

Call for chapters to Springer book

Translating Sustainability

From Ethical Talk to Ethical Climate Practice in Organizations

Editor: John Damm Scheuer

Earth's climate is changing. According to scientists these changes are caused by humans. As a consequence of humans' economic activities, the CO₂ levels in the atmosphere have increased continuously since the beginning of the industrial era and this increase in CO₂ levels has led to global warming (ipcc, 6th Assessment Report, 2021). The international climate panel under the United Nations have warned us about the dire consequences of not acting in this situation (ipcc, 6th Assessment Report, 2021): The melting of the ice caps and glaciers will have devastating effects on the ecological systems related to them, create a shortage of water in some regions of the world and has the potential to stop the Gulfstream that warms up northern Europe. Low lying islands and nations in the Pacific and other oceans will risk being flooded as sea-levels rise. The Sahara desert in Africa will expand and the heat will make sustaining life difficult in several European and African countries causing further problems with migration in Europe. We will experience more days with extreme heat, heavy rainfall and floodings just as super storms like Katrina and wildfires will occur more regularly. The warming up of the Arctic regions will potentially release methane gas from the tundras of Siberia resulting in a further acceleration of the greenhouse effect. And the effects of global warming will not occur in the future. If we follow the news we can see that they are already here. The researchers in the climate panel tell us that we only have 10 years to solve the CO₂ emission and global warming problem. After that limiting global warming to the recommended increase of 1.5°C will no longer be possible.

Since organizations are responsible for humans' economic activities in the world, they have a special responsibility and ability to contribute to solving the CO₂ and climate crisis of the world. Public as well as private organizations like the United Nations, the European Union, state, regional and local council organizations as well as national and multinational companies are thus increasingly focusing on how to translate the idea of sustainability into sustainable, climate friendly practices in their organizations. Voters, customers, youngsters and the international community of climate researchers thus expect these organizations to respond and act fast and effectively to the CO₂ -emission problem and climate crisis. They expect them to do 'the ethical thing': to translate the idea of sustainability into sustainable environmental practices in their organizations. Partly because not acting is seen as unethical and illegitimate in relation to our own children and the future generations that will inhabit earth.

As a consequence of these developments, organizations around the world are in an unprecedented situation where they need to innovate, develop and translate the idea of sustainability into new sustainable CO₂ reducing and environmentally responsible practices in their organizations as fast as possible. All types of organizations need to respond to this challenge and for private companies their future survival may even depend on it. Our research-based

knowledge about how this historically unprecedented and unique process is unfolding is, however, limited.

The overall aim of this book is therefore to answer the following research questions:

1. What are the consequences of the continuous increase in CO₂-levels and global warming for planet Earth as well as for humans and organizations inhabiting it?
2. What are the ethical things for organizations to do under such circumstances?
3. What characterizes the process through which organizations translate the idea of sustainability (in relation to rising CO₂-levels and global warming) into new types of practices?
4. Who is translating sustainability, how and for what purposes in that connections?
5. What influences the direction, content, speed and outcome of the translation of the idea of “sustainability” in organizations?
6. Which approaches to translating sustainability are more effective and for whom?
7. What are the outcomes and effects of the way sustainability is translated by organizations?
8. To what degree may the process, outcomes and effects of the translation process be considered ethical?
9. How do the case studies presented in the book contribute to our research-based understanding of translation processes in and between organizations?
10. What may be learned about how to speed up the translation of sustainability into (climate) effective as well as efficient local practices in organizations?

The case studies in the book need to be based on a translation studies approach to the movement of ideas (in this case the idea of sustainability). The translation perspective was developed in science and technology and organization studies as a way to theorize how ideas and other tokens move in as well as between organizations (Scheuer, 2021). The perspective includes actor network theory, Scandinavian institutionalist, symbolic interactionist, linguistic and design approaches to the translation of ideas and tokens (see Scheuer, 2021; Wæraas & Nielsen, 2016; Mahoney, 2016 for an overview). Ideas are assumed to circulate between organizations and to be dis-embedded from the local contexts where they are developed and to ‘travel’ and be re-embedded in the local contexts in other organizations in which they are used (Czarniawska & Joerges, 1996). The translation perspective has a nonlinear view on implementation processes. The fate of new ideas and practices are assumed to lie in the hands of the receivers, each of whom may react to them in different ways. They may accept them, modify them, deflect them, betray them, add to them, appropriate them or let them drop (Latour, 1987). The translation process is assumed to unfold along uninterrupted translation chains: thus if you want an idea or a practice related to ‘sustainability’ to move in time and space, you need to find new sources of energy at each step. And the idea or practice is likely to be somewhat reinterpreted and modified in order to fit the interests of the new imitators during the process (Nicolini, 2010). What the idea of ‘sustainability’ thus ‘becomes’ when being translated therefore is an empirical question. The translation perspective is thereby particularly well suited to follow and empirically study how organizations translate the idea of sustainability into practice in their organizations. Which one of the translation

and other (not translation) theoretical perspectives that are used is decided by the contributors/authors of each chapter.

Potential contributors to chapters of the book may focus upon the types of chapters, themes and studies described in the list below or send in suggestions for chapters based on their own research and ideas relating to the theme of the book. The kind of chapters that may be relevant includes:

- Chapters that research and explain the consequences of the continuous increase in CO₂-levels and global warming for the earth, humans and organizations.
- Chapters that explore, compare and analyze how the idea of environmental “sustainability” has been conceptualized and translated differently in organization and other types of studies and/or in the media.
- Chapters exploring the ethical consequences of the climate crisis for organizations and how ethical considerations may be translated into new practices.
- Chapters that focus on and contrast how conventional and climate economists translate the results of their different types of economic analysis into advice about how public as well as private organizations may handle the climate crisis.
- Chapters exploring and analyzing how innovation in and/or digitalization of organizations are translated into ideas and solutions to the sustainability of organizations
- Chapters analyzing how international organizations including the United Nations and the European Union as well as development organizations translate sustainability into policies and practices.
- Chapters analyzing how sustainability is negotiated and translated in interorganizational networks
- Chapters analyzing how public state, regional and local council organizations translate sustainability.
- Chapters analyzing how multinational companies translate sustainability
- Chapters analyzing how small and medium sized as well as large companies translate sustainability.
- Chapters that analyze how NGO’s translate sustainability
- Chapters that analyze how interest organizations translate sustainability
- Chapters that explore and further develop the translation perspective as a way to understand how ideas about sustainability are translated into practice

All accepted chapters will be peer-reviewed and we will submit the book to be published in the Springer Book series “Ethical Economy – Studies in Economic Ethics and Philosophy”.

The chapter proposals should present the main ideas of the chapter. They should explain the purpose of the chapter, theoretical background, the research gap that is addressed, the translation and other approaches taken, the methods of analysis (in empirical papers). Preliminary reflections about what the main findings and contributions of the chapter may be and how they relate to the theme and purpose of the book should be included, too. The chapter proposals should comprise from 1500 to 3000 words (including references and appendices).

Important dates:

2022

- April 1th Deadline for sending in suggestions for chapters
- April 15th Contributors/authors of chapters are informed about acceptance or dismissal of their suggestions for chapters
- October 1th Contributors/authors send in first draft of their chapters to the editor
- November 1th Reviewers send first reviews of chapters to contributors/authors

2023

- February 1th Contributors/authors send in second draft of their chapters
- March 1th Reviewers send their comments and final review to contributors/authors
- Maj 1th Contributors/authors send in the final version of their papers to the editor
- August 15th The editor finishes the introductory and concluding chapters.
- September 1th The full book manuscript is delivered to Springer

Suggestions for chapters, drafts of and final chapters as well as questions related to the book project should be sent to the editor. The contact information of the editor is:

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