Sustainability Goals

Today, many blockchain solutions are being developed not just for business efficiency, but also to achieve stakeholder-centric goals such as:

- Consumer protection
- Environmental sustainability
- Food safety and transparency
- Ethical supply chains
- Empowerment in the sharing economy

Examples of blockchain projects aligned with stakeholder capitalism include:

Blockchain Project	Stakeholder Capitalism Objective
Maersk's TradeLens	Corporate citizenship and supply chain efficiency

IBM's TrustChain	Ethical diamond supply for consumer protection
Dubai Blockchain Platform	Governmental efficiency and environmental sustainability
Walmart's Food Trust	Food supply chain transparency and consumer trust

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### The Challenge: Limited Stakeholder Inclusion

Despite their potential, these initiatives still face major challenges in onboarding more stakeholders, due to:

- Conflicts of economic interests (not all parties benefit equally)
- Data governance issues (who owns and controls the data?)
- Low awareness of stakeholder capitalism principles

As a result, only a few participants benefit from long-term value creation, while others face barriers such as:

- Technical adoption challenges
  - Inter-organizational resistance
  - External constraints like regulatory, infrastructural, and financial limitations
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### Conclusion: Blockchain Needs a Stakeholder Capitalism Mindset

To ensure blockchain delivers long-term value for all, it must be guided by:

1. Commitment to stakeholder capitalism values
2. Inclusive and fair system design

3. Cross-sector and cross-border collaboration

4. Removal of technological and organizational adoption barriers, especially for smaller or underrepresented stakeholders

Thus, in the blockchain-based economy, it is essential to assess how blockchain possibly fulfills the principle of stakeholder capitalism, including :

Principle of stakeholder cooperation, stakeholder engagement, stakeholder responsibility, complexity, continuous creation, and emergent competition

As for business perspective, it is crucial to understand how the integration of blockchain technology and stakeholder capitalism have resulted in impacts on

- Institutions ( consumer, firms, channels, and regulator )
- Processes ( innovation, branding, customer experience, and value appropriation )
- Value creation ( value creation for consumer: value creation for firm, and value creation for society)