

Sustainable Happiness
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Lecture - 34
Green Creativity and Responsible Innovation

Hello viewers, welcome back to this NPTEL course on Sustainable Happiness. We are discussing about you know sustainability, sustainable well being and sustainable practices. So, in this context we will today we will discuss about the green creativity and sustainability then green creativity and green practices, green innovation, how these things how these things can help us in making us more responsible in achieving the sustainable and goals, sustainable development. So, green creativity and responsible innovation have been advocated by different groups of groups of researchers and educationists. So, primarily does primarily in the workplaces, organizations and the institutions, the green creativity may proactively find the ways to translate their creative ideas into green services. Like the for example, in the workplace we may come up with new innovative ideas, creative But so far as the implications and innovation is concerned, so it must be sustainable, it must be cost effective, it must be eco friendly.

So, how to convert this creative ideas into the green innovation innovative practices innovative products. So, green activity primarily prompts us to find out the ways which are more sustainable, That means, how to translate our creative ideas into the green services that is eco friendly services that is organic services with zero carbon emission with a neutral um neutral ah side effects. So, the creative environment so, here how to create the ah creative environment green and to be innovative ah to be innovative to implement our ideas, but which are more ah tilted towards ah green activity ah sustainable activity. So, creative environment characterized by the low levels of the external control and work place pressure.

For example, in the work place primarily this ah green creativity us to prepare the environment or to engage our people in creative activities, but the things is that these are having the low external control that they are independent, they are self sufficient, there is no external pressure on them, there is no work pressure, but they are they are having enough of time and resources. The thing is that to translate their creative ideas into the green creative ideas or the green innovations and the responsible innovations. So, that to

they can perform better on innovative tasks. Ideas may be there, but how to convert those ideas into the great creative ideas and green innovations and the responsible innovations. So, the green creativity primarily focuses on generating the novel ideas and the practical ideas for the green products processes that means, carbon free carbon free or the eco friendly organic products and services to tackle with the environmental issues.

Like nowadays you know in marketing in sales Production also we are going for we are going green that means, using the that means, eco friendly things in terms of packaging in terms of products in terms of things like which are more organic which are more green oriented which are more eco eco friendly components and which has the which has the minimum emission and that the minimum carbon footprint and again which can be this can be dissolved, which can mitigated, which can be dissolved in a very organic way. So, outcomes of the green creativity such as the new ideas, concepts, these are these acts as a serves as a ingredient for the innovation, responsible innovation, green creative ideas and responsible innovations. So, green creativity, so green creativity primarily reflects on the development of the new ideas about the green products, about the green farming, about the green innovation platform, about the organizations long term sustainability environmental strategies. So, it advocates for the for the greenery and eco friendly concepts. So, education that is the education should be focusing more and promoting the creative innovation more in terms of green entrepreneurship, in terms of green green startups, green startup for helping out the people to be more fulfilled more discovering and to get a science purpose the purpose and life.

For example, nowadays we are promoting tourism, but it is more of green tourism eco friendly tourism. We are promoting the promoting the business, but it should be more sustainable business it means more green oriented that means, whatever the transaction activities are there involved in this process it should be more eco friendly and the green and focusing towards the less carbon footprint and more greenery and more eco friendly things. So, that is a the new engines of economic zone. Now, this green now green economy also we are how green how to maximize our economy through the green technology green greenery primarily green agriculture based on the agricultural products based on the forest products based on the that means, ecological things etcetera. How to how can we promote our economic growth green growth green economy that is promoting the economy through the green products or agriculture or focusing more on greenery ok.

So, similarly now yesterday we are also we also discussed about the blue economy how to leverage our ocean and marine life marine resources. That means, without exploiting this how to leverage how to use sustainably these marine resources to enhance our economy. Similarly, green economy also development focuses more on creating a viable

and sustainable economy that creates the good jobs without polluting the environment, without polluting the planet, without creating the carbon footprint. So, that is why the new economy must be based on the one word that is innovation. Creativity, innovation should be there, but it should be motivated, it should be focused towards the greenery that is developing green economy that will facilitate us in improving the efficacy, efficiency, creation of more jobs and you know even more food products, creation of the more food products etcetera, but in a very organic way, in a very sustainable way, in a very eco friendly way.

So, now as because the topic is on as the module is on sustainable well-being. So, sustainability you know it is a prerequisite condition, it is the precondition for well-being. Why we are talking about the sustainable well-being and why we have been discussing about sustainability because sustainability is the precondition is the prerequisite for well-being. So, well being is a very holistic concept in order to achieve in order to achieve well being sustainability is a prerogative sustainability is a must. So, sustainability and well being are very much well integrated ok.

So, sustainability and well being are fundamental to this view of sustainable business, sustainable practices, sustainable innovation, sustainable pedagogy, sustainable learning everything. So, sustainability and well being are well embedded, well integrated. and even in the perspective of creativity and education innovation. So, now, here two pedagogies are primarily advocated for well-being for all. It is well-being well-being well-being is as because well-being is very holistic.

So, well-being is for for us for others for the whole country for the whole planet. So, well-being for all vision should be there and that how to work on these things. So, the pedagogy is primarily focusing. On the project based project focused learning, real world learning we have to focus on the real life. Challenges, problems that we are facing, project focus the different different projects are they primarily focusing on some some big problems with challenges, some social issues, economic issues.

So, the well being for all this is a it should be the vision of the pedagogy of the curriculum. and primarily it focuses on project focus. The project is concerned is concerned about some day to day activities, some technical solution, some business solution, some ecological solutions or environmental problem issues and challenges. So, it is project focused and real world learning because it is embedded in the experience real life experiences in the real life context and flip learning. Flip learning is also an innovative pedagogy of you know achieving all these things.

is that is the reverse learning actually it is beyond the classroom situation. So, that is one

thing and for project based learning collaborative learning and and learning that real world learning is a project based on real world learning that is experiential learning helps in developing developing students competencies and giving them the positive mindset giving them giving them a actual you know actual you know practical knowledge actual practical knowledge based on the real life events real life problems and challenges as because it is primarily based on experience and learning. So, the learning through experiences. So, that will serve them and that will help them in help them in not just quickly adopting to the rapidly changing world, but what they can handle the many such practical problems in their lives in the future also. So, that is a encouraging the students to understand how they are well being, how they are well being their community well being etcetera is very much intervened with the people with the other other people in the community even at the global context is not just within the context global context.

Hence, how they need to understand the whole system. how the system functions, how the system operates, that is the systems thinking, that is the holistic approach to the problem. It is not about my problem, your problem, this community, this city's problem, it is about the holistic. So, they need to understand how the problem has emerged, what are the reasons behind it, why and how it has emerged. and what is the system, what is the system working behind it.

So, to perceive a holistically that challenge and issue. So, systems thinking is very important to perceive holistically the real world problem and accordingly resolve the issues permanently or sustainably. So, systems thinking and values that are more related to contribute to the sustainable well being. So, once we understand the whole reason the scenario behind the actual problem that is the systems thinking once we understand how the system operates and functions. Then definitely that it will prompt us to work towards the sustainable solutions which will be valuable and which will be authentic not just for me for my community, but for the humanity as such.

So, towards the to contribute towards the sustainable building. that well being that solution is not temporary, it is sustainable, it is futuristic and it is holistic is for the common benefit. So, flipped learning is also as we have discussed flipped learning also supports to become the facilitator of their own learning. And so, flipped learning actually is the is the reverse learning pedagogy that means, in the usual classroom what happens the teacher teaches with the lesson plan etcetera ask the questions and give the homework. So, but in flipped learning what happen it reverses happens that means, The teacher will provide the all the small con learning contents in video lectures etcetera beforehand to the learners and will ask them to tell them to go through it go through it and in the classroom actually there is no direct teaching etcetera, but rather focusing more on discussion question and answer.

and clarification of the doubts. So, actual active learning takes place in the classroom and the content that the content description or narration is not going to happen. So, it has been given to the it is a reverse learning means the content has already been sent to the learners. They will go through it at home it is a kind of homework takes place beforehand the they will go through it the content beforehand and in the classroom actual discussion reflective learning active discussion question and answer brainstorming all these kinds of things will happen in the classroom. Hence, all the all the learners in the classroom they are equally engaged, equally they will be interactive and participative and they equally will learn and develop a passion to understand the whole situation and follow their passion and interest, they will be more active agents of this kind of sustainable learning process.

So, the whole system reform education also is actually very much required and it involves redefining the role of teachers that is in reverse learning in the flip learning. Redefining the role of the teachers as a facilitator, as a mentor and how to equip or equip all the learners with the with the with the capabilities of active learning, thinking, reflective thinking, skills, competencies, so that they become the active change agent of the society. So, applying this pedagogy is in the framework of frame in this framework that embrace both the sustainability and well-being. Here we are also embracing moving towards the sustainability, practicing sustainability, embracing sustainability as a way of practice, teaching, learning and living. And at the same time we are also focusing towards the well being of others.

So, education so, in this way we can accelerate we can mobilize the transformative education actually. So, so transformative education is bringing the holistic change complete transformation of our society of our system that is you can say the 360 degree change is not temporary it is not 5 percent, 10 percent, 90 percent, 70 percent. It is about 360 degree change in the transformation in the society in the community through education Hence, our educational system, education curriculum, pedagogy, policies would be like that. So, so that it can enable and empower every individual, every stakeholder to thrive sustainably, individually, collectively and sustainably and physiologically that is the perspective of Kathleen O'Brien also. Now, another is that from green creativity to another is green entrepreneurship.

Now, there is in this present context, present climate. Many many start up and start up business, start up enterprises have come up have come up this. So, that is the and they are also more they are more focused towards the green entrepreneurship that means, ecologically ecologically conducive environment they they are running doing their business or or they are thinking of some creative innovative ideas which can be done

which can be transform into a business practice, but it should be very eco friendly. So, green entrepreneurship that is called the green entrepreneurship. Green entrepreneurship is that entrepreneurial activity to create the environment friendly and sustainable business ideas.

Business ideas are there these are sustainable and whatever transaction operations their activities are doing these are being done in eco friendly manner. So, in a eco friendly manner. So, create the environment friendly and sustainable business ideas. So, orienting the creative entrepreneurial effort towards the sustainability like relies primarily on entrepreneurs personal qualities, their identity, their efficacy, their cognitive abilities, their innovative ideas, motivation and their you know their unique that means, the unique idea that they have captured and they want to translate it. So, that is called the primarily that is called the green entrepreneurship.

So, then similarly green leadership, green leadership. When we talk about the sustainability also sustainable leadership, sustainability leadership, the leaders who are primarily focusing on the sustainability. Now, in every organization nowadays they have the sustainability manager, sustainability manager. The leaders also leaders are also very sustainable that sustainable leaders. So, green leadership is actually that is to initiate towards the to initiate the green creative ideas into different strategies.

innovative ideas, business business ideas that is which requires the transformational leadership. Here the leadership style style is the transformational transformational leadership that is the leaders who can bring transformation towards the green strategy towards the green creative ideas. So, green transformational leadership that is the behaviors of the leaders who motivate the followers to achieve the environmental goals, inspire followers ah that is what ah, but ah, but in a very environmentally friendly way. So, for to further to to work beyond the expected environmental level performance that is to think beyond that is environmentally friendly way. So, green inclusive leadership also aims at promoting the psychological conditions that nurtures the green creativity to ensure the accessibility to ah, in a to ensure that, mean, that means, minimum carbon footprint and how the how how the all other resource resources are equally available to everybody every members and ensure the accessibility to the needed resources to all the members of the organizations.

Similarly, green leadership also because they also become responsible for the green innovation, green strategies, green supply chain, green operations. So, it promotes the green knowledge and green culture actually the green work culture, green in the motivation, intrinsic green motivation or intrinsic green passion. There is inherent passion towards the green activity, eco friendly activity, sustainable So, how to go green

environment for the green creativity. So, to create the work environment convert the transform the whole work environment workplace environment towards the green environment that is green creativity environment that is the environment conducive for the green activity or eco friendly activities or you can say you can say sustainable and sustainable activities green activities or you can say organic in a very doing it all this thing in a very organic way. So, these are some of the research frameworks I have given you for your reference you can go through it these are the existing research frameworks I have given you for your references.

Similarly, how creativity and sustainability are mutually embedded interactive with each other, this is given by another researcher in 2020. These are some of the latest research clippings. Now, creativity for sustainability that is exploring the solution for sustainability challenges. Sustainability creativity of the individuals that is which is transferable and which is multidirectional and which can be used in applied in different context. Similarly, in the business context also business contextual organizational context characteristics also that nurture the green creativity, a green innovation.

That means, it should be embedded in the work culture practices, it should be embedded in the mindset of all the workers, all the employees, all the stakeholders. Like whatever we are doing it we must take care of our environment first, we must do it in eco friendly way. So, here we can say we must do it in eco friendly way. So, here the green creativity, green innovation must be embedded in our thought process, in our mind set, in our practice. Now, coming to the consumer well being and socio cultural sustainability.

Now, here also UNESCO also advocates for the sustainable consumption and productions. So, no excess of production also creates the wastage, excess of production is also exploitation of the resources, excess of production also it is you know it is also harmful for the planet. So, that is how to go for the sustainable production and sustainable consumption. Because you know there is a demand and supply kind of thing in the in the market in the market in the business. So, the more the more people demand the more production takes place and the more usage more goods are being used.

So, that also sometimes it unnecessarily creates a kind of you know emissions carbon emissions and unnecessary things. It is also often takes place in the context of the exploitation of natural resources, exploiting the human resources etcetera. So, how to go for consumer well-being? So, sustainable consumption goes with the goes along with the consumer well-being. So, when we talk about the consumer well-being the how can we ensure the consumers well-being and happiness? It depends on the sustainable practices. So, sustainable consumption is also one such attribute.

So, consumer well-being and socio-cultural sustainability. Yes definitely consumer behavior, consumer you know purchase, consumer activities primarily is definitely this kind of things are influenced by the cultural practices, values, environment, context so many things. So, sustainable consumption and consumer well-being are growing areas of global ethical concern. Like consumption we go for you know go for the shopping, we go for you know you know ah marketing we go for the sales etcetera, but it should not be done mindlessly, it should not be done ah you know brainlessly. Because now we whatever we are doing either selling the product mark doing the marketing advocate propagating our launching our product or consuming or buying and purchasing.

Whatever we are doing so far as the goods and commodities are there, then goods and commodities are we must also we must adhere to the sustainability practices. So, sustainable consumption and consumer well-being does not matter that means, we know we have discussed about the hedonic well-being, hedonic well-being does not mean that it encourages you to or to consume as many as much as possible no that is not the use. So, hedonic well-being yes to get the pleasure or happiness out of consumption. But there should be limit on this. So, so sustainable consumption and so that is why the hedonic well-being also goes along with the sustainable consumption.

Yes hedonic well-being is our subjective choice individual choice, but it goes against the sustainability also. consumer well being especially the hedonic well being should go in parallel way should be well complementary to each other. So, because and because that is it is also related to ethical issues that is a ethical whether it is are you doing it politically right, ethically right, morally right or value oriented or not. So, global ethical concern is very much related to sustainable consumption, consumptions and consumers well being because you know excess use of over consumption definitely damages our health It creates wastage more wastage, it affects the environment, it affects the it affects the money you know resources also it also causes the resource depletion. So, greater participation in sustainable consumption positively influences well being.

That more and more the consumers, the stakeholders, the customers they become more conscious of the degree or the rate of the quality or quantity of their consumptions and you know and in return what are the emissions carbon emissions they are creating. So, then the more and more concerns they become. So, then their well-being can also be ensured. So, greater participation in sustainable consumption positively influences the consumers well-being. So, when we talk about global well-being, individual well-being, subjective well-being, holistic well-being, social well-being.

Consumption or way of consumption is also consumption as well as the production these are also influencing consumer well-being. Well-being that is the holistic their well-being

means their health, mental health, their physical health, their social health, emotional health. So, consumer well-being is directly related to the consumption. related to his or her then this consumption and production activities. So, so these are these are there are some social and individual motives related to sustainable consumption because it has the social implication impact on the society and it has the individual implications also impacting on the individuals health.

So, you can see now next is that religion. So, the sustainable consumption or consumer well being as a consumption way of consumption and consumption and production these are also being influenced by many cultural factors. Religion is one such factor, cultural values is another factor. which influences the sustainable consumption behavior or consumption pattern of the stakeholders. Because as we value in terms of our ethical, in terms of our cultural situation, cultural practices, location, geographical areas, these and that, because every culture is based on certain philosophies or philosophy and certain practices, ways of practices. So, sustainable consumption behavior of the stakeholders of the customer and consumers these are also directly influenced by these religious practices, cultural values, etcetera, etcetera.

So, that is where specific cultural that is where some specific cultural values like self transcendence or openness to change. Like even though these are being usually practice in my culture or my in our country or in a things does not matter, I have to look into it, I have to logical analyze it objectively, rationally analyze it. These does these practices does these practices practice practices do these practices are actually sustainable or not, what are its side effects. That means, here the scientific enquiries rational thinking comes in. So, and the comprehensive understanding of the social, cultural and economic aspects of sustainability must be understood before monitoring the progress of sustainable consumption.

So, measurement of socio-economics and sustainability was very much required and it is a it is a very important factor related to quality of life, health, place of residence, love, So, this monitoring the socio economic sustainability is that means, how to monitor it measure it which is directly related to measuring the consumption pattern consumption behavior of the stakeholders. So, consumers daily lives. Now, they are the lives and the day to day transaction activities and they are of their you know their consumption pattern all these are embedded in the social relationship in the socio contextual environmental context also. So, consumption decision purchasing decision you know practices practices all these are you know all these are directly related to the consumers, consumers behavior, consumers you know consumers activities or lifestyle you can say. Like nowadays for example, best example is that we are we have you have we have developed we are in the culture of consumerism excess consumerism.

So, excess consumerism it advocates for of street food, fast food, you know instant food practices all these attractive kind of things all these you know health damaging food products we are going for fast foods etcetera. So, this is over consumption and bad consumptions. So, it is it is adverse it is in there it is adverse of it is it is adverse for the kind of sustainable practices. So, how to so, consumption decision again every individual every individuals own consumption self consumption as a consumption behavior is being determined by his own decision.

So, decision making process. So, when we talk about consumer well being. consumer well being and happiness, then the consumer must be educated, must be well informed, must be well informed, must be must be given the tips, must be made aware well aware of the result of his unsustainable consumption practices. So, that is why you know in the last probably last weeks model we have talked about nudging. So, nudging has been extensively used in this in this market sales and business things etcetera to bring down that unsustainable practices to bring down that unsustainable consumption. So, nudging is the way is the is the option is the is the suggestion is the pattern to bring that positive change in the decision making pattern of the of the consumers of the stakeholders.

So, the consumption every consumer every customer and consumer they must take the decision, decision to select the right kind of food, right kind of accessories, right kind of clothing, right kind of goods and goods and services. So, which by analyzing it by analyzing it thoroughly about its impact on the environment, impact on the resource depletion. So, that is a sustainable, sustainable consumption can be promoted through nudging, through education, through awareness and through you know through the information, through advertisement, through social networking. So, how to promote the sustainability and sustainable consumptions. So, now this so, due to the multi-dimensional nature now in the with the globalization also all the cultures are we are we are we are living we were living in an in culture acculturation process, acculturation process.

So, we are that means, our behavior more considered as the consumption pattern is considered as the more global you know and taking you know taking the pizzas, taking the burger all this kind you say it is a kind of global culture, global food practices also. So, consumption practices. So, these are we have also we have also learned all these things. So, with because of this multidimensional nature consumer well-being is also directly connected to the various factors, factors related to a natural environment, significant factors like the consumers that means, the context, context and context and the things the goods and things available in the market. So, the green areas in consumption areas can provide the mental relaxation.

So, nowadays you know we are promoting we are going for the organic food, healthy food with going for you know instead of the soft drinks we have we must go for the organic drinks, the organic ayurvedic or organic herbal drinks etcetera. more towards the greenery. So, green areas of consumption areas also can provide the mind relaxation, evoke the positive emotion and contribute towards the overall well being. So, climate is definitely climate is a very important factor which also influences our consumption pattern because of because of the climatic situation also it influences our habit patterns whether if you are we are living in a very cold country then definitely our food habits lifestyle will be different.

if we are living in a hot country and the climatic condition is very hot. So, then our food habits also changes. So, it climate is a very important factor to determine the individuals consumption habits. Similarly, the quality of air, the water we are taking or inhaling. And these are these important these factors consumption habits air water air quality water quality drinking water quality all these things these are these are the primary factors that affects that influences that determines our quality of life and the mental well being. So, that is why so, the research findings also they have you know they have you know they have revealed they have advocated for how to go green how to go green for opting for the vegetables vegetarian foods etcetera.

So, there is a and they also found that positive association between consuming the fruits, vegetables, organic things ah and how it it can enhance our eudermanic happiness, eudermanic well being and how it can also enhance our curiosity, our creativity and sustainability. So, these are some of the factors ah related to sustainable consumption and production practices. And, now we will come to the next that is the circular economy, how circular economy plays a very important role in bringing that sustainable ah sustainable practices or reform in consumption consumption and productions. Because, a circular economy you know primarily revolves around the business model ah that aimed at reducing the materials in production.

That is now we are banning this single use of plastics. What is that? That means, we are advocating circular economy which advocates for the reusing, recycling, recovering the resources and resolving the things. That means, reusing, recycling and recovering the resources to achieve the sustainable development. It is not just single use and the wastage, but we have to reuse it, we have to recycle it and we have to recover to convert it to something else or to some other resources. So, that is the creation of environmental quality, economic welfare, social equity both for the present and future generations nowadays are primarily focusing on circular economy that is multiple usage of a single product ok. So, implementing the circular circular economic business model also it helps

in enhancing the consumer well being in three dimension both economical dimension it becomes cost effective social dimension also it creates less wastage that is less resource depletion and environmental it is also.

So, consumer well-being can be ensured through or can be enhanced through circular economy pattern. So, now different kinds of empirical studies also they have advocated some of the antecedents of consumer well-being behavior like this consumer related factors like what is attitude now just now we have discussed about the consumer before. Every consumer for his own consumption he has is he takes the help of his own decision making, he decides how he decides what is the consumer decision making process, how he decides what to purchase, what to opt, what to eat, what not to eat, what to wear, what to use. So, it primarily depends consumer related factors primarily depends on his attitude, his loyalty, his engagement, his experience, his satisfaction, his you know his perception and characteristics that is consumer related. Why I mean every individual consumer is different in selecting the certain items for his own consumptions or use and it primarily depends on all these factors.

Now, contextual factors that in which context which what is the factors what is the contextual factors responsible for that. First thing is that whether the product is brand related or not, whether the product is socially useful or not, whether it is environmentally conducive or not and experientially it is also that some many feedbacks have come up that yes it is a well that means, well and good and very sustainable things, it looks nice, its texture is very good, it is a very very tasty like for example. So, culturally also it is accepted, economically it is viable, socially, behaviorally and politically all these things are the contextual factor. Like in some country something some kind of dress address the material some kind of you dressed materials are also banned or some kinds of foods are banned. So, this is again cultural factor, this is also political factor, this is also a you know in a particular societal factor.

So, the context related factors are also there and another is the object related factors like what do the consumer, how do the consumer perceive the product, perceive the product or to perceive the value of that product. So, it is again subject specific, it is again consumer specific the object related if I am purchasing a particular brand what it signifies to me, what meaning that I perceive out of it, what value that I can perceive. So, it is a perceived value of individual consumer or customer. So, now this is the this is also the kind of you know framework research framework that is based on like for example, 26 percent of percent matters for the context based factors actually matters for the sustainable consumptions etcetera. And and this is you know object based this is a object based factors are primarily 73 percent like how do the how do we perceive what is the perceived value of that that commodity or that goods.

Then context based is that a context based is 26 percent and both that both context object based and context based is only 1 percent, but rest other things maximum is the object based this is one. So, I am just closing it right now or next we will go to the another related topic to this sustainable well being. Thank you very much.