Why do we need civil initiatives in the development of innovation ecosystems

DDr. Matjaž Mulej, Prof. Emeritus
EPF, University of Maribor &
IRDO Institute for Development of Social Responsibility &
IASCYS International Academy for Systems and Cybernetic Sciences
<table>
<thead>
<tr>
<th>Decade</th>
<th>Market &amp; Social Requirements</th>
<th>Enterprise’s Ways To Meet Requirements</th>
<th>Type of Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>1945-</td>
<td>Covering of post-war conditions of scarcity, rebuilding, etc.</td>
<td>Supply of anything; supply does not yet exceed demand</td>
<td>Supplying Enterprise</td>
</tr>
<tr>
<td>1960-</td>
<td>Suitable price (as judged by customers)</td>
<td>Internal efficiency, i.e. cost management</td>
<td>Efficient Enterprise</td>
</tr>
<tr>
<td>1970-</td>
<td>Suitable price X quality (as judged by customers)</td>
<td>Efficiency X technical &amp; commercial quality management</td>
<td>Quality Enterprise</td>
</tr>
<tr>
<td>1980-</td>
<td>Suitable price X quality X range (as judged by customers)</td>
<td>Efficiency X technical &amp; commercial quality X flexibility management</td>
<td>Flexible Enterprise</td>
</tr>
<tr>
<td>1990-</td>
<td>Suitable price X quality X range X uniqueness (as judged by customers)</td>
<td>Efficiency X technical &amp; commercial quality X flexibility X innovativeness management</td>
<td>Innovative Enterprise</td>
</tr>
<tr>
<td>2000-</td>
<td>Suitable price X quality X range X uniqueness X contribution to SD (as judged by customers)</td>
<td>Efficiency X technical &amp; commercial quality X flexibility X innovativeness X SD</td>
<td>Sustainable Enterprise</td>
</tr>
<tr>
<td>2010-</td>
<td>Suitable price X quality X range X uniqueness X contribution to SD (as judged by customers) X social responsibility</td>
<td>Efficiency X technical &amp; commercial quality X flexibility X innovativeness X SD X honesty reaching requisite holism and wholeness beyond legal demands</td>
<td>Socially responsible requisitely holistic enterprise</td>
</tr>
</tbody>
</table>

From a supplying to a socially responsible requisitely holistic enterprise
– and a new definition of the concrete contents of requisite holism
Civil initiatives – social responsibility - 1

2008- global socio-economic crisis \(\leftrightarrow\) limitation to technological innovations only

Non-technological innovations = business program, organization, mgt style, mgt process, methods, business process, values/culture/ethics/norms \(\rightarrow\) room for technological innovations & requisite holism of approach \(\rightarrow\) chance for success
Civil initiatives – social responsibility - 2

Ecosystem = requisite holism about nature and humans (= a small part of nature, depending on healthy nature for survival)

Business = one-sided rather than requisitely holistic; short-term criteria of success

Politicians = the same

Civil initiatives (NGOs etc.) = pressure and action for requisite holism → survival of the current civilization of humankind
Civil initiatives – social responsibility - 3

Social responsibility = end of abuse of power holders’ influence over people & nature

Why:
- Until 1820 – GDP: 3% per 1000 years
- After 1820 – GDP: 5500% in 190 years
- After 1945: 2,5x – 7x – 0 – further growth of production: for who & from which nature?
- 4 mil., 1,7 mil., 1.500 per hour
- CO2, methane → survival? Civil initiative with SR
Some conclusions

Survival of humankind $\leftarrow$ requisite holism $\leftarrow$ involvement of many in interdisciplinary cooperation $\leftarrow$ businesses and politicians alone = not enough

Civil initiative = the way out from the blind alley $\rightarrow$ ecosystems approach $=\rightarrow$ requisite holism $\rightarrow$ survival

THANK YOU FOR WORRY & ACTION!