

CREATIVITY AND SUSTAINABILITY – THE CORRELATION BETWEEN CREATIVITY AND SUSTAINABILITY AND THEIR IMPORTANCE

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***Abstract:** Could there be any chance that creativity can promote sustainability? Regarding change in any activity, it is necessary to accept changes by implementing new ideas, skills, abilities, experiences, and many more. Creativity can favor sustainability as they are both playing an important role in bringing about a change, human capital with the potential to achieve long-term performance. In order to attain performance in this sense, the organizations are reliant on performance employees; thus aiming to achieve creative and sustainable organizations. In this article we are going to analyse creativity, the environment necessary for employees to feel encouraged and supported as to express their creativity and use available resources in order to develop new and innovative ideas, and how all these are closely related to the promotion of sustainability within organizations.*

***Key words:** creativity, innovative ideas, performance, sustainability.*

***JEL Classification:** D83, O31, M12, Q56.*

1. Introduction

As mentioned in the previous statement, in any organization creativity should be promoted, as it is closely related to sustainability, with the both of them assuming a very important role in the long-term development of the organization.

New models that aim to introduce a development in a continuous process of human society and maintain the earth system in an intact and sustainable structure are required. In order for this to be achieved, it becomes necessary to implement some creative ideas in all areas and aspects of work. Therefore, as it has been previously mentioned in the statement above, we can argue that sustainability and creativity are strongly connected to one another.

Creativity, at its core, constitutes the essence of sustainability, being immersed in not only all economic, social, but also in cultural and environmental practices. This represents a renewable resource and in continuous development in terms of human nature and its talents. Creativity is something that every person/employee possesses, but it is required to be developed and ultimately implemented in order for successful results to be obtained.

In the present day, sustainability tends to become increasingly essential in terms of maintaining relevance in companies, but also the sustainability of competitiveness in today's world. This could not conclude and could not be implemented within companies without the existence of creativity, as by implementing new ideas and developing new technologies we could take sustainability to the highest level. Thus we could bring ideas in the process of implementing new technologies and new ways of using existing technology; these innovations aim to overcome the obstacles of adaptability, scalability, replicability, durability and accessibility. Any new process implemented or technology brought to the organization should meet the commitment to make people's lives easier, and those that do not fulfill this objective cannot be considered innovations.

2. Research methodology

In the context of organizations aiming to secure a competitive edge over their profile counterparts in a business landscape where environmental challenges and complexities continue to arise, innovation becomes mandatory. In order for it to be implemented, organizations are become compelled to nurture and elevate the creativity of their workforce

and human capital, as creativity represents the very base upon which innovation is built. In this article, we aim to observe the interplay between creativity and the initiatives undertaken by organizations in order to establish and perpetuate enduring sustainable practices throughout the course of their future development.

The concept of ecological innovation is progressively gaining acknowledgement as an important constituent along the trajectory towards sustainability, as companies strive to make environmental improvements while establishing economic growth and social well-being within companies and organizations. Subsequently, a compelling imperative emerges for organizations to pay considerable attention towards promoting creativity in order to obtain results in terms of innovation and sustainable development while seeking economical profit, but also to align with the global efforts made as to ameliorate climate change impacts and preserve our natural resources.

With a commitment to ensuring that all issues relevant to this subject are addressed, we have adhered to following a plan in the writing of this article. Consequently:

- we began by researching the importance of creativity within organizations and its impact on performance, both individual and organizational, while consulting various sources such as books, scientific articles, case studies, reports and previous research.
- we identified concepts relating to ecological innovation, as well as examples of organizations that have proven to be successful in implementing inventive solutions to environmental issues .
- we established how creativity, innovation, and sustainability are directly related to one another and explained why creativity is deemed necessary in order for companies to grow sustainably.

The writing of this article involved a fundamental and comprehensive literature review. Through the consultation of diverse sources such as articles, books and sources in digital libraries, the author brings substance to the arguments and validates the conclusions through a synthesis of existing research and theoretical constructs within the relevant area and domain. The author extracted pertinent insights from the sources of choice that have been studied and consulted, structuring and organizing the resulting material in a systematic manner that aligns with the themes of this article. The findings resulted from the comprehensive literature review were integrated into the article's discourse, thereby reinforcing the enunciated arguments and ultimate conclusions. The author further goes on to establish a connection between research and theoretical frameworks with concrete examples and illustrative case studies as to effectively present the manner in which creativity and innovation promote the advancement of sustainability principles.

3. Importance of creativity within the organization

Creativity is an inherent human ability, nevertheless it manifests itself differently depending on the field of applicability. This multifaceted skill that man possesses encompasses mental vitality, adaptability, ingenuity but also curiosity. While creativity represents a positive trait, its expression may vary across different positions within a company.

In contemporary organizational practices, there is a growing emphasis on promoting creativity, primarily due to the noteworthy correlation observed between creativity and the financial performance of skills, as well as between the well-being of employees and creativity. When presented the opportunity to be express their creativity and contribute by offering valuable insights, feedback, and ideas to the company, it has been demonstrated that

employees not only become more motivated and engaged, but there is an improvement in their mood as well.

Creativity serves as a driving force for sustainable long-term growth, stimulating exploration and experimentation within an organization. It plays a key role in identifying untapped markets, fostering the development of new revenue streams, and inclining the organization towards enduring success and expansion. Organizations that focus on creativity possess the capacity to conceive distinctive products, services, and branding strategies that stand out amidst a competitive market, thus not only gathering the attention of potential customers but also creating the opportunity of brand loyalty to emerge, culminating in a sustainable competitive advantage over its profile counterparts.

Within the context of change in the business environment, as companies confront uncertainties and challenges, creativity becomes a necessity. With empowering effects upon individuals and teams, it facilitates not only adaptive responses to the occurring changes but also the attainment of thriving outcomes amid dynamic circumstances. Creative individuals within a organization embody a mindset oriented towards embracing change and display willingness to explore new possibilities. Distinctively, they possess the capacity to perceive disruptions and shifts in the market landscape as opportunities and openings for growth rather than mere threats.

4. Creativity in the context of sustainable practices

Within an environment characterized by creativity prone to and aiming to implement innovation, eco-innovation is a concept that emerges at the convergence of innovation and sustainability.

The principal objective of eco-innovation revolves around the resolution of environmental challenges and to pursue a more sustainable trajectory within organization for the future. It involves finding creative and inventive solutions to environmental issues, taking into account both economic feasibility and social acceptability and seeks changes in practices, products, or systems, aimed at creating positive environmental impacts.

Eco-innovation is further defined as “the production, assimilation or exploitation of a novelty in products, production processes, services or in management and business methods, which aims, throughout its lifecycle, to prevent or substantially reduce environmental risk, pollution and other negative impacts of resource use (including energy)” (OECD, 2009, p. 6).

The concept of eco-innovation is gaining growing recognition as an important element in the trajectory towards sustainability, as it strives for environmental improvements while promoting economic growth and social well-being. It plays a vital role in enabling businesses, industries, and societies to attain their environmental objectives and makes contribution to the global endeavors to mitigate climate change and conserve natural resources.

5. Literature review

In numerous specialized studies, the importance of showing keen interest in investigating creativity and sustainability has been emphasized. This approach is deemed crucial for overcoming the behavioral obstacles inherent in the transition towards sustainability. This is further supported by researchers in many specialised studies (Dentchev et al 2016; Pislaru et al 2019; Lucia et al 2016; Schulz 2021 Przychodzen 2016). These studies indicate that, thus far, creativity has primarily concentrated on the advancement of novel sustainable technologies, leading to a relative oversight of the strategies for implementing sustainability within the economic, institutional, and social context.

Subsequently, these implications also caught the attention of other researchers who then carried out work on the previously mentioned (Brem and Puente-Díaz 2020, Kagan et al 2020, Sovacool et al 2018), aiming to explore potential solutions to expedite the transition to sustainability through the utilization of creativity.

An analysis in the market of studies regarding creativity, innovation and entrepreneurship (CIE) highlights the fact that most of them study the role of private-market companies in the development of innovation and entrepreneurship (Edwards-Schachter and Wallace 2017; Bourdeaux et al 2019, Li and YU 2018, Gibb 2002). These studies are profit-oriented and economic. The initial references regarding sustainability primarily focus on flexible and profitable management rather than addressing the enduring ecological and societal dimensions of sustainability. Creativity, over-development, but also innovation with an emphasis on economic interests can expose natural disasters and dangerous situation.

6. Findings

Our findings are based on conceptual approaches, these being analyzed in the context of 4 levels: community, organizational, institutional and individual based on those previously mentioned.

The expansive nature of creativity and sustainability extends beyond their professional purposes, translating into meaningful contributions to personal development in individuals' daily lives.

With the evolution of technology, exceptional access to what sustainability means was allowed.

Creativity and sustainability are two pillars of overwhelming importance for the success and sustainable development of companies in the modern world. Reflecting on personal experiences and observations, I understood that these two concepts are deeply interconnected and that they could have a crucial influence the way companies evolve and progress in an ever-changing business environment.

Creativity within companies can be the power source of innovation and transformation. In a world characterized by rapid technological and environmental change, companies must find new and unconventional methods to address their challenges and grow their products and services. Innovative approaches can come in a variety of forms - from disruptive business models to advanced technological solutions and innovative marketing strategies. In this regard, creativity enact a central role in opening up new opportunities and generating significant competitive advantages for companies.

It is to be take into account that organizations started to put more emphasis on everything that means and implies creativity. Based on the previously mentioned and on a number of studies conducted on themes of creativity and sustainability, as it is mentioned by Grübler (2003, p. 341) in "paradox of technology and the environment" which shows us that the degradation of the environment could be saved through creativity, thus finding - are plausible solutions to stop the decay of the ecological surroundings. It is imperative for organizations to proactively invest in initiatives and workshops aimed at fostering these two critical elements.

Furthermore, it has been noted that it is crucial to make investments in employees and leaders, equipping them to effectively confront crises and risks (Bassous, 2022).

In articles published by Steffen et al. (2015) and Steffen et al. (2018) regarding the development of human societies, the Earth system and the planetary boundary, they have observed a detrimental effect resulting from the rapid evolution of humanity and its implications for sustainability, leading to an adverse relationship between people and the planet. On the other hand, creativity proved that people could help and change this concept.

It should be noted that with the time, as these two important aspects are cultivated and encouraged, the world evolves for the better: creativity leads to an accessible and enhanced life experiences, while sustainability ensures ecological preservation for a harmonious coexistence with the environment. It can be argued that sustainability is intrinsically linked to creativity, as for new technologies to exist and be implemented, they necessitate the inherent role of creativity.

7. Conclusions - impact on the economic environment

In an environment that continues to evolve and increase in competitiveness, it can thus be asserted that organizations that prioritize sustainability and creativity in their strategic approaches are inclined to gain a growing competitive edge in the market. By innovating their products, services, and processes with a focus on sustainability, organizations have the potential to not only attract new customers but also nurture long-term customer loyalty.

We also noticed that a creative approach to issues in the terms of sustainability have the potential to result in improvements in the areas of a company's operational efficiency, thus reducing the negative impact on the environment and use of resources.

On the other hand, by the appliance of creativity in the area of sustainability, organizations appear to be able to generate a better response when subject to future challenges and are more likely to adapt in a timely manner to the shifts in market landscapes.

It is not to be omitted that the commitment to sustainability and creativity has a positive impact on the levels of trust offered by company's stakeholders, including partners and employees.

To conclude, we can thus say that an approach committed to creativity and sustainability does not only lead to the attainment of profit in the economic area, but also encompasses a significant number of advantages of social and environmental nature. Organizations that promote innovation assume a fundamental role in shaping a sustainable future for individuals and society.

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