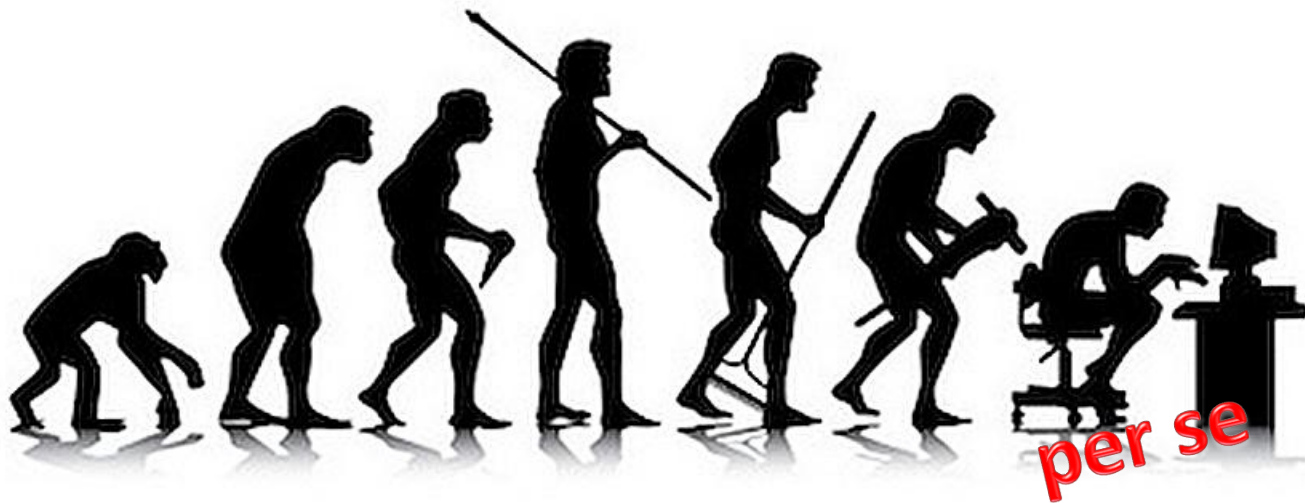


# Digital Sustainability & Social Innovation



**Prof. Dr. André Reichel**  
International School of Management | ISM  
[www.andrereichel.de](http://www.andrereichel.de)

# Thesis



Digitalisation is  
transformative...

...but not "good"  
or sustainable!

# Question

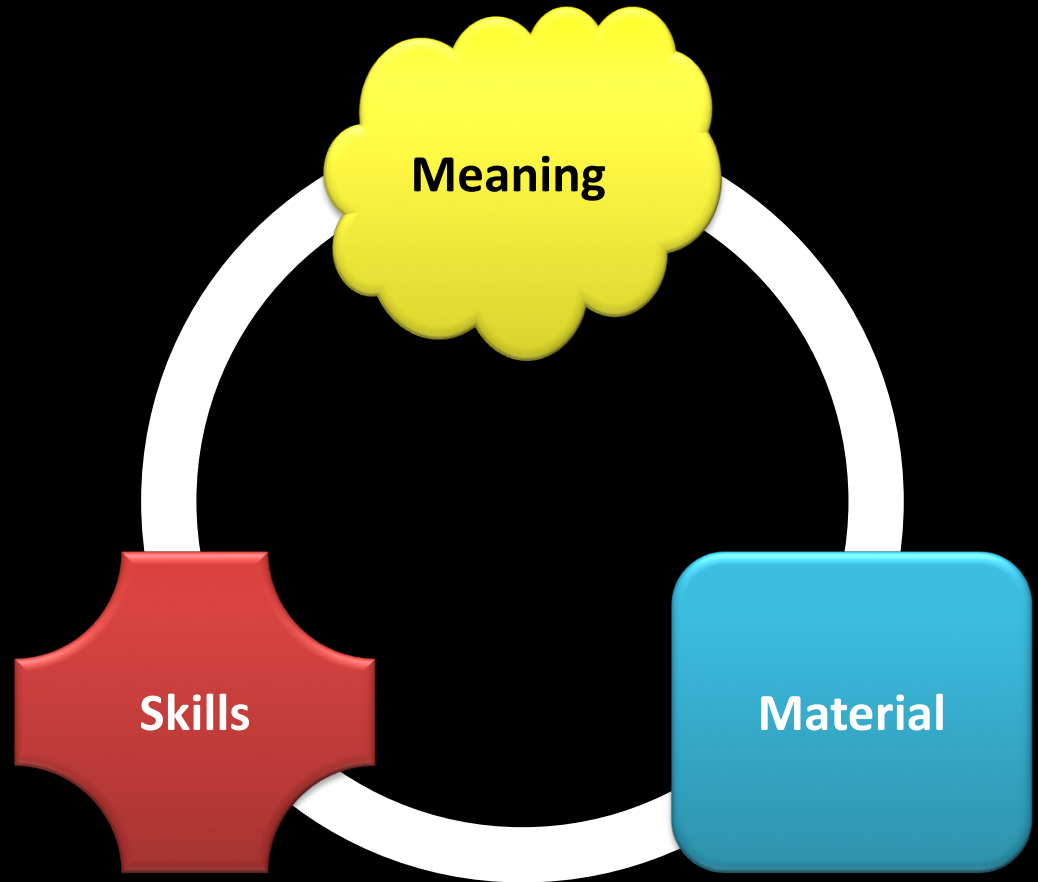
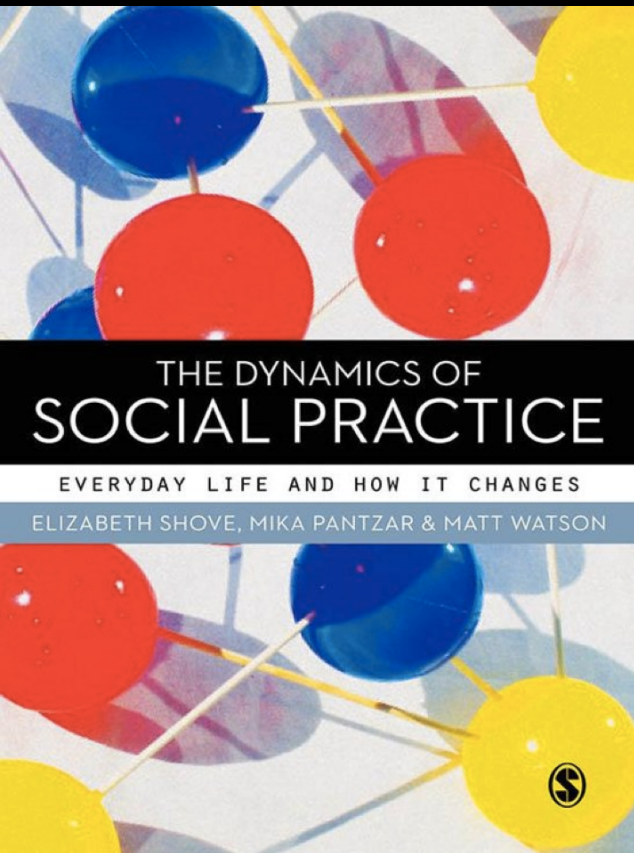


**How can digitalisation be transformative for the common good?**

# 1... 0... Digitalisation!



# Social Innovation



# Sustainability Revisited



Universal Idea  
of Humankind

Triple P  
Economics

Global  
Justice

Resource  
Imperative

# Un-Sustainability of Digitalisation

**Economy 4.0 = Iron Age 2.0**

- **Material use / origins**
- **Recycling vs. Sustainability**
- **Energy & Algorithms**
- **War for Metals?**

**Who has to suffer for the digital age?**



# Sustainability of Digitalisation

The background of the slide is a photograph showing several hands of different people painting abstract, colorful lines (blue, green, and red) on a whiteboard. The hands are positioned around the board, some holding brushes and others pointing, suggesting a collaborative or creative activity.

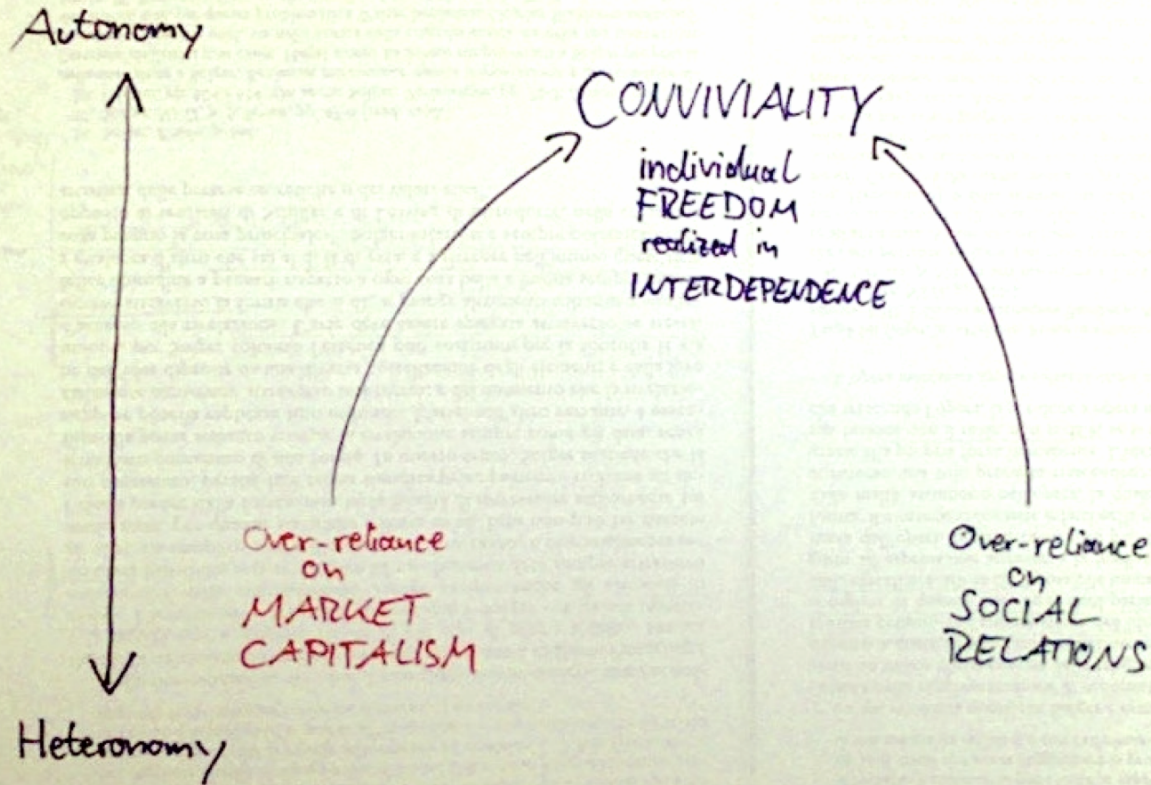
**Economy 4.0 = Modernity 2.0**

- Collaborative & Co-Creative Economics
- Prosumers & ProdUsers
- Sharing, Caring, Repairing, Commoning

**Who can be empowered through the digital age?**

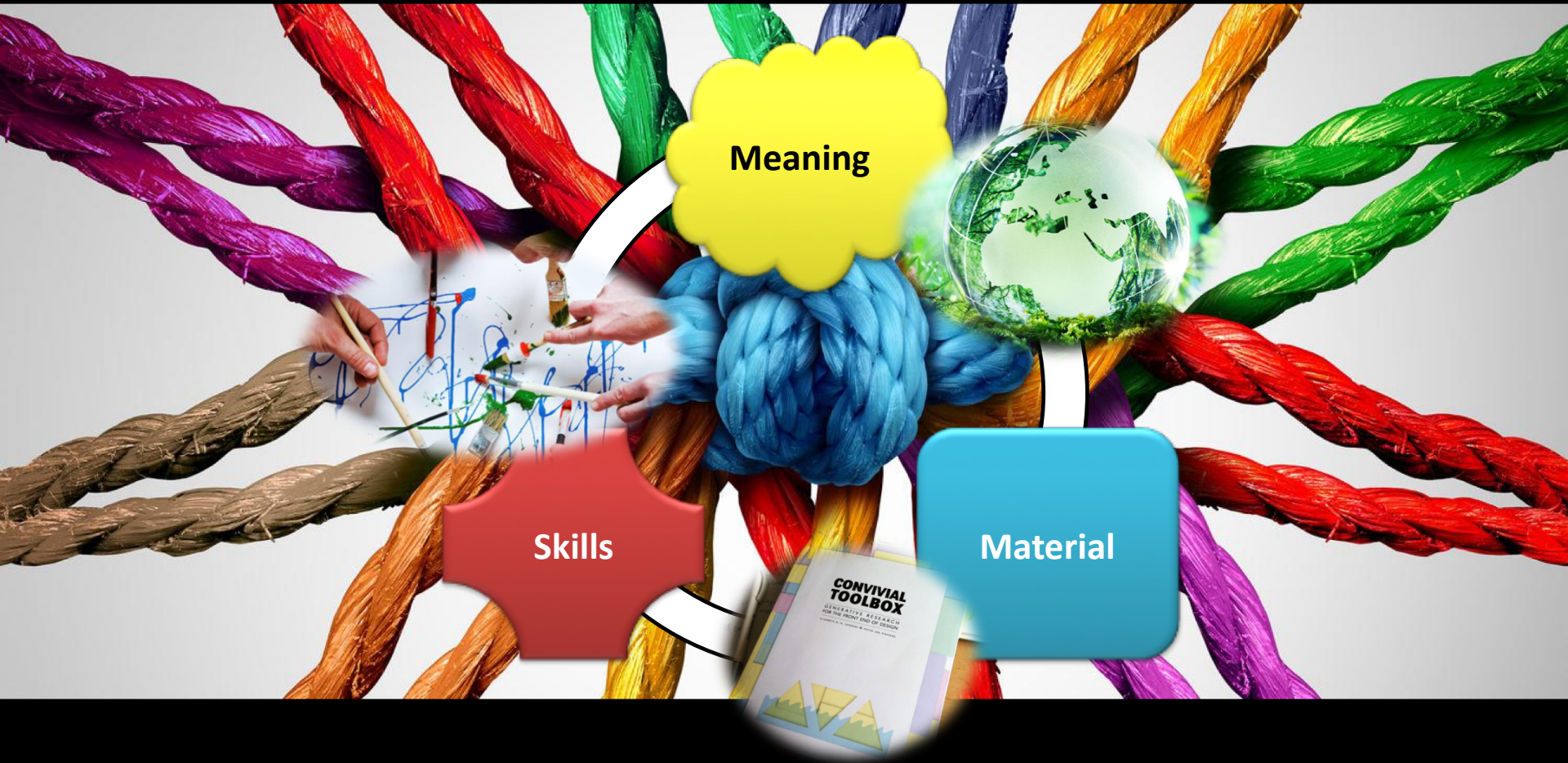


# Convivial Social Innovation



Ivan Illich

# Attempting an Answer



# Digital Sustainability & Social Innovation

Saturday, March 10 • 16:00 - 16:45

✓ Input Session: Digitalised Social Innovation for Sustainable Development Manage Session


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Limited Capacity filling up

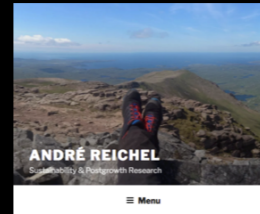
Can digitalisation aid in achieving Sustainable Development? The answer is "definitely maybe". Digitalisation comes with great potentials of empowering active prosumerism and new forms of creative collaboration beyond the market, but also with great rucksacks of material and energy consumption. Digital Sustainability then demands fundamental economic change towards a circular economy, but also a transformation of social behaviours and structures. In order to unlock the Sustainability potential of digital technologies and applications, digitalisation has to be understood as a social phenomenon and driving social innovation. At the heart of social innovation are fundamentally changed social practices constituted by new technologies, new individual skills and new collective meaning constructions. In this panel we will discuss the digital in the social and the social in the digital under the normative reference frame of Sustainability.

**Speakers**

 **Prof. Dr. André Reichel**  
Professor, International School of Management

"Those who want to talk about digitalisation should also talk about the circular economy and sufficiency!" André Reichel is a Professor for International Management and Sustainability at the International School of Management, Germany. His research focuses on sustainability... [Read More](#) →

Saturday March 10, 2018 16:00 - 16:45  
W-4  
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