

Innovating for Sustainability: Frameworks and Practices from Global and Local Organizations

Summer Semester: April – July 2024

Lecturer: Ms. Anna Reith

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Lecture: Thursday, 12:00-14:00

Tutorial: Thursday, 14:15-15:50

Consultation hours:
by prior appointment

Required Course Materials

Students will be provided a list of assigned readings during the course. All class slides and supplemental material will be uploaded on ILIAS. Class slides will be uploaded on ILIAS after each respective class session.

Course Objectives

This course on Innovating for Sustainability is designed to teach students frameworks and processes that are aimed at establishing and fostering sustainability-oriented innovation in global and local organizations. Through a focus on sustainable innovation, companies can build more sustainable products, processes and practices that benefit the firm and society.

The main objectives of this course are for students to:

- Understand the concept of sustainability-oriented innovation and how it differs from conventional innovation in organizations
- Identify and examine key stakeholders in sustainability-oriented innovation, including traditional stakeholders such as employees and consumers, as well as social, governmental, and environmental stakeholders
- Understand the frameworks and processes designed for sustainability-oriented innovation
- Learn the different types of sustainability-oriented innovation activities under each of the stages of - optimization, transformation, and systems building
- Acquire knowledge on how to measure sustainability-oriented innovation in organizations, and promote an appreciation of the managerial and societal implications of innovating for sustainability
- Students will also be exposed to multiple business managers and executives from global and local organizations who are responsible for innovating for sustainability, during the course. Besides knowledge on the core concepts of innovating for sustainability, students will gain soft skills such as teamwork and communication during the exercises in the tutorials. As lectures and tutorials are held in English, students will have the opportunity to enhance their language skills in a professional setting.

Evaluation: Graded Components, Grading Scale

Grade Structure

Written Exam 100%

Grading Scale

1.0	93-100	Excellent Performance
1.3	88-92	Excellent Performance
1.7	83-87	Good Performance
2.0	78-82	Good Performance
2.3	73-77	Good Performance
2.7	68-72	Adequate Performance
3.0	63-67	Adequate Performance
3.3	58-62	Poor Performance
3.7	53-57	Poor Performance
4.0	50-53	Poor Performance

Guidelines for Graded Components

Written Exam

100%

The exam will consist of theory and application-based questions on the concepts taught in class lectures and the practice exercises from the tutorials. Students will be given 50 minutes to answer the exam questions. There will be only one exam period.

Week 1
Introduction

April 18 Lecture 1 12:00 – 14:00 HB-112

Lecture on: Introduction to Sustainable Innovation

April 18 Tutorial 1 14:15 – 15:50 HB-112

Tutorial on: Exercise: Sustainable Innovation Examples

Week 2
Part I: Traditional Innovation and Sustainability-Oriented Innovation

April 25 Lecture 2 12:00 – 14:00 HB-112

Lecture on: Fundamentals of Innovation for Products, Processes and Systems

April 25 Tutorial 2 14:15 – 15:50 HB-112

Tutorial on: Fundamentals of Innovation for Products, Processes and Systems

Week 3
Part I: Traditional Innovation and Sustainability-Oriented Innovation

May 2 Lecture 3 12:00 – 14:00 HB-112

Lecture on: Sustainability-Oriented Innovation: Contrasted with Traditional Innovation
Required Reading: Why Sustainability is Now The Key Driver of Innovation_HBR_2009

May 2 Tutorial 3 14:15 – 15:50 HB-112

Tutorial on: Sustainability-Oriented Innovation: Contrasted with Traditional Innovation

Week 4
Part II: Stakeholder Identification and Integration into the Innovation Strategy for Sustainability

May 16 Lecture 4 12:00 – 14:00 HB-112

Lecture on: Introduction into the Concept of Responsible Innovation

May 16 Tutorial 4 14:15 – 15:50 HB-112

Tutorial on: Introduction into the Concept of Responsible Innovation

Week 5

Part II: Stakeholder Identification and Integration into the Innovation Strategy for Sustainability

May 23 Lecture 5 12:00 – 14:00 HB-112

Lecture on: Transition to a Circular Economy

May 23 Tutorial 6 14:15 – 15:50 HB-112

Tutorial on: Transition to a Circular Economy

Week 6**Part III: Frameworks and Models for Sustainability-Oriented Innovation**

June 6 Lecture 6 12:00 – 14:00 Zoom

Lecture on: Guest Lecture

June 6 Tutorial 6 14:15 – 15:50 Zoom

Tutorial on: Applying Frameworks for Sustainability-Oriented Innovation

Week 7**Part III: Frameworks and Models for Sustainability-Oriented Innovation**

June 13 Lecture 7 12:00 – 14:00 HB-112

Lecture on: „Sustainable Development Goals and Inner Development Goals: Transformative Skills for Individuals and Organizations to achieve Sustainable Development“

June 13 Tutorial 7 14:15 – 15:50 HB-112

Tutorial on: Implementing the Inner Development Goals – A practical example

Week 8**Part IV: Activities that Underlie the Stages of Sustainability-Oriented Innovation**

June 20 Lecture 8 12:00 – 14:00 HB-112

Lecture on: Guest Lecture – Insights of an Innovative Construction Start-up

June 20 Tutorial 9 14:15 – 15:50 HB-112

Tutorial on: Activities that Underlie the Stages of Sustainability-Oriented Innovation

Week 9

Part IV: Activities that Underlie the Stages of Sustainability-Oriented Innovation

June 27 Lecture 9 12:00 – 14:00 HB-112

Lecture on: Planet Centric Innovation and the Business Model Canvas

June 27 Tutorial 9 14:15 – 15:50 HB-112

Tutorial on: Designing a planet Centred Business Model

Week 10

Part V: Measuring the Effectiveness of Sustainability-Oriented Innovation

July 11 Lecture 10 12:00 – 14:00 HB-112

Lecture on: Different Approaches to Measuring the Effectiveness of
Sustainability-Oriented Innovation in Organizations, and Best Practices

July 11 Tutorial 10 14:15 – 15:50 HB-112

Tutorial on: Different Approaches to Measuring the Effectiveness of
Sustainability-Oriented Innovation in Organizations, and Best Practices

Week 11

Recap

July 18 Lecture 11 12:00 – 14:00 HB-112

Lecture on: Recap

July 18 Tutorial 11 14:15 – 15:50 HB-112

Tutorial on: Recap

Final Exam

July 25 **Final Exam**