

APPLYING SUSTAINABILITY KNOWLEDGE AND SKILLS TO POST- COVID CHALLENGES

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Abstract The term “wicked problems” describes urgent challenges that are ill-defined, dynamic, complex, public, and often intractable. They stem from interconnected economic, social and environmental problems. Sustainability professionals take a transdisciplinary approach to creating a more sustainable society when dealing with wicked problems like climate change, water policy, resource management, biodiversity, and sustainable development. As society adapts to the complexities of a post-COVID world, it has become increasingly important to incorporate broader perspectives in decision-making. With the many interconnected issues of health, economics, and politics left in the wake of COVID-19, the business community must examine the role of corporate responsibility in addressing these problems. Business can look to the field of sustainability science for tools to help with this. Sustainability is oriented toward problem-solving on a variety of scales, from entrepreneurial niche innovation to global accords. Sustainability expertise will tackle wicked problems evolving in the post-COVID-19 economy - the flow of raw materials through the economy and the development of social resources to address issues of justice, equity, diversity, and inclusion. Sustainability skills can be used to more efficiently acquire and use raw materials through the improved application of circular economy principles. Examples include how to use blockchain technology to create a more effective supply chain. Sustainability science also emphasises interpersonal and intrapersonal skills. These skills improve the acquisition and understanding of stakeholder perspectives, bridging differences in perspectives and vocabularies. Intrapersonal skills help to develop attitudes of community engagement and corporate responsibility, teaching how to incorporate stakeholder concerns in personal decision making. Sustainability professionals strive to build a more resilient, robust, efficient, and most importantly, effective society. A key focus is on building interactive networks and promoting community engagement and social responsibility.

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