

**TIDES**

A Force for Social Good



# Corporate Social Innovation

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# Corporate Social Innovation

Why do it?

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What it is?

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Getting Started

Why do it?

Emerging complex and rapid changes in society are demanding a new role for business in the world

**Business**



**Government**



**Civil Society**



# Companies create long-term value through integrating a corporate social innovation strategy

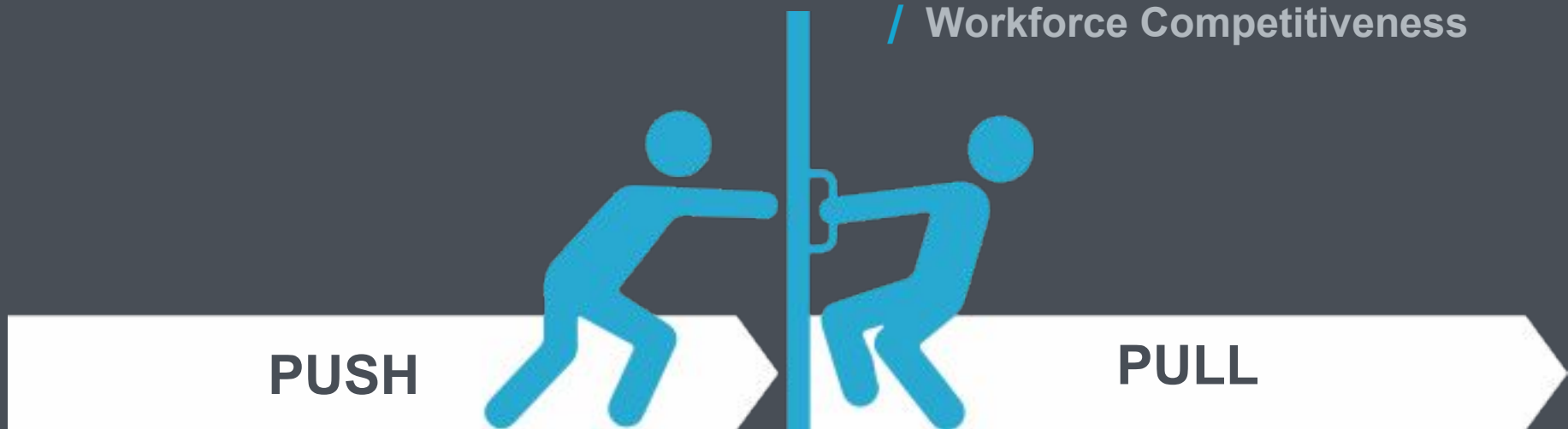


## Business Environment

- / Blurring of Sector Boundaries
- / Shifting societal norms & values
- / Social Media Exposure
- / Resource Scarcity

## Value Creation

- / **Brand Value** (risk management)
- / **Tremendous growth opportunities**
  - new markets
  - new products
  - new customers
  - new partnerships
- / **Return on Capital**  
(cost savings, access to capital)
- / **Workforce Competitiveness**



What is it?



# Corporate Social Innovation

Corporate Philanthropy	Corporate Volunteering + Product Donation	Corporate Marketing	Strategic Philanthropy	Business Integration	Business Growth as Social Lever	Business with Social Mission
Giving of company directly to charitable organizations	Enabling corporate staff to volunteer in NGO sector  Contribute company product to NGO's	Cause promotion (Raise awareness)  Cause-related marketing (Raise revenue)	Incorporate philanthropy, volunteering, marketing into business goals based on company assets and expertise	Utilization of business assets for social + environmental benefit	Business strategies that lead to positive social change	Business as a vehicle to solve social and environmental problems

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# Corporate Philanthropy



- / Scholarships
- / Building Modern School
- / Supporting Development of Young Designers
- / Zorlu – Children's Theatre



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# Corporate Volunteering

**okta**  
FOR GOOD

**Global Tech Week**



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# Corporate Cause Marketing

**beko**

A global initiative to help parents around the world feed their children more healthy food



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# Strategic Philanthropy



1997

2017

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# Business Integration



Unilever

SUSTAINABLE  
LIVING

## Improving Well Being

By 2020 we will help more than 1 billion people take action to improve their health and well-being



## Environmental Impact

By 2020 our goal is to halve the environmental footprint of the making and use our products as we grow our business



## Enhancing Livelihoods

By 2020 we will enhance the livelihoods of hundreds of thousands of people as we grow our business



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# Business Growth as a Social Lever



## Patrimonio Hoy

Cemex provides:

- / Building Materials
- / Microfinance
- / Technical Assistance
- / Logistical Support

For low-income people living in urban and semi-urban areas that aspire to more decent housing.



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# Business with a Social Mission

method.



# Getting Started





**PLEDGE**  
**1%**



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/Do  
Something!



Unilever  
SUSTAINABLE  
LIVING





Kriss Deiglmeier



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# Appendix

# CSR Landscape

## Rankings

- / CR's 100 Best Corporate Citizens
- / Climate Counts
- / Global 100 (Corporate Knights)
- / World's Most Ethical Companies
- / Just Means (Top 1000)

## Report Standards

### Comprehensive

- / UN Global Compact
- / SA 800
- / OECD CSR Guidelines
- / CAUX Round Table
- / Sullivan Principles
- / Account Ability
- / AA 1000
- / Global Reporting Initiative

### Socially Responsible Investing (SRI)

- / Dow Jones Sustainability Indexes
- / United States Conference of Catholic Bishops Principles

### Sustainability

- / International Integrated Reporting Committee (IIRC)
- / CERES
- / World Business Council Sustainable development
- / Equator Principle

### Labor

- / International Labor Organization

### Corporate Governance

- / OECD Principles of Corporate Governance
- / International Financial Reporting Standards

# References

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- / Gail Thomas and Margaret Nowak, Graduate School of Business Curtin University of Technology
- / Werther, W.B., and D. Chandler, 2006, *Strategic Corporate Social Responsibility: Stakeholders in a Global Environment*, Chapter 1 (Pgs. 3-22). SAGE Publications: Thousand Oaks.
- / Kotler, P., and N. Lee, 2005, *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, Chapters 1 and 2 (Pgs. 1-48). Wiley Inc.: Hoboken, NJ.
- / Sandoval, Ricardo, *Block by Block: How one of the World's largest companies builds loyalty among Mexico's poor*. Stanford Social Innovation Review, 2005.
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