

A Conceptual Model of Innovation in the Sustainable Enterprise: Some Implications for Institutional Arrangements and Managerial Capabilities

guides companies into alliances and strategic ventures with other actors involved in production and consumption.

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Abstract

The lecture conceives the ecologically sustainable enterprise as a joint partner in a complex process of innovation for social and organizational change, where this change is 'governed' through the application of 'principles' of ecological sustainability.

This process of innovation is introduced by means of a conceptual model that traces the transition of companies in compliance with regulations through environmental management and toward the co-creation of ecologically sustainability production and consumption systems. The model is used as a background to focus on the institutional requirements and managerial capabilities that might accompany this transition.

In particular, the lecture highlights the need to create platforms that bring together interested actors to establish visions of sustainable [production and consumption] systems coupled to the use of 'backcasting' techniques that inform choice between the different routes to those visions. The lecture considers the managerial capabilities needed to guide the work of these platforms and to bring their message into the research, technology development and innovation processes of companies and the strategic thinking that