

Définition



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“Strong sustainability: Among two main models of sustainability (weak and strong), strong sustainability captures the essence of irreversible, dynamic and hierarchical relationships between environment, society and economy while weak sustainability model creates a bias towards economy creating a detriment for environment and society. Therefore, businesses should strategize towards innovation with a strong sustainability approach and circumstances at institutional level should be created to support this.

- System thinking: Sustainability is a system property and not a property of individual system elements. Therefore, products, services, technologies and organizations cannot be regarded as sustainable on their own right but they may be elements of sustainable socio-technical systems. Therefore, design and innovation for sustainability should adopt a systems thinking approach as a reference to evaluate product / service concepts within which the system they will be produced / consumed.