Towards A Research Agenda on Ecosystems of Ethical Culture

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Why are Ecosystems relevant

• In order to lead company or network members, customers and stakeholders to collectively innovate in a sustainable manner in the face of global challenges and disruption, a supporting ecosystem based on an ethical business or network culture is paramount

• Objective: increase resilience, performance and scale
Global challenges are of a magnitude that no one institution or organization can address them on its own. They require the pooling and sharing of knowledge and resources. Ecosystems are awarded great potential to address global issues and create the necessary target knowledge and resource allocation required to tackle the issues at hand.
Global Challenges
Market Disruption and Economy 3.0

From industry 1.0 to industry 4.0

First Industrial Revolution
through the introduction of mechanical production facilities with the help of water and steam power

Second Industrial Revolution
through the introduction of a division of labor and mass production with the help of electrical energy

Third Industrial Revolution
through the use of electronic and IT systems that further automate production

Fourth Industrial Revolution
through the use of cyber-physical systems
Context Factors Dominate

• Economy 3.0 – Technology dictates the business model
• Ongoing Disruption and innovation
• Black Swan Events and „Red Swans“ next time
• Antifragility and Resilience new quests
• Global Challenges require new business models.
Definition of Ecosystems

- Ecosystems of Ethical Culture are a biological metaphor that highlights the interdependence of all actors in the business environment, to address a need that no single player can address alone.
- The ecosystem is constructed based on a promise to address the need collectively through collaboration, innovation and open source in consideration of economic, ethical and cultural implications and leading to own language
- An evolutionary, self-organising, and self-optimising transformation knowledge creation system
- Applying and scaling transdisciplinary and emergent learning approaches
Example of Ecosystem
1. Strategy
The unbiased decision to govern all free energy in the system to increase its capacity of evolutionary cooperation while sustainably co-creating shared value for all stakeholders.

2. Leadership
The ability and willingness to proactively, co-responsibly and continuously build the right conditions within which the co-creation of shared value is enabled and enhanced.
Moving Out of the U

• Moving out of the “U” (*) – Evolutionary investment as transformative agent (Scharmers Theory U)

• The end of Intermediation- the ecosystems provides all transdisciplinary skills
Constituting Elements for Ecosystems

- Coherence
- Co-creativity
- Connectivity
- Self-
- Co-location

Enable & Enhance the Co-creation of The Common Good
Thank you for your attention

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