**English version**

**Name and Surname of Audencia Authors:**

1………DEBUCQUET Gervaise……………….. 2…………………………………………………………..

3………………………………………………………….. 4…………………………………………………………..

**Published scientific contribution Bibliographic Information:**

**Tick the same area(s) of strategic interest that you selected on ADACEM that the article is linked to**

A Responsible information and Technologies. Sustainable Business & Development models.

Inclusive organizations and society. Hybridization.

Audencia will reward you with an additional 10% on the base bonus that your work will receive if it has a strong link to the strategic plan of the school.

**Instructions**

You can apply for this extra bonus by explaining in depth the link of your work to the strategic plan of the school and the extent of this link, i.e. how this work helps with social and environmental transition and the acceleration of the virtuous transformation of individuals, organizations and society. In hybridization, the criterion is if this work combines management sciences with other sciences, or if it combines different disciplines within management sciences. Although this is intentionally broad to allow for all different areas to be eligible, please in each individual application be specific and apply only if the link is clear and based on the theoretical construction or research question(s) and finding(s) of the work and not just by the fact that the theme is relevant (i.e. the fact that the work is on digital marketing or Fintech, etc. does not mean that there is necessarily a link)**. The same criterion applies for all for areas including hybridization.**

Upon completion, please upload this document on Academ. This should be done at the same time that you enter your work as forthcoming in Academ and it should be for articles as soon as it has been accepted by the journal, and before it is published, so that there is time to consider the application. The Associate Dean for Research will arrive at a decision considering the recommendations of members of the research committee. If there is any disagreement of the faculty with the decision, it will be given to an affiliate faculty member for review. For any application of the Associate Dean for Research, the research committee decision will have to be unanimous decision.

To upload in Academ, once you are in your Academ profile, create the intellectual contribution as usual and then upload the document in the "attachments" tab by clicking on "add attachment". Name your document **"Document for proof of link with ECOS2025\_your name".**

Please note that if confirmed, the bonus will be paid at the usual time, i.e. when the bibliographic references are complete and the intellectual contribution status can be changed to "published” on Academ, that is, when your work is published: your book has an ISBN number, or your case study has a number and a link, or when your paper is in a journal volume/issue with page numbers or article number in addition to DOI number.

# Link of the work to the strategy

Explain the alignment to the strategy here (600 words max.).

Our research is directly connected to ECOS 2025 for three main reasons: (a) a research exploring the relevance of the paradigm shift leading to abandon the opposition nature-culture, (b) a research deepening the integration in the organizations of some agricultural techniques (Biodynamics) built around Gaïa theory, (c) a research highlighting the role of the underpinning collective imaginary to envision sustainable changes in the organizations:

1. **Analysing alternative organizations which allow reconciliation between all living and non-living beings for better preservation of biodiversity**

In the face of rising sustainability issues, increasing numbers of organisations are trying to build compromises between their economic purpose and ecological objectives, while there is a need to go beyond those compromises to actually address the climate change.

Our research analyses some organizations involved in biodynamics to capture the radicalism of their relation with natural beings (abandoning the nature-culture-dualism for reconciliation with non-human livings and non-living beings) and the consequences on processes of innovation (higher inspiration, synergic connections and flexibility).

1. **Finding inspiration from biodynamics, a set of agricultural practices built around the Gaïa theory****.**

Biodynamics is an agricultural method, initiated by Rudolf Steiner in 1924, that refuses any use of chemicals in agriculture and considers the farm as an autonomous living organism where plants, animals and people feed and balance each other, where biodiversity is preserved; it is an agricultural method that defends a reconciliation between humans and non-humans. Moreover, in reference to the Gaïa hypothesis (Lovelock, 1979), they consider the relationship between alive/organic beings and non-organic surroundings. For instance, biodynamic agricultural practices are organised according to the cycles of the planets. Biodynamic products are certified by the Demeter label (1932), which was the first organic agriculture brand in Europe.

1. **Exploring the underpinning collective imaginary to envision more sustainable organizations**

We studied biodynamic imaginary as one archetype of ecological contestation that helps in better understanding radical ecological claims. We analyzed core principles of Biodynamics and conducted interviews with practitioners to capture the set of arguments for radical ecological thinking, for abandoning mere/illusory compromises between economy and ecology. Our research provides insights into the radical organizational changes advocated by ecological critiques.

Thus, our research is directly echoing with ECOS2025 goals in the sense that our results allow to further think the ways organizations can engage in disruptive changes to embrace more deeply the ecological issues, that is taking seriously into account the ‘moral substance’ of ecological critique. Finally, our research suggests that, in a context of ecological crisis where creativity is needed to face unprecedented challenges, organizations would benefit from exploring imaginaries to open up the perspective of organizational changes and ways to break out of the nature-culture dualism.