



RSE & Anthropocène

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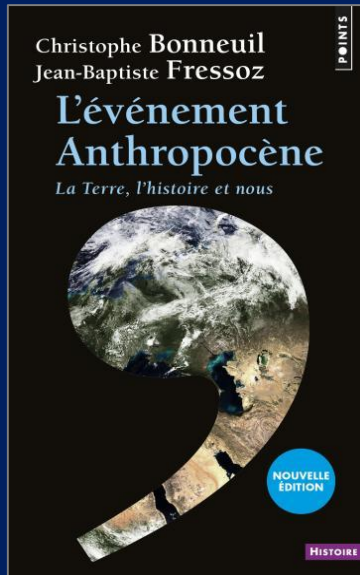
20/05/2021

Anthropocène ?

"L'Anthropocène est la *période*, dans la chronologie géologique, où les humains ont sorti la planète de ses limites écologiques".



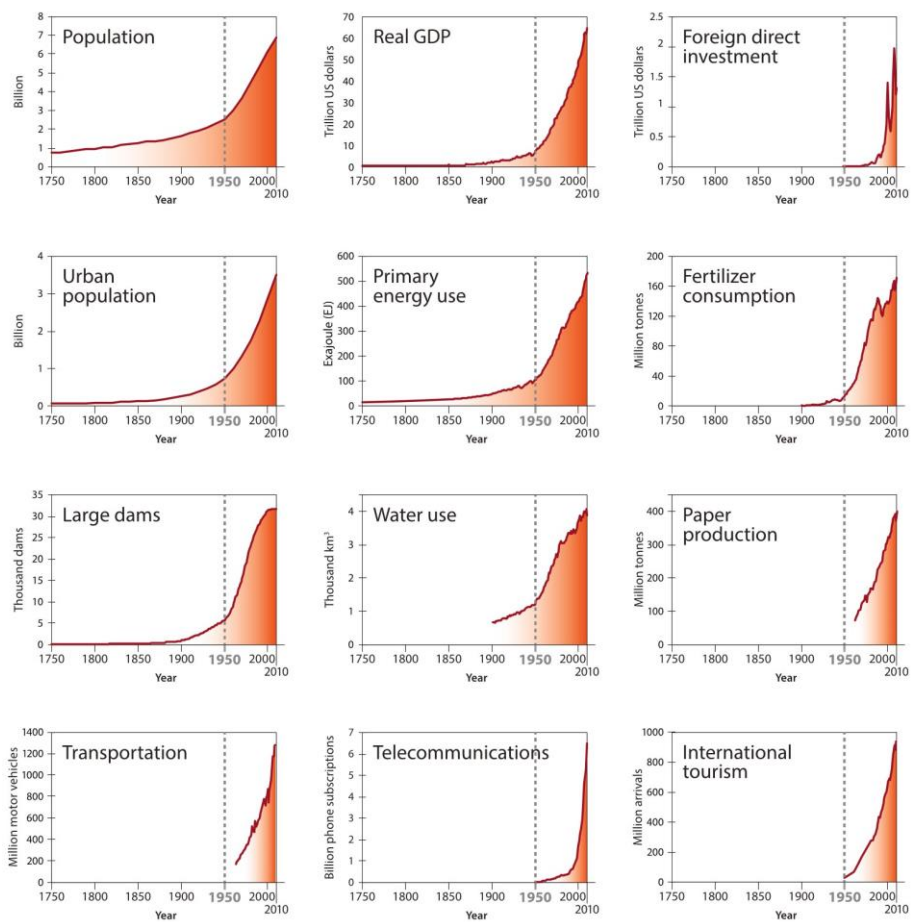
Paul Crutzen (Nobel 1995)



<http://www.anthropocenemagazine.org>

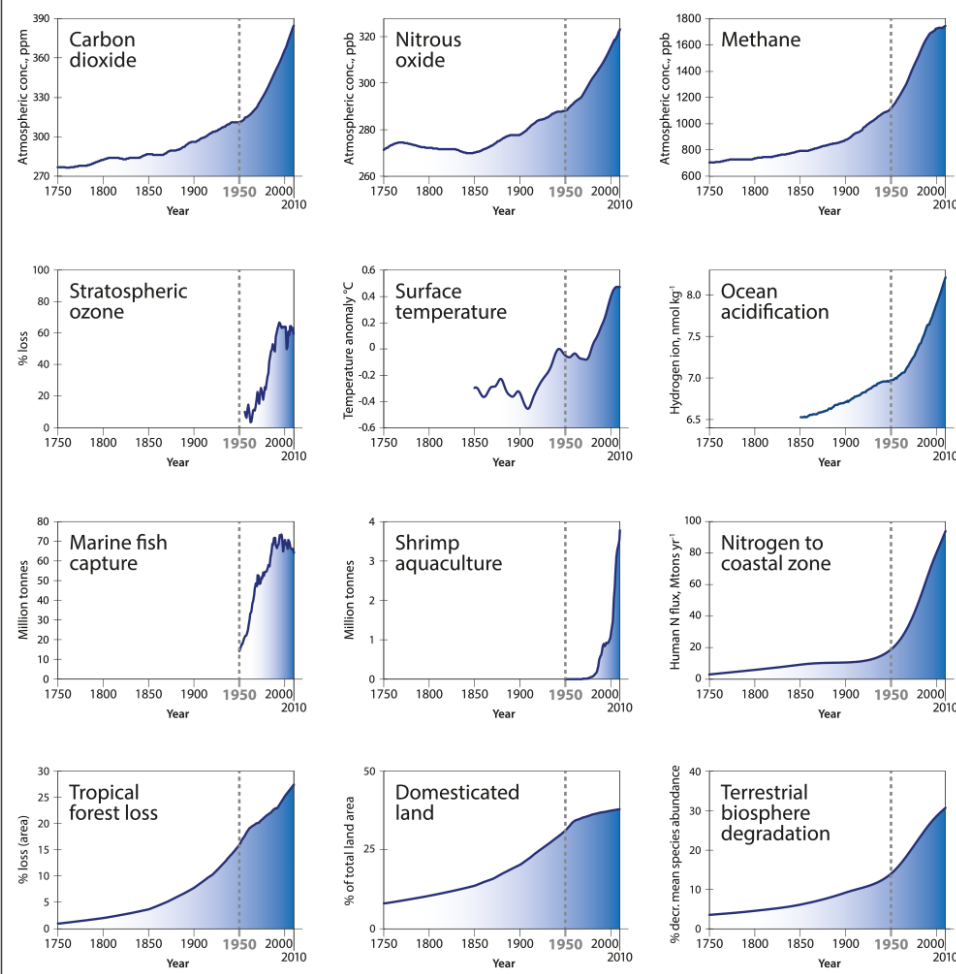
<http://www.metropolesfilms.com/index.php/filmink?id=30638a26-6f41-d-e811-9449-dad9f5e1f797>

Socio-economic trends



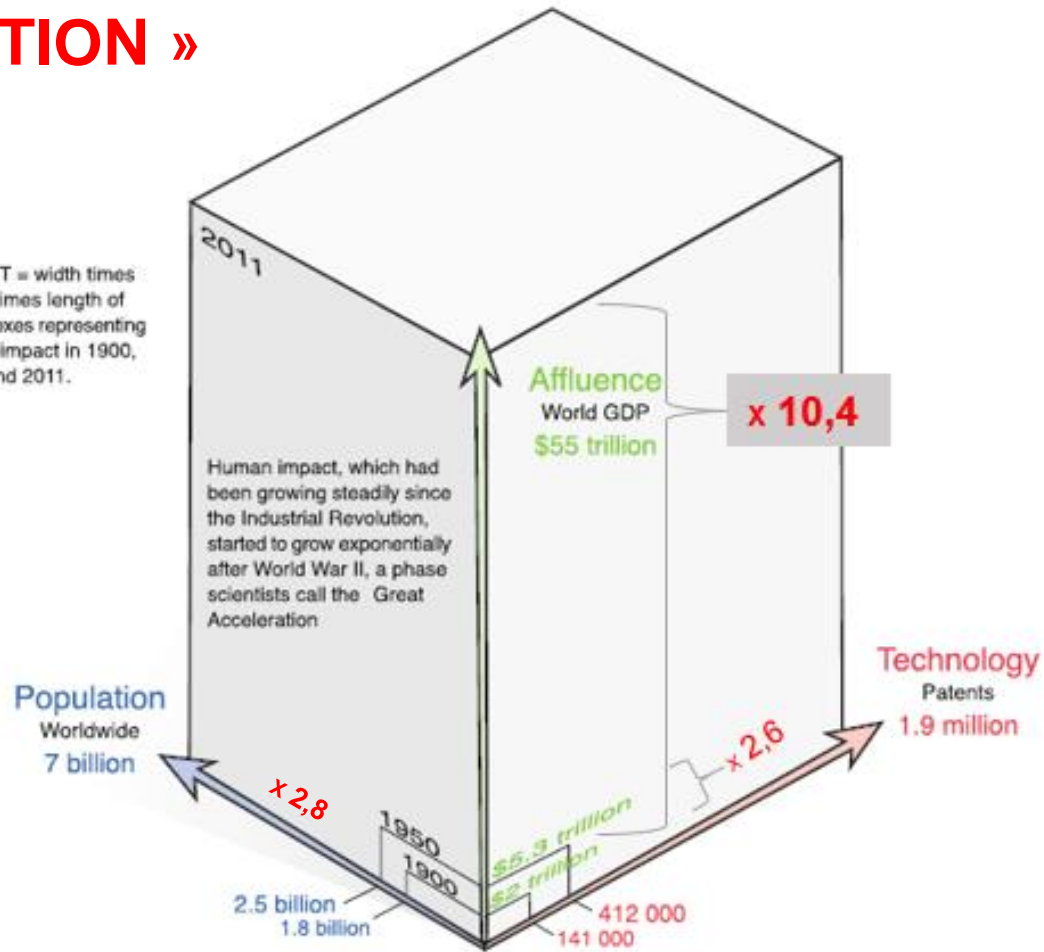
Earth system trends

Steffen, W. et al. (2015). « Planetary boundaries: Guiding human development on a changing planet », Science, vol. 347, n° 736, p. 1259855.

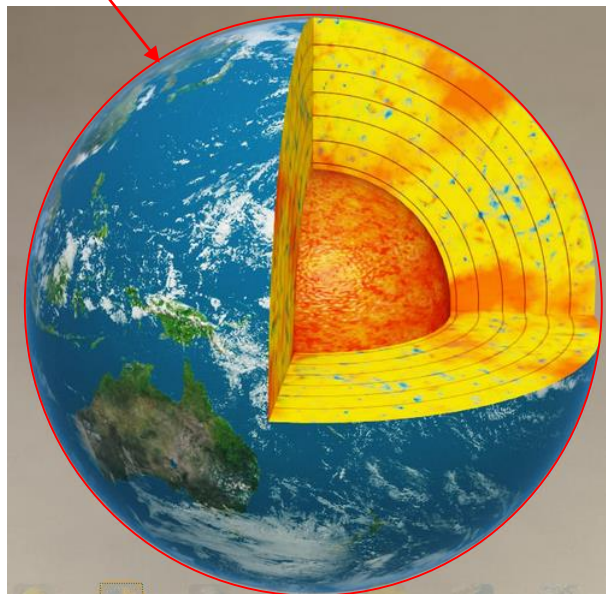
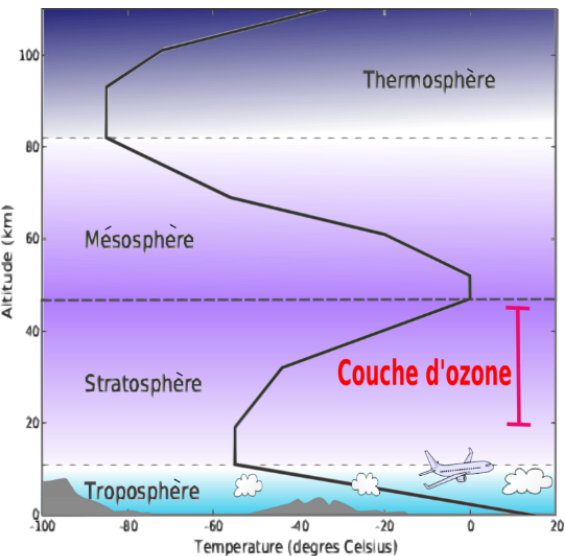


LA « GRANDE ACCÉLÉRATION »

$P \times A \times T$ = width times height times length of three boxes representing human impact in 1900, 1950 and 2011.



LE MINCE ESPACE DE VIE SUR TERRE



Gas	Pre-1750 tropospheric concentration ¹	Recent tropospheric concentration ^{2,3}
Concentrations in parts per million (ppm)		
Carbon dioxide (CO ₂)	~280 ⁷	399.5 ^{2,8}

https://cdiac.ess-dive.lbl.gov/pns/current_ghg.html

Espace terrestre & atmosphérique qui soutient la vie (troposphère & couche d'ozone stratosphérique = 45 km + océans 10 km)

=

55 km / 6400 km = 0,009 = 0,9% : <1%
(rapporté à 1 mètre = 9 mm, à 10 cm = 1 mm)



Entreprises & Anthropocène ?



Prendre l'Anthropocène au sérieux :

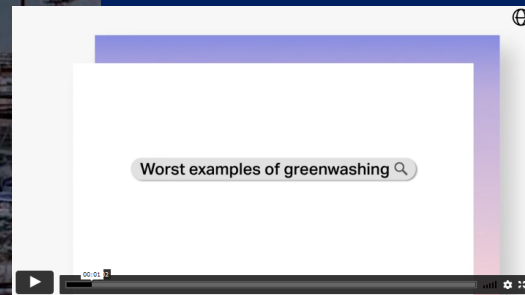
Mais que fait la RSE ?

Assez peu.

RSE = Greenwashing ?

ClientEarth 

The Greenwashing Files



<https://www.clientearth.org/>

Uncover the whole truth.

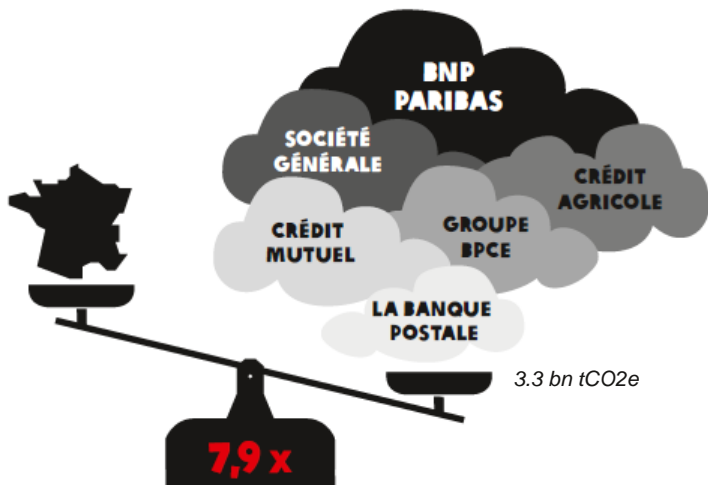
It's never been more urgent for companies everywhere to be more sustainable.

Yet the 'green' advertising of those companies most responsible for climate change and environmental damage is misleading the public about their sustainability.

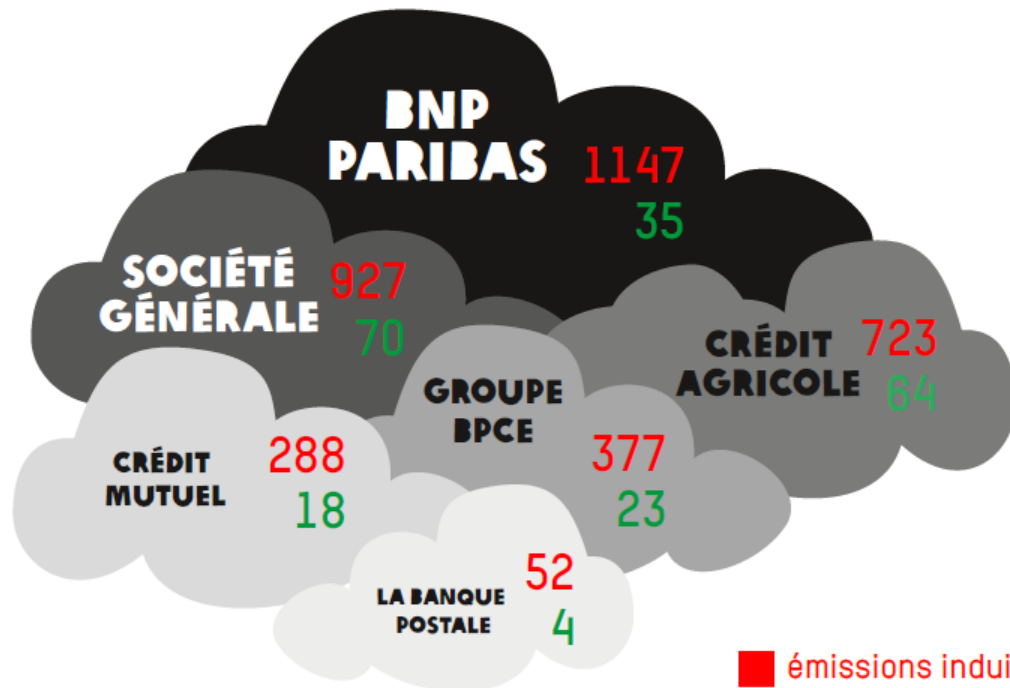
<https://www.clientearth.org/the-greenwashing-files/>

Learn more about greenwashing:
<https://en.wikipedia.org/wiki/Greenwashing>

FINANCE & RSE



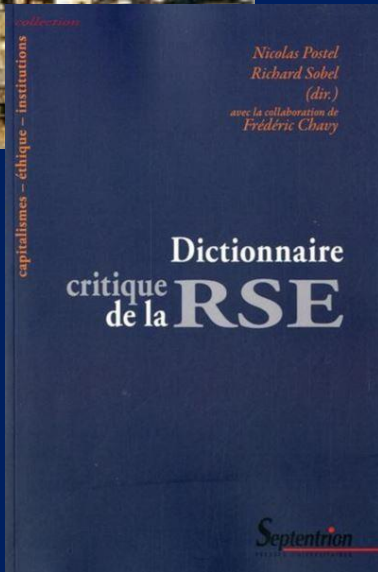
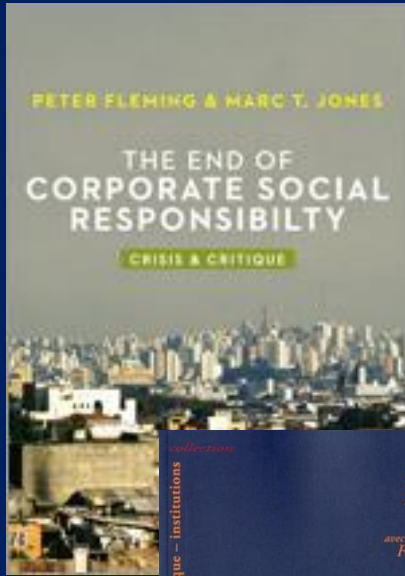
ÉMISSIONS DE GAZ À EFFET DE SERRE ANNUELLES EN MILLIONS DE TONNES ÉQUIVALENT CO₂



■ émissions induites
■ émissions économisées

BANQUES:
DES ENGAGEMENTS
CLIMAT
À PRENDRE AU
4^e DEGRÉ

La RSE : morte et enterrée ?



It's the End of CSR as We Know It, and I Feel Fine

Words by Emily Kane Miller



JAN 20, 2020



<https://www.triplepundit.com/story/2020/its-end-csr-we-know-it-and-i-feel-fine/86246/>

“companies should put social responsibility above profit. (...)
this statement is only as valuable as the time, focus and (...)
money corporate leaders commit to making it true”

**LES ACTIONS DE RSE SONT
DÉCONNECTÉES DES
ÉCOSYSTÈMES NATURELS**

JOURNAL OF
MANAGEMENT STUDIES

Journal of Management Studies 50:2 March 2013
doi: 10.1111/j.1467-6486.2012.01073.x

**Planetary Boundaries: Ecological Foundations for
Corporate Sustainability**

Gail Whiteman, Brian Walker and Paolo Perego

Due to the centrality of corporations within modern economies and societies, multinationals have long been conceptualized as important sources of environmental degradation (Hart, 1995). Yet studies on corporate sustainability continue to remain disconnected from the declining state of Earth systems. In this paper, we argue that the scientific framework of Planetary Boundaries provides us with a rich and detailed foundation for management studies on corporate sustainability.

LES ENTREPRISES
SONT INADAPTÉES
POUR RÉPONDRE AUX
GRANDS ENJEUX

© *Academy of Management Journal*
2017, Vol. 60, No. 5, 1633–1661.
<https://doi.org/10.5465/amj.2015.0718>

AN INCONVENIENT TRUTH: HOW ORGANIZATIONS
TRANSLATE CLIMATE CHANGE INTO BUSINESS AS USUAL

CHRISTOPHER WRIGHT
University of Sydney

DANIEL NYBERG
University of Newcastle

- “corporate actions often regress to a business-as-usual approach”.
- “**corporations are particularly ill-suited to address climate change**, since their **short-term objectives** and **reliance on growth** and political interventions inflate the superwickedness of the issue”.
- “business leadership on climate change alone is insufficient”.

RSE =
Business-as-usual

Future imaginings: organizing in
response to climate change

Christopher Wright

The University of Sydney Business School, Australia

Daniel Nyberg

Nottingham University Business School, UK

Christian De Cock

Essex Business School, University of Essex, UK

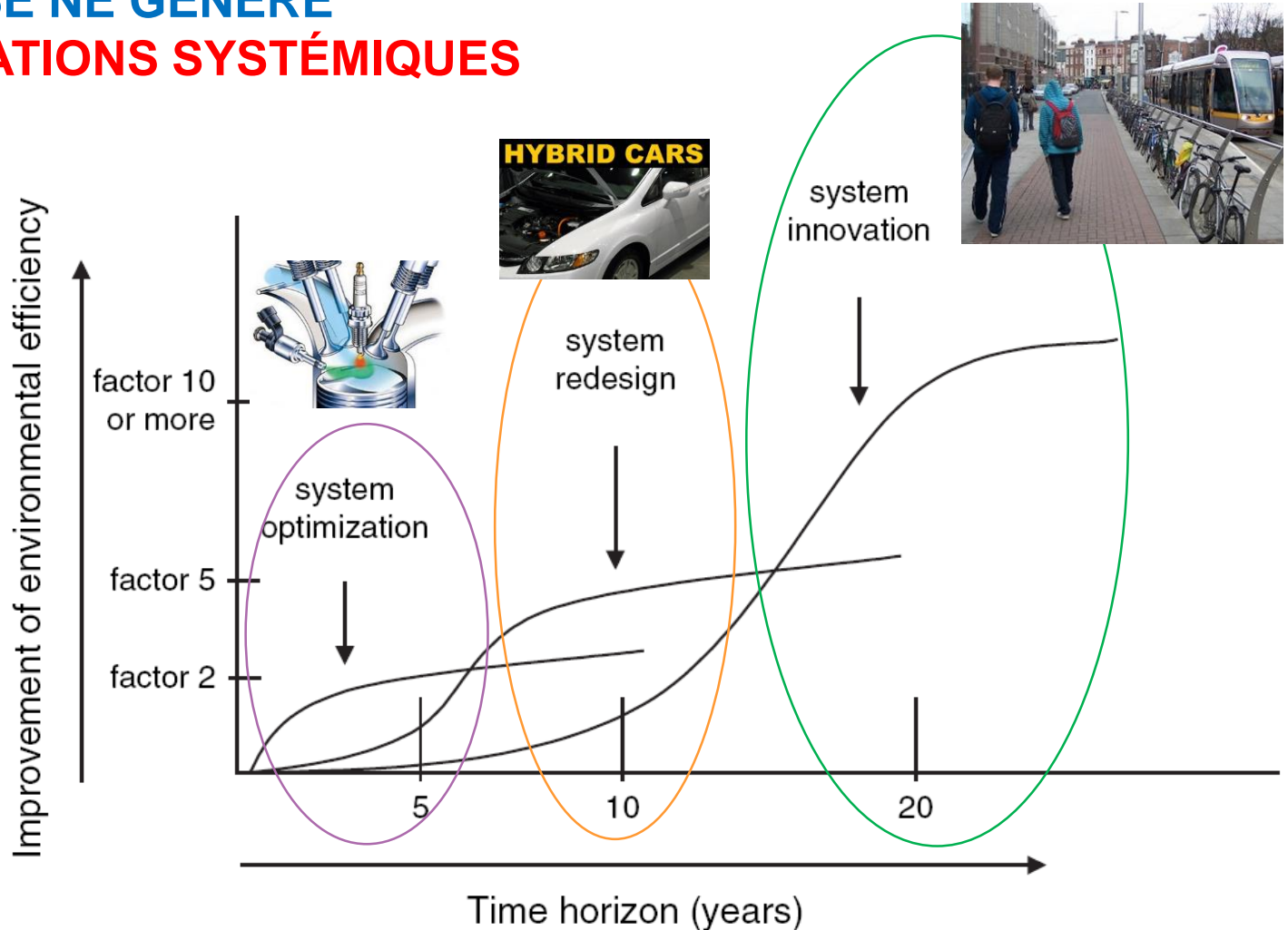
Gail Whiteman

Rotterdam School of Management, Erasmus University, Netherlands

Organization
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DOI: 10.1177/1350508413489821
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“In relation to climate change for instance, some **corporations uphold an illusion of compromise** between the environment and the market by adapting the meaning of concepts such as ‘CSR’ and ‘sustainability’ to fit existing corporate agendas and expand the capitalist imaginary.”

LA RSE NE GÉNÈRE PAS D'INNOVATIONS SYSTÉMIQUES

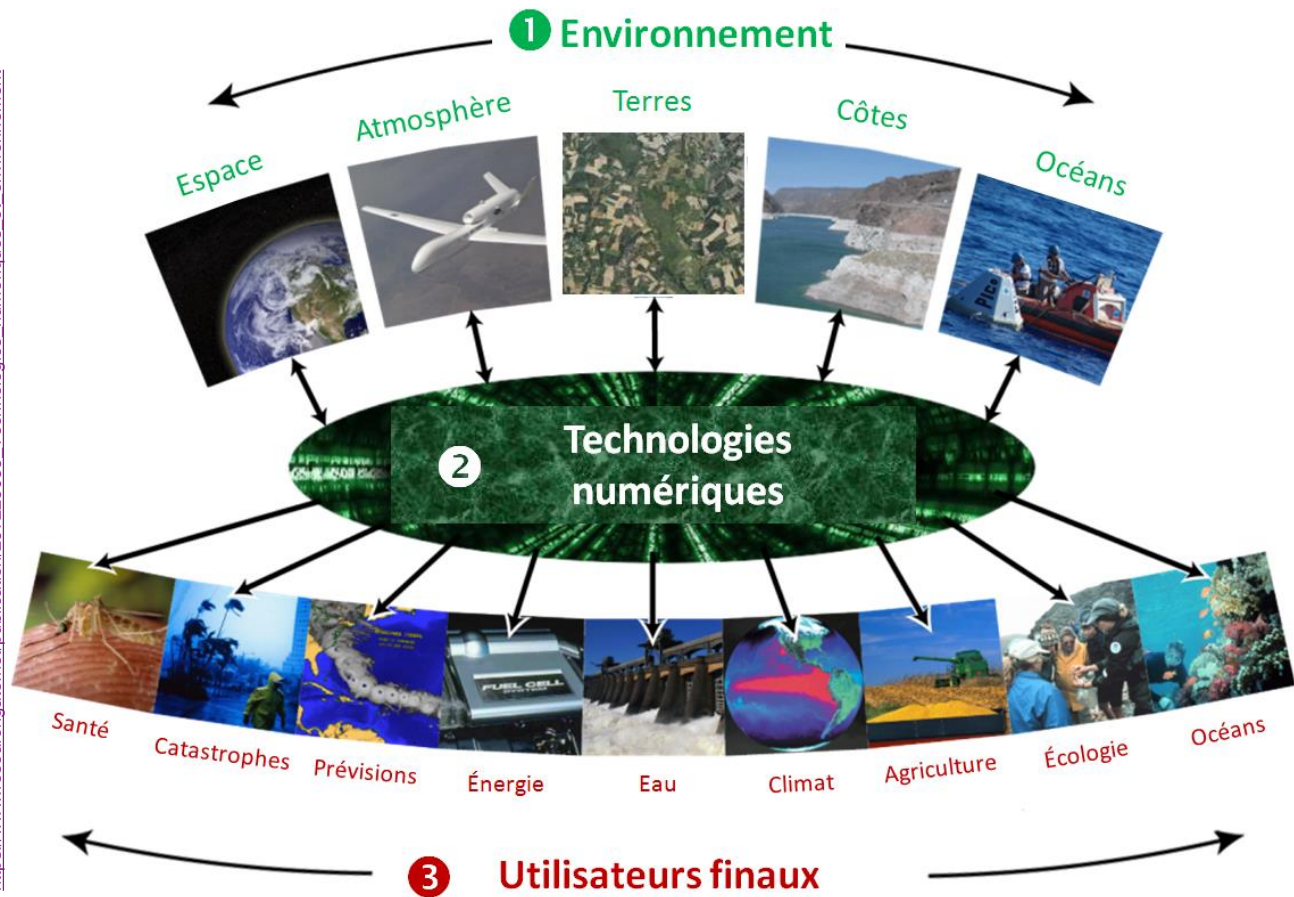


Que peuvent faire les sciences de gestion ?



<https://www.youtube.com/watch?v=wcBI9s7KhA8>

- Choisir de nouveaux **objets** de recherche (les grands enjeux de l'humanité)
- Déconstruire les **concepts** et récits dominants (innovation, entrepreneurs, ...)
- Elargir les **acteurs** de nos recherches (parties prenantes marginales et non humaines)



REPENSER L'INNOVATION

L'innovation technologique à l'épreuve de l'anthropocène

Aurélien Acquier

Professeur ESCP Business School, codirecteur de la chaire ESCP-Deloitte – Économie circulaire

*En permettant à l'homme de s'émanciper des contraintes de la nature,
l'innovation technologique a constitué un moteur essentiel du progrès humain.
Comment repenser le rôle de l'innovation technologique à l'heure de la crise écologique ?
L'innovation constitue-t-elle la réponse ou le problème ?*

Source : Cahiers Français, n°414, page 56.



Exemples de projets en cours...



Fablabs & SDGs (with the French Fablabs Network)

- OPIKNOW
- PRANED



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pour la santé publique

MERCI POUR VOTRE ATTENTION.



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<https://www.litem.univ-evry.fr>



Check out the INESS blog!
<https://iness.wp.imt.fr/>