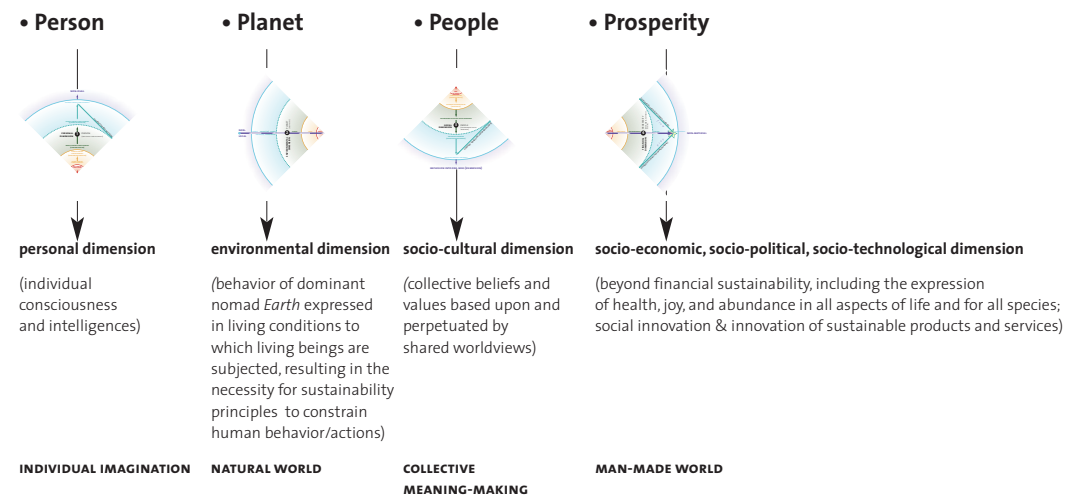
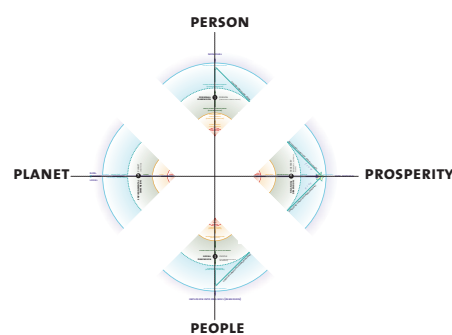


The four dimensions of the model are named the **Four P's of Integral Sustainovation**:



*Sustainovation* refers to *innovation for sustainability* and includes:

- **social innovation**
  - psychological visible artifacts = behavior (referring to natural and human-made world)
  - tangible artifacts = structures and systems (referring to human-made world)
- **innovation for sustainable products and services**
  - psychological visible artifacts = behavior (referring to natural and man-made world)
  - tangible artifacts = things & service systems (referring to man-made world)



In regards to sustainability, the vertical y-axis of the model represents the **“BEING”** space (interior structures of the personal and socio-cultural dimensions), while the horizontal x-axis of the model represents the **“DOING”** space (context, exterior structures of the environmental, socio-economic, socio-political, and socio-technological dimensions). It is noteworthy that the widely used concept of the triple bottom line in business only refers to concepts and activities related to doing, while this model/praxis also include the interior orientations (being) as important dimensions of sustainability that have to be integrated in order to orient society toward a sustainable future.

Most integral models, including the one, consider *stage development* (growth in stages, also known as *verticality*, leading to more complexity). Research results in developmental psychology suggest that stages cannot be jumped, rather that all stages must be developed through. The growth stages are similar in character in each dimension, but named differently to distinguish their inherent nature. Stage development in this model is consolidated into five major stages:

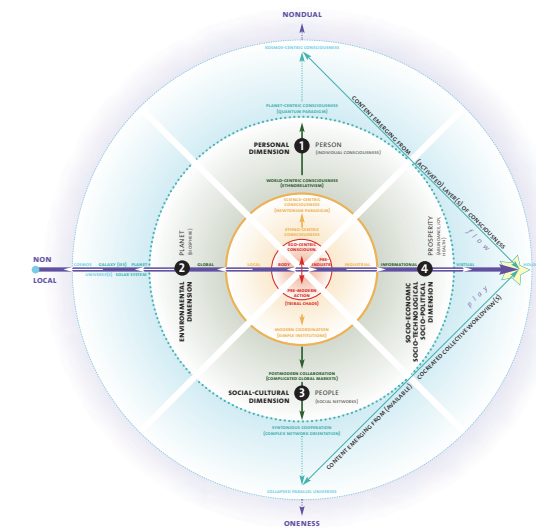
- personal dimension (person):  
**egocentric, ethnocentric, worldcentric, planetcentric, kosmoscentric**
- the environmental dimension (planet):  
**body, local, global, planet, cosmos**
- the socio-cultural dimension (people):  
**pre-modern, modern, post-modern, syntonious, oneness**
- the socio-economic, socio-political, socio-technological dimension (prosperity):  
**pre-industrial, industrial, informational, virtual, holographic**

The five stages overlap with *Bob Willard's Five Sustainability Stages* in Business:

**pre-compliance, compliance, beyond compliance, integrated strategy, purpose & passion**

## Integral Sustainovation Praxis (ISP)—ROI<sup>®</sup> (Return on Innovation)

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based on the **Integral Sustainovation Model (ISM)**

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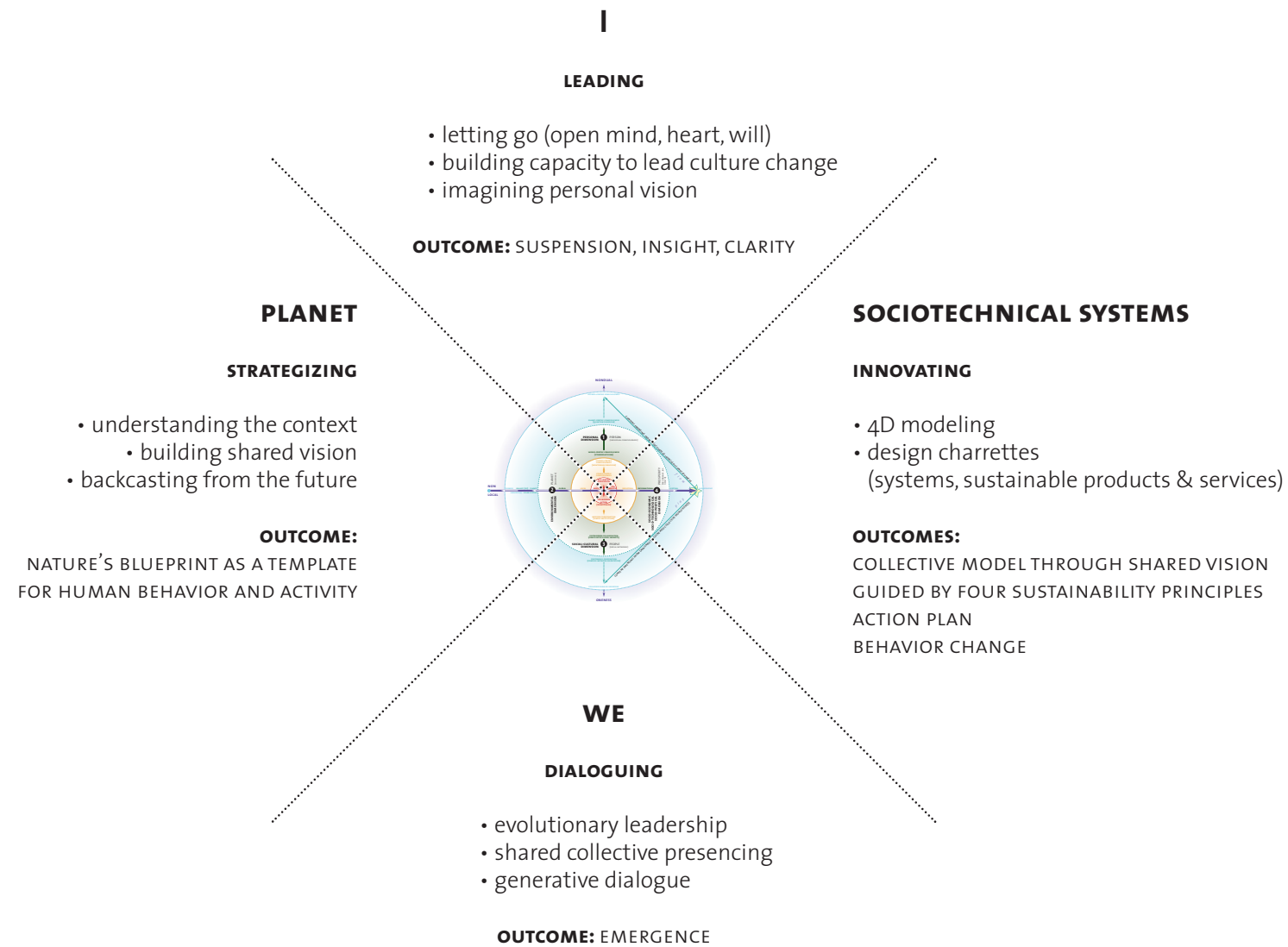
*Integral approaches* offer a whole-systems perspective by addressing four dimensions of reality:

- **INDIVIDUAL SUBJECTIVE REALITY** (interior architecture: SELF)
- **COLLECTIVE SUBJECTIVE REALITY** (interior collective orientations: SELVES in interaction)
- **INDIVIDUAL OBJECTIVE REALITY** (exterior structures of inanimate and animate THING, singular)
- **COLLECTIVE OBJECTIVE REALITY** (exterior structures of inanimate and animate THINGS, plural)

This model is an integral map, and as such, a strategic management tool for measuring current reality and for determining possibilities for immediate action. The ISM was further developed into the Integral Sustainovation Praxis (ISP)—ROI<sup>®</sup> which offers a potential road map for successfully cocreating the reality of a sustainable future and thriving for all. The ultimate aim of the praxis is to develop deep knowledge about the sustainability challenge and to consider options available from that position of awareness, in particular what this holistic viewpoint may offer in a specific organizational context, such as planning for and implementing strategic sustainable development.

The first dimension, **person**, is about expanding consciousness, personal growth, and bringing flow to creativity; the second dimension, **planet**, is about co-creating a shared vision of a sustainable future that matches nature's blueprint, supports the co-evolution of all species on the planet, and which is guided by sustainability principles; the third dimension, **people**, is about cocreating in cooperating networks to maximize group genius and collective intelligence and to experience more joy at work in community with others, and about engaging in creative play as a baseline state; the fourth dimension, **prosperity**, is about financing and propelling the growth in the other dimensions by innovating means, artifacts, structures and systems to support the transformation and the coevolution of humanity toward a society thriving in abundance, joy, and health. Reciprocally, one could also say that these means and artifacts would not exist without the internal individual and collective growth to imagine a sustainable future and to cocreate the structures to support it—for which the model and praxis propose the activation of evolutionary learning communities leading to a culture of sustainovation.

## TWO-DAY SUSTAINOVATION WALKSHOP



## INTEGRAL SUSTAINOVATION MODEL

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