

Preface

We rich nations, for that is what we are, have an obligation not only to the poor nations, but to all the grandchildren of the world, rich and poor. We have not inherited this earth from our parents to do with it what we will. We have borrowed it from our children and we must be careful to use it in their interests as well as our own. (Moss Cass)

Mankind, however is realizing that the world has changed drastically and the planet is in crisis (King, 2012). Emmott (2013) explains that “our cleverness, our inventiveness and our activities have modified almost every part of our planet. In fact, we are having a profound impact on it. Indeed, our cleverness, our inventiveness and our activities are now the drivers of every global problem we face”. This is a scary thought, because our abilities which makes us different from other species are being used for our own selfish satisfaction and needs, rather than to use it wisely for the benefit of the planet we call home.

Kolbert (2014) agrees with Emmott when she wrote in her book *The Sixth Extinction* that human qualities like mankind’s restlessness, creativity, the ability to cooperate, to solve problems, and complete complicated tasks are leading mankind to change the world so rapidly and profoundly that other species cannot keep up, are either extinct or are headed towards oblivion. In addition, the normal process of evolution cannot take place due to the accelerated die-off rate of species due to humans’ unmindful living (Vince, 2012) and irresponsible business practices are causing melting glaciers, resource depletion, ocean acidification, and deforestation.

Some of the causes of environmental degradation are greenhouse gas emissions, deforestation, and water pollution and other forms of industrial wastes which are the result of human progress and irresponsible business practices. Even “new” technology (cell phones, laptops, iPads) is causing white waste and mankind does not have the answers to get rid of the daily waste being produced in an individual, business, country and world level. Kolberg (2014) stated that a Holocene extinction is imminent due to mankind’s indifference and even cruelty to other life on the planet in its pursuit of money and progress.

The financial crises, climate change, ecological overshoot, population growth, water and food shortages and greater expectations of shareholders are causing people and business to rethink human- and business activity. New and better ways are explored in an attempt to not harm the environment by a few concerned environmentalists. However, the world is still faced with more greed than concern, which are not taking the care for the planet seriously enough to make a significant difference. What is clear however is that a conducive natural environment is important for healthy living and the sustainability of all creatures.

Deterioration of the global environment creates risks and opportunities for firms operating in the 21st century. Competencies in creativity, problem-solving and formulating competitive and environmental management strategies becomes crucial in building sustainable business practices. The UN's Global Compact and the Principles of Responsible Education (PRME) also aim to focus the attention of business leaders and educators on responsible and sustainable business practices in an effort to minimize the harm humans are causing the planet.

The only way forward, if we are going to improve the quality of the environment, is to get everybody involved. (Richard Rogers)

This book explores how collective creativity can be used to find novel solutions to the problems caused by mankind and to develop responsible and sustainable business practices specifically in an effort to prevent and minimize a Holocene extinction. It is evident that mankind needs to work together and that everyone should play their part in decreasing the negative impact they make on a daily basis.

This comprehensive and timely publication aims to be an essential reference source, building on the available literature and expertise in the field of creativity and responsible and sustainable management practices in developing and developed countries, while providing for further research opportunities in this dynamic field. It is hoped that this text will provide a resource that governments, nonprofit and for-profit organizations, business leaders and managers, universities and academics as well as community members and leaders can use to encourage collective creativity to develop responsible and sustainable business practice. It is also hoped that the book will play a role in creating greater awareness and action to make a real difference.

Saving our planet, lifting people out of poverty, advancing economic growth ... these are one and the same fight. We must connect the dots between climate change, water scarcity, energy shortages, global health, food security and women's empowerment. Solutions to one problem must be solutions for all. (Ban Ki-Moon)

The concept of responsible and sustainable business practices has been given considerable attention in recent years. The link to collective green creativity and eco-innovation has not been as strongly investigated. It is the view of the contributors of the book chapters that collective creativity can indeed help to find better solutions and create a sustainable planet for all, because creativity leads to new discoveries and new opportunities.

Capital isn't so important in business. Experience isn't so important. You can get both these things. What is important is ideas. If you have ideas, you have the main asset you need, and there isn't any limit to what you can do with your business and your life. (Harvey Firestone)

This book is divided into four sections.

Section 1 in the text focuses on collective creativity and the link to sustainable business practices. This section consists of six chapters focusing on collective green creativity and eco-innovation as key drivers of sustainable business solutions in the organization, Bisociation, the need for Cyber Security Creativity, the empowerment of communities to address impossible problems, the role of leadership in

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cultivating a responsible collective creative work environment and the co-engagement of organizational leadership in collective decision-making looking at a public enterprise.

Section 2 focuses on strategies and leadership for responsible and sustainable business practice. This section consists of five chapters focusing on the collective creation of Civil Commons, sustainable business model Innovation by using Polycentric and Creative Climate Change Governance, corporate leadership, responsible and sustainable management practices, developing and developed business environments, as well as a systemic approach towards responsible and sustainable economic development focusing on entrepreneurship, systems theory and socioeconomic momentum.

Section 3 in the text focuses on responsible management education and consists of two chapters. The first chapter explores the principles of Responsible Management Education (PRME) specifically and the second chapter in this section discusses educational and business co-operatives as channels of collective creativity and entrepreneurial teams.

Section 4 in the text focuses on social marketing for a sustainable future and consists of three chapters, namely social marketing to achieve sustainability, the use of social media and online petitions to achieve collective change for a sustainable future and finally using successful cases to promote environmental sustainability.

This book is a contribution to help inspire mankind to work with Mother Nature in sustainable, responsible, caring and creative ways to prevent the destruction of this wonderful and amazing planet we live in. All that is left is to make a stand and make a difference.

John W. Gardner (2015) once said, “When Alexander the Great visited Diogenes and asked whether he could do anything for the famed teacher, Diogenes replied: ‘Only stand out of my light.’ Perhaps someday we shall know how to heighten creativity. Until then, one of the best things we can do for creative men and women is to stand out of their light” because our planet’s survival depends on creative men and women.

The book is dedicated to the future of everything living on this planet, we call home.

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