

Corporate Social Innovation



Harnessing the superpowers of corporations to solve social or environmental problems

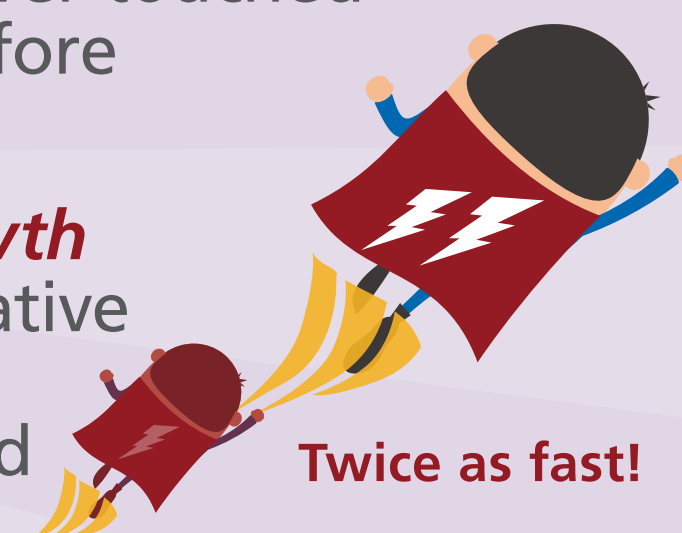


Develop products previously unimagined



Reach audiences never touched before

Surpass growth of less-innovative peers with lighting speed



Twice as fast!



Achieve 50-80% economic growth with innovation and new knowledge

Corporations gain superhuman strength from social innovation



Manage risks



Gain competitive advantage



Create stable societies



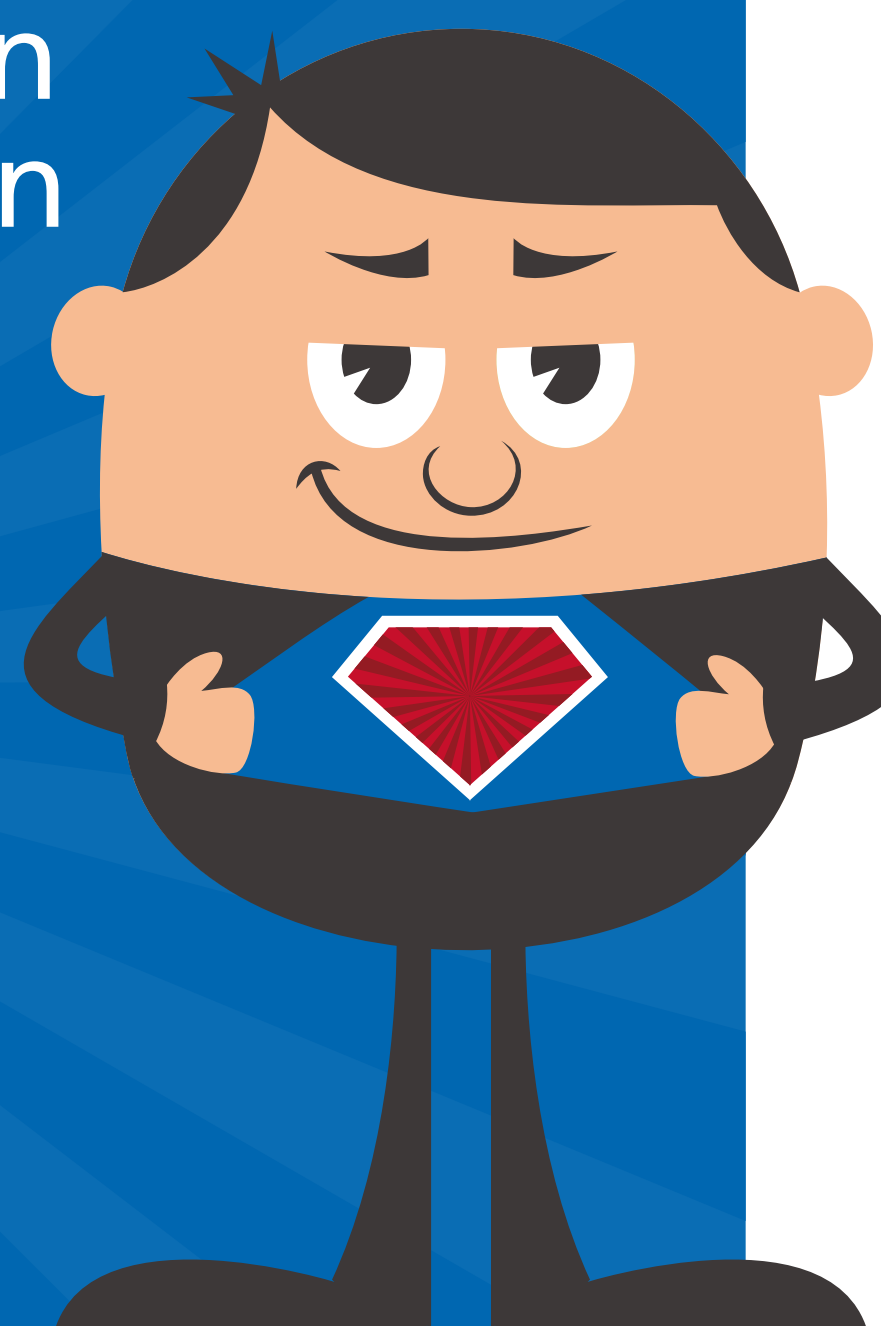
Improve stakeholder relationships



Increase operational efficiency



Enhance reputation and credibility



What every super corporation needs for successful social innovation



Purpose

Business modeled around societal need



Defined need

Well-researched, data-driven need



Measurement

Impact and outcomes are measured



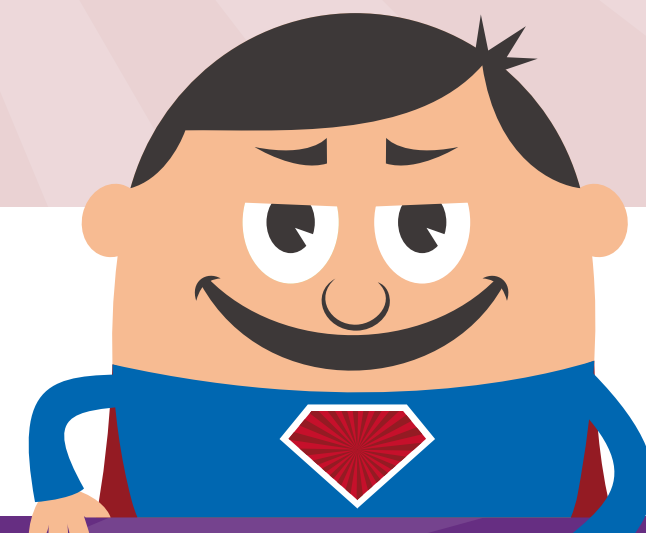
Partners

Global partners, entrepreneurs and agencies



Innovation-enhancing structure

Shields and protects innovation



Solve problems while earning profits

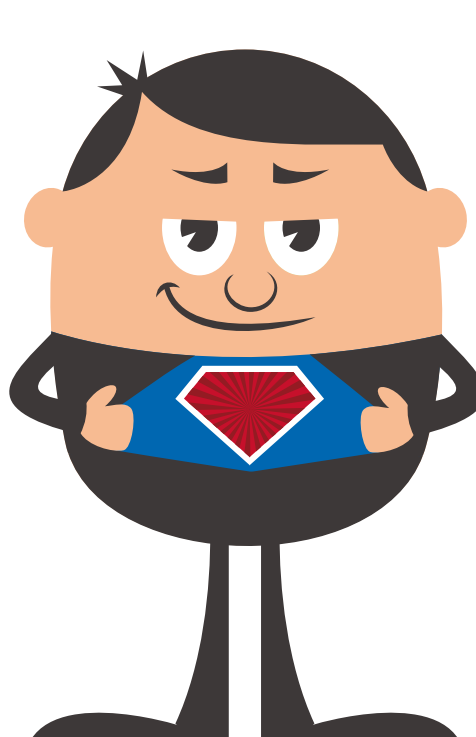
Embed a social purpose into your business model: It's like your superhero moral code
3 superheroes are doing it right!



Dow Chemical® develops Nexera®

Provides healthier alternative to soybeans that:

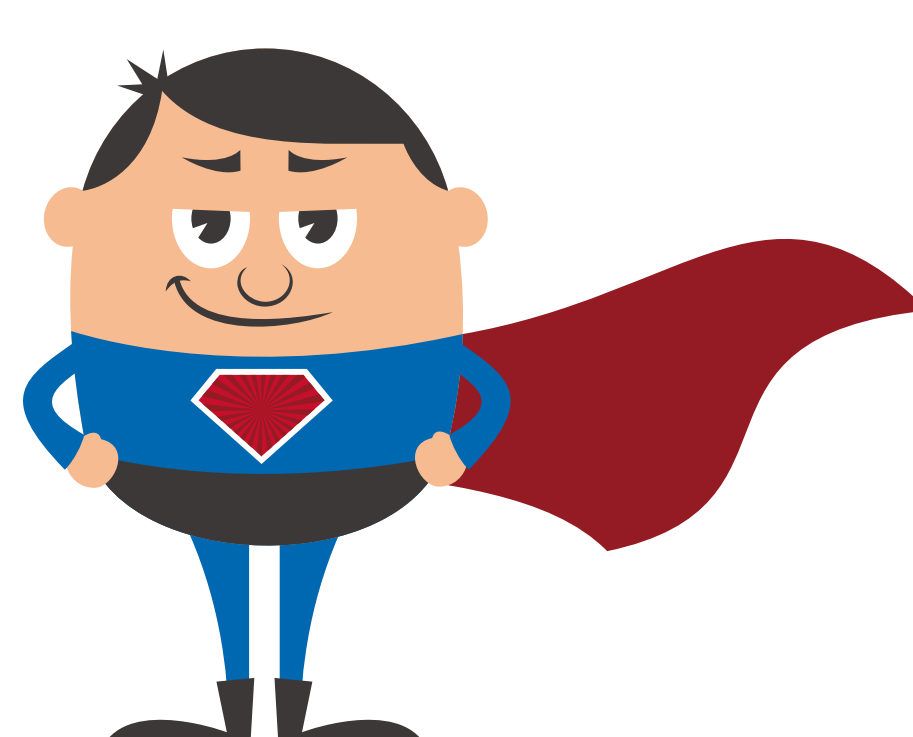
- Is easier for farmers to grow and harvest
- Yields 2x the oil
- Has longer shelf life
- Contains less saturated fat



Danone® gets back to basic core values

Provides healthy food worldwide by:

- Refocusing on other dairy products, water, baby food and medical nutrition
- Selling off beer, meat and cheese divisions



Nestle® develops micronutrient spices

Provides malnourished families in developing nations with:

- 53 billion servings of iron
- 102 billion servings iodine
- 35 billion servings vitamin A
- 14 billion servings zinc

Social Innovation:

Corporate superheroes making the world a better place while improving products and services



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Sources:

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