



Social Impact Consultants

Discovering better ways  
to solve social problems

# Promoting Innovation in the Social Sector: Creating Shared Value

April 16, 2012

## Typically Business Engage With Society In Three Ways, Each Serving a Different Purpose

### Corporate Philanthropy

**“Giving Back”**

*Business must fulfill community obligations*

### Risk Mitigation

**“Minimizing harm to society and the company”**

*Business should be responsible*

### Shared Value

**“Finding business opportunities in social problems”**

*Social problems can be solved with a business approach*

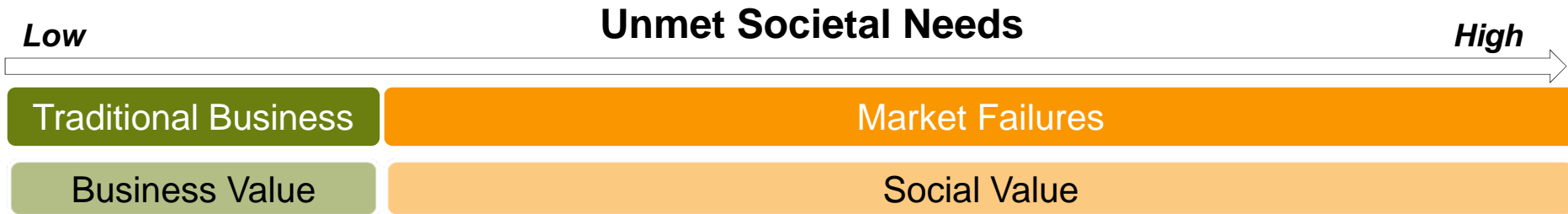
***Shared Value is the way to create large-scale social change***

# Shared Value Is Created When Both Social and Business Issues Are Addressed, Connecting a Company's Success with Social Progress

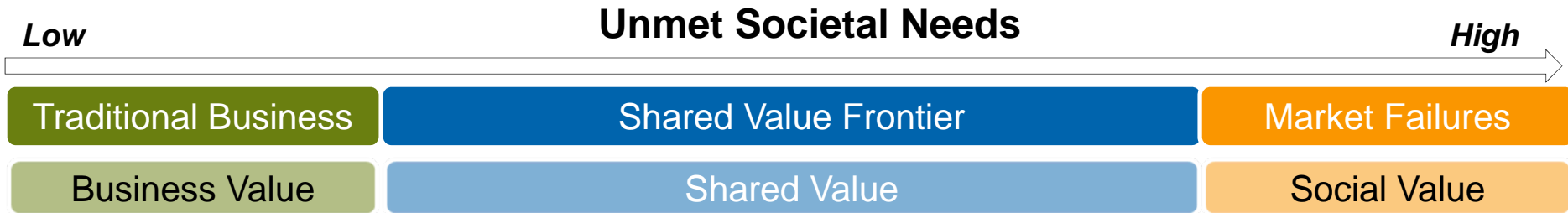


***Innovation is key to achieving shared value at scale***

# Historically, Traditional Business Models and Market Failures Were Completely Independent



## However, Business Innovation Today is Moving into the Market Failure Space to Solve Complex Social Problems



# The Corporate Sector Can Be Leveraged to Scale Social Innovation In Two Ways

1

## In Partnerships with Social Enterprise

Innovation comes from outside the company, but the company provides expertise such as **marketing and distribution to take the innovation to scale**



2

## With External Incentives

Innovation is organic and internally driven within the company, but **external incentive is needed to take the product/service to market at scale**



**Thank you**

**Questions?**