



Press release

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Sustainable innovation key topic of the Global Compact International Yearbook 2016

The Sustainable Development Goals are an ambitious agenda with 17 topics addressing the global challenges of our time. A key topic is innovation: Business must fit into planetary boundaries. This probably will not work with traditional business models. That is why we need new, fresh ideas. We need change, even when it happens in a rough, disruptive way. And the earlier the better. This is why the upcoming edition of the Global Compact International Yearbook, published in September 2016, has chosen sustainable innovation as the key topic.

“Innovate or die” has become almost a mantra for companies in this era of rapid technological change and globalization. When we consider such conditions as extreme air pollution in Beijing, factory collapses in Bangladesh, drought in California, and deadly heat waves in India, the darker side of this foundational belief stands out in high relief. Jason Jay from the MIT explains why non the less we continue to settle for and cling to consumption-based business models that add to these global threats.

Is social innovation the new CSR?

So is corporate social innovation (CSI) is the new corporate social responsibility? Elizabeth Boggs Davidsen argues that CSI is the latest advance along the continuum of corporate social responsibility, which began in the 1990s, when many companies began embracing worthy community causes in areas where they operated.

Is smart business the solution?

Many activists project their high expectations on new, smart, internet-based business models. Disruptive innovations and big data will fundamentally transform classical value chains. Really? Liz Goodwin presents us the biggest myths of the circular economy, while Lily Cole and Adam Werbach complain that sharing has been hijacked by these new kind of entrepreneurs. Rick Goings, CEO of Tupperware, contributes thoughts about the meaning of work and how it changes in a digital society.

Is industrial decarbonization realistic?

Growth is a habit hard to break says Felix Eckadt: „If we are to take the Paris Agreement on climate change seriously, growth-driven society is on the way out. But greed is part of the human condition, and no one knows what life without growth would be like.“

Elmer Lenzen, publisher of the yearbook, agrees: To comply with global climate targets, we have to reduce our carbon footprint – no ifs, ands, or buts. But the political activities have the temptation of ‘low-hanging fruit’ – easy ways to reduce emissions modestly, quickly, and at relatively low cost. And even worse: When resources like fossil energies become scarce, this does not mean that producers look for alternatives. On the contrary. Scarcity means, first of all, a significantly higher demand than supply. This generates higher prices and profits.



The Global Compact International Yearbooks

Publication date for the Global Compact International Yearbook 2016 is September 2016.

With more than 400,000 readers all over the world (print edition + downloads), the Yearbook is one of the most widely distributed and adopted CSR publications.

Distribution: United Nations Publications - [http:// unp.un.org](http://unp.un.org)

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Global Compact International Yearbook

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About the United Nations Global Compact International Yearbook

The Global Compact International Yearbook is a product of macondo publishing in support of the UN Global Compact and the advancement of corporate sustainability globally. The aim of the yearbook is to create a global overview of the achievements of the UN Global Compact. As an independent publication, it offers proactive and in depth information on key sustainability issues to stakeholders, and promotes unique and comprehensive knowledge exchange and learning in the spirit of the Global Compact principles. The publication helps to advance transparency, promotes the sharing of good practices and gives a strong voice to the regional and global actors that are at the heart of the initiative. www.international_yearbook.com

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