

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

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<b>Decade</b>	<b>Market &amp; Social Requirements</b>	<b>Enterprise's Ways To Meet Requirements</b>	<b>Type of Enterprise</b>
<b>1945-</b>	Covering of post-war conditions of scarcity, rebuilding, etc.	Supply of anything; supply does not yet exceed demand	<b>Supplying Enterprise</b>
<b>1960-</b>	Suitable price (as judged by customers)	Internal efficiency, i.e. cost management	<b>Efficient Enterprise</b>
<b>1970-</b>	Suitable price X quality (as judged by customers)	Efficiency X technical & commercial quality management	<b>Quality Enterprise</b>
<b>1980-</b>	Suitable price X quality X range (as judged by customers)	Efficiency X technical & commercial quality X flexibility management	<b>Flexible Enterprise</b>
<b>1990-</b>	Suitable price X quality X range X uniqueness (as judged by customers)	Efficiency X technical & commercial quality X flexibility X innovativeness management	<b>Innovative Enterprise</b>
<b>2000-</b>	Suitable price X quality X range X uniqueness X contribution to SD (as judged by customers)	Efficiency X technical & commercial quality X flexibility X innovativeness X SD	<b>Sustainable Enterprise</b>
<b>2010-</b>	Suitable price X quality X range X uniqueness X contribution to SD (as judged by customers) X social responsibility	Efficiency X technical & commercial quality X flexibility X innovativeness X SD X honesty reaching requisite holism and wholeness beyond legal demands	<b>Socially responsible requisitely holistic enterprise</b>

**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 ←  
limitation to **technological** innovations only

**Non-technological** innovations = **business**  
**program**, organization, **mgt style**, mgt  
process, **methods**, business process,  
**values/culture/ethics/norms** → **room for**  
technological innovations & **requisite**  
**holism of approach** → 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
- CO<sub>2</sub>, methane → survival? Civil initiative with SR

# Some conclusions

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

Civil initiative = the way out from the blind  
alley → *ecosystems approach* = requisite  
holism → survival

THANK YOU FOR WORRY & ACTION!