The Business of Social and Environmental Innovation

About this Publication:

- One of the few books to examine the role of business in social and environmental innovation, particularly in the context of Africa
- Addresses entrepreneurship, large companies, cross-sector collaboration initiatives, and the role of academia and teachers
- Frames and complements empirical contributions in a synthesis of key theories and concepts

The role of business in developing innovative responses to complex social and environmental problems is becoming increasingly urgent as a subject of study. A more proactive role for business is especially pertinent in sub-Saharan Africa which, although plagued by conflict and poverty, shows signs of a brighter future as the world’s second fastest-growing region. Yet there is very little research on this subject in Africa. This book seeks to contribute to the growing body of scholarly work on social and environmental innovation with the two-fold aim of studying the role of business in creating such innovation and focusing on the African context.

The chapters and case studies within this book address the role of entrepreneurs, large companies, cross-sector collaboration initiatives, and academia and teachers in social and environmental innovation. Cutting across these sections are four themes: social innovation as a process and outcome; mapping and scaling up innovation; the tension between social purpose and profit generation; and socio-economic and institutional context.
Contents Include:

PART I: Introduction

PART II: Entrepreneurs
2. Innovations in Social Entrepreneurship for Sustainable Biofuel Production: The Case of Tanzanian Outgrowers Cultivating Jatropha for the Global Biofuel Chain - Annelies Balkema and Henny Romijn

PART III: Corporations
5. The Evolution of a Sustainability Leader: The Development of Strategic and Boundary Spanning Organizational Innovation Capabilities in Woolworths - Ralph Hamann, Nadine Methner and Warren Nilsson
6. Obstacles To Firms’ Adoption of Socially Embedded Approaches To BOP Markets - Clare Bland and Ralph Hamann
7. An Integrated Approach To Poverty Alleviation: Roles of the Private Sector, Government and Civil Society - Kevin McKague, David Wheeler and Aneel Karnani

Part IV: Partnerships
8. Practitioner Case Study: Key Factors for The Successful Implementation of Stakeholder Partnerships: The Case of the African Cashew Initiative - Petra Kuenkel and Andrew Aitken

PART V: Teaching
11. Against Inequality: Towards a Curriculum for Social and Environmental Innovation - Martin Hall

Of Interest and Benefit to:

Social entrepreneurs; academics and researchers in the field of management, innovation, entrepreneurship, development studies, marketing, environmental management, organisation science, governance studies and education; large businesses; policy-makers; and civil society organisations.