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**Technological Progress and Modern View of the Business Culture**

Technological progress is a double-edged process that can lead either to prosperity or universal catastrophe. The path, this process will go, in many respects depends on the level of consciousness, behavior and culture of business.

The very fact, that mankind has at last started to think about a necessity to take its further development under control, constitutes in itself an evidence that a way of human thinking, intellectual and moral progress has changed. Not long ago technological progress was unambiguously considered as an indisputable good. Business took care only of the fast profit making, and only sole individuals, the most outstanding heads, saw the verso.

Not so long ago, the scientists extrapolated a rate of consuming capacity of developed nations to other countries of the world. This resulted in a conclusion that developing countries in order to reach the current level of consuming capacity of developed nations will need thrice as much resources as the Earth has. But the matter is that we have only one Earth.

Entrepreneurs (unfortunately not all of them but only those prospectively thinking) begin to realize that if now we fail to take practical actions aimed at providing manageable progress (which equally takes account of economic, environmental and social aspects), business will find nothing to produce its goods from in the near future, and there will be nobody to consume the goods at that.

These thoughts were uttered during the World Summit on Sustainable Development which took place in Johannesburg in autumn of 2002 as well as on the Day of Business organized as a part of the Summit. In particular, the UN Secretary General Coffee Annan, speaking about evolution of business' stand over the past ten years from Rio de Janeiro to Johannesburg, pointed out, "Business has realized that an environmental pollution by corporations entails an increase of expenditures and losses for the business itself."

The most responsible enterprises are trying to consolidate their efforts for a more effective solution of their problems. World Business Council for Sustainable Development, incorporating more than 150 big corporations can provide an example of such association.

The role of the civil society and public organizations is of extreme importance. An international project "Blue Corridor" initiated by the Vernadsky Foundation, supported by the UN and aimed at improving environmental situation in Europe can be cited as an example. The project is aimed to the creation of international transport corridors in Europe adapted to freight and passenger traffic by means of natural gas vehicles (NGVs).

So, to stop an absurd technological race leading to a catastrophe, it is essential that a part of the funds, burnt in this race, should be directed to the financial backing of:

- eco-effective technologies development;
- implementation of eco-effective projects, including international ones, for instance "Blue Corridor" project;
- formation of environmentally responsible demand for goods;
- formation of environmental consciousness and behavior of governments, business and society;
- hence, the necessity in environmentally oriented educational and advocate activities.