



# Responsible Innovation and the Innovation of Responsibility: Governing Sustainable Development in a Globalized World

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Seminar "Theorien der Multinationalen Unternehmen"

22. November 2016

Vortrag basierend auf: Voegtlin & Scherer, Journal of Business Ethics 2015  
(online first)

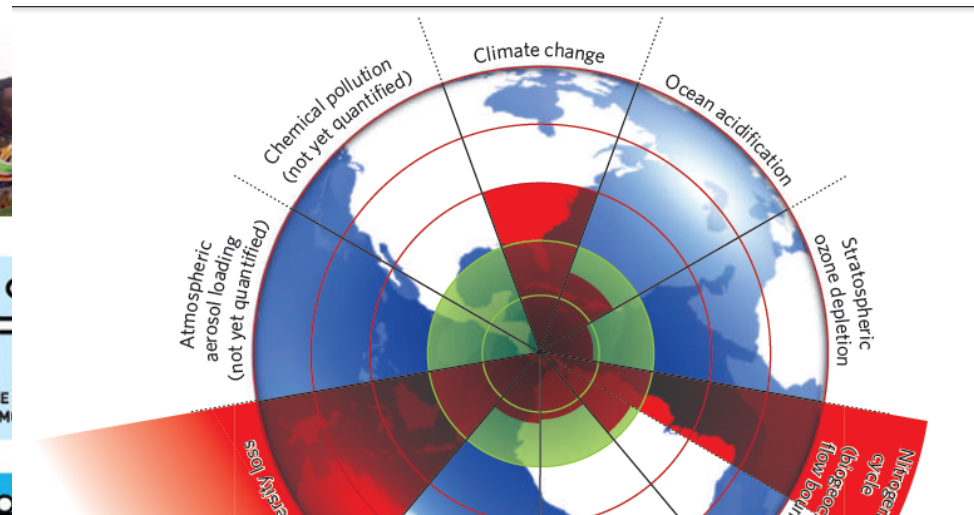
# Sustainable development: Global challenges



<http://www.un.org/millenniumgoals/>

**Rio+20 summit in 2012:**

Millenium Development Goals (MDGs) and Sustainable Development Goals (SDGs) to tackle these (and other) challenges.



used safe operating space for nine planetary systems. The red wedges represent an estimate of the current position for each variable. The boundaries in three systems (rate of biodiversity loss, climate change and human interference with the nitrogen cycle), have already been exceeded.

**Innovation is crucial for reaching these goals**

Rockström et al., 2009, p. 472



## Responsible innovation for sustainable development

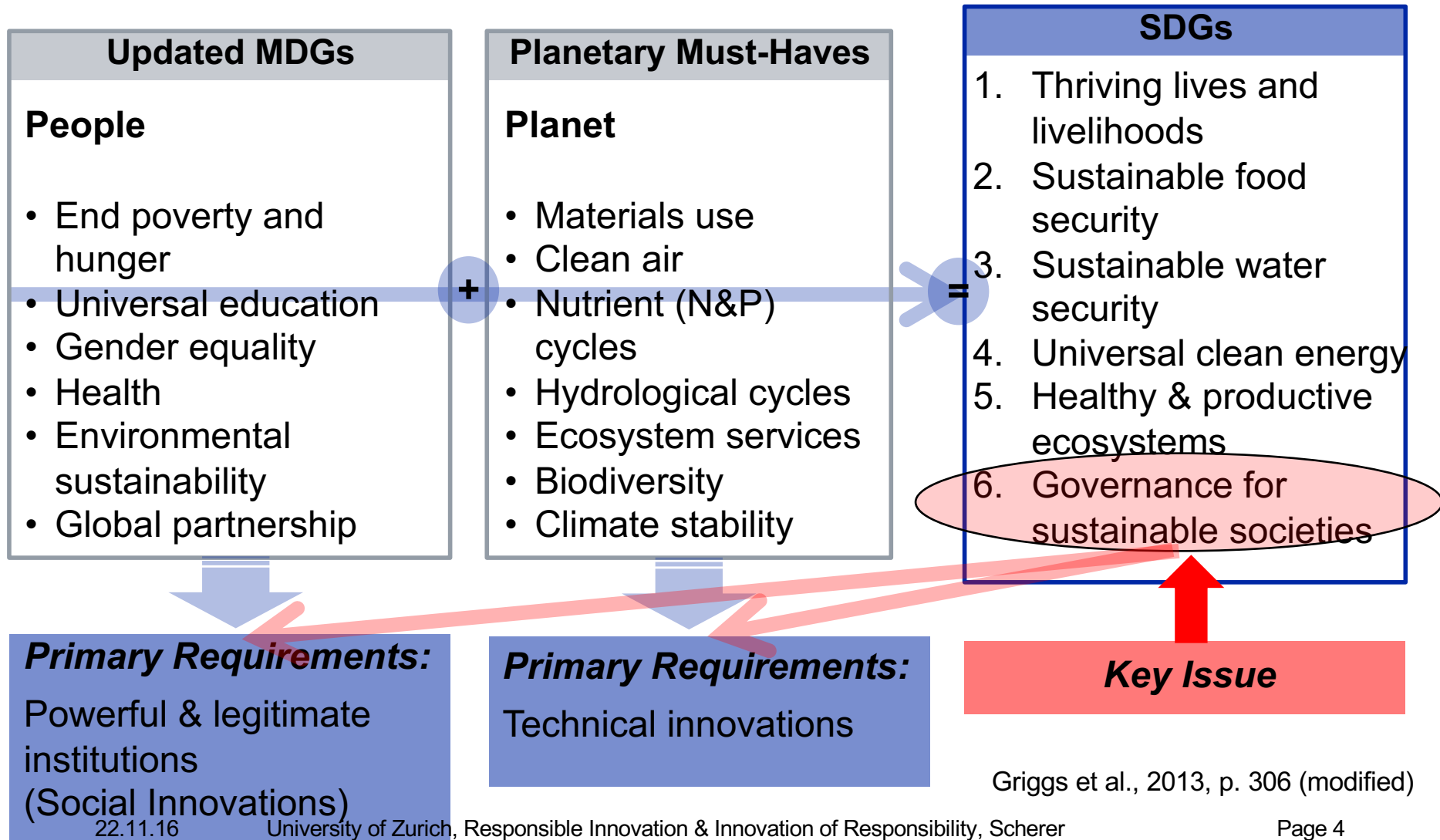
**Innovation** is «the generation, acceptance and implementation of new ideas, processes, products or services» (Thompson, 1965, p. 2)

**Business organizations** are an important source of innovation and scholars argue that they have a responsibility to contribute with their resources to SD

Current research either focuses on governmental solutions (e.g., Griggs et al., 2013) or on firm capabilities for social innovation (e.g., Hoffman, 2005; Schiederig et al., 2012; Siegel, 2009).

However, reaching SDGs requires solutions that integrate businesses into the **global governance architecture for responsible innovation**

## Sustainable Development Goals





# Sustainable Development: Global Challenges

## Goal 6: Governance for sustainable societies

Transform governance and institutions at all levels to address the other five sustainable development goals

- build on MDG partners
- incorporate environmental investment and finance
- eliminate subsidies on unsustainable agriculture
- incorporate social and
- establish national monitoring sustainable development
- secure open access to all levels

### BUT:

The decline of nation state governance is a permanent threat for SD

- What is the appropriate model of governance in a globalized world?
- Who are the actors and institutions responsible for SD?
- How can the activities of governments, businesses and civil society be coordinated?
- How can the social and technical innovations in support of SD be created and diffused?

Griggs et al., 2013, p. 307



## The ambivalent role

business as the problem: Unsustainable

- economic processes that are unsustainable (e.g. overconsumption, disposal)
- social miseries (inequality, low wages, unhealthy work environments, etc.)
- environmental damages (global warming, pollution, exploitation of resources etc.)

business as the solution: Corporate

- private production of public goods (e.g. infrastructure)
- business self-regulation (e.g. codes of ethics)
- UN Global Compact and other initiatives on the responsibility of business

### Responsible innovations

Create or diffuse new ideas, processes, products, or services that

- generate value but
- do not cause social miseries or
- environmental damages
- along your supply chain

**AVOID HARM!**

### Innovation of (corporate) responsibility

Create or diffuse new ideas, processes, products, or services that

- take care for issues of public concern
- provide (global) public goods
- engage with self-regulation
- cooperate with public and private actors
- contribute to sustainable development

**DO GOOD!**



## Toward an innovation of responsibility: Political CSR as a framework responsible innovation

**From national to global governance:** Integrates business into solutions for sustainable development and provides the necessary global governance framework

**From hard-law to soft-law regulations on innovation:** Facilitates the responsibility to avoid harm

**From private investment to collective innovations:** Facilitates the responsibility to 'do good'

**From liberal democracy to deliberative democracy:** Provides the mechanism for global governance to encourage soft-law solutions and collective action



## Orchestrating the global governance of sustainable development

National governments and international organizations can help to overcome challenges of deliberation in global governance, in that they:

- Encourage business companies and NGOs to participate
- Guarantee deliberative decision making procedures (e.g., fair access for and equal composition of actors)
- Facilitate diligent provision of resources
- Consolidate existing initiatives by setting common goals

Examples of successful initiatives to clean up water

- CALFED
- CEO Water Mandate
- EU Water Framework Directive



CALFED  
BAY-DELTA  
PROGRAM



The CEO Water



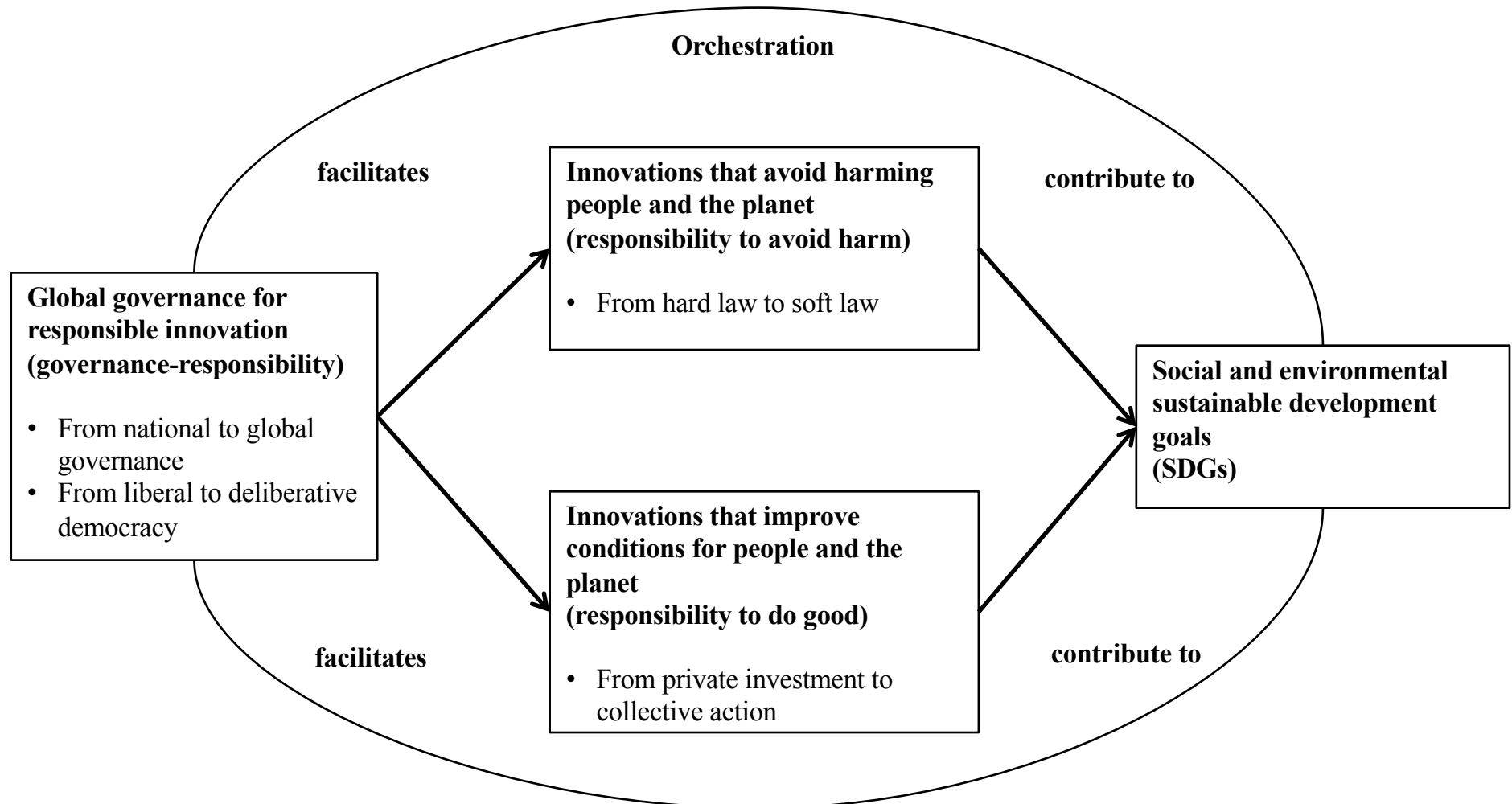
River Basin  
Management Plans

REPORT on the Implementation  
of the Water Framework Directive  
(2008/0510)

(see e.g., Abbott & Snidal, 2010)



## Governing responsible innovation for SD





## Literature

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Voegtlin, C. & Scherer, A.G. (2015). Responsible innovation and the innovation of responsibility: Governing sustainable development in a globalized world. *Journal of Business Ethics* (online first 1 August 2015: DOI 10.1007/s10551-015-2769-z)



**Thank you for your attention!**