

Foreword

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Where Hope Comes From

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Foreword

We have a global crisis. There is imminent exhaustion of the biome. The environment is in a steep state of decline, such that no strategic planner in any type of enterprise worldwide can afford to dismiss it.

As topics, we speak about climate change, biodiversity, geopolitics, and social stability. As well as human rights and ethics.

In business concerns are energy, raw materials, logistics, supply chain, workforce, finance, and ESG as part of financial reporting.

Transformation towards sustainable, net-zero business is at hand.

The timing for the Journal of Innovation Management Special Issue "*Innovation Paradigms for Earth Systems Governance: Envisioning New Approaches to Sustainability Transitions*" could not be more appropriate.

Globally, leaders of governments and businesses are united in the view that their primary objective must be to stimulate economic growth following the 2008 financial crisis and the COVID-19 pandemic.

Scholars of market and state capitalism theory, however, highlight that the challenge for debate is more fundamental and paradigmatic than just reinvigorating an old capitalist system that has not worked for everyone.

Against this economic-political landscape, meanwhile, substantial scientific consensus exists that the emergence of real global biophysical limits brought about by the combined exponential increase in population and consumption are the causes of significant global environmental threats.

Global initiatives from the United Nations, the European Union, and others draw our attention, too.

In innovation management, we talk about the sixth wave of innovation.

It refers to the era of sustainable technology, where the driving key technologies include robotics, automation, and artificial intelligence.

The wave is driven by society's need for sustainability and improving the quality of life for humanity, all species, and the planet itself.

New business opportunities are sought. They are requested to be environmentally friendly and have a positive social influence.

Novel approaches are encouraged:

- Conceptual, imaginative, and empirical work from multiple perspectives in the context of sustainable innovation.
- Interdisciplinary research that integrates several aspects of the strategic innovation process, and tools that address the wider inclusions of environmental, social, and economic consequences.
- Recognition of critical leverage points in emerging new technologies, changing market demands, and energy consumption.
- Evidence-based approaches and productive forms of collaboration and interaction between science, government, industry, and civil society.

The sixth wave is supported by the change in the global mood.

According to the *Edelman Trust Barometer* ethical drivers such as integrity, dependability and purpose drive 76 percent of the trust capital of a company, while competence accounts for only 24 percent.

It says that ethics is three times more important to company trust than competence.

Serious discussions are occurring. Companies are redefining the playing field and reshaping the value proposition.

Sustainable development meets present needs without compromising the needs of future generations. Intergenerational equity in the resource-constrained world we have now entered requires social and environmental issues to be given equal weight to economic development.

Today, everyone is part of the solution.

How people behave in their everyday lives, how often they fly, and what food they consume, will, at an aggregate level, have an impact on the situation.

Subsequently, climate change is primarily related not to self-focused worry but rather to concern about the well-being of others and future generations.

Empathy is in many ways a basic principle of a democratic society. The feeling that a fellow citizen is suffering and that suffering can be mitigated is the foundation of modern society.

Empathy – towards other people and the planet – can be increased. It can be taught and learned.

We are interconnected – physically and virtually – at several levels, but most of all in our thinking.

The world is undergoing an extraordinarily complex and lengthy transformation. We are all going to have to invent a new world, decision by decision, action by action, over the coming decades.

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