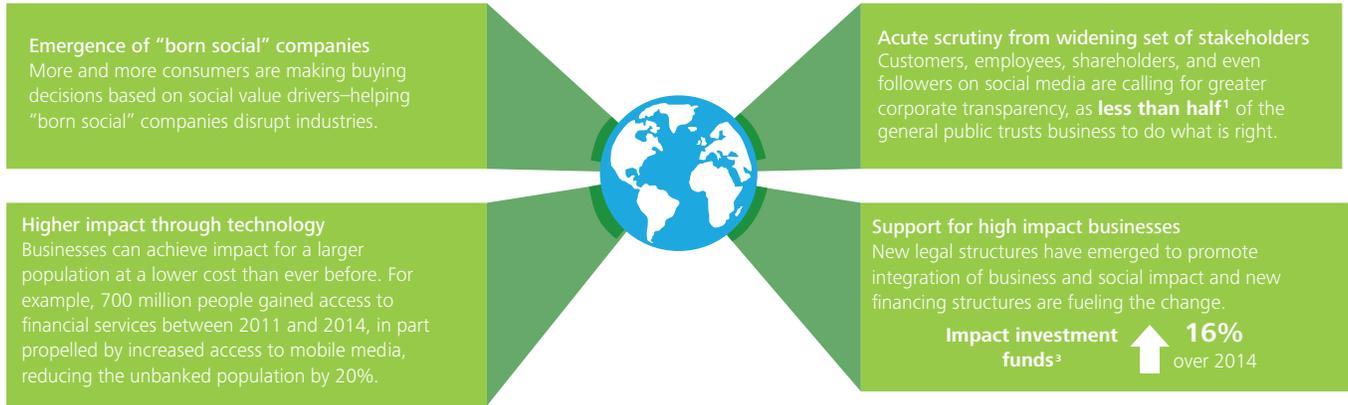


License to innovate

Breakthrough strategies for social impact

The world is changing



The cost of inaction may be high...

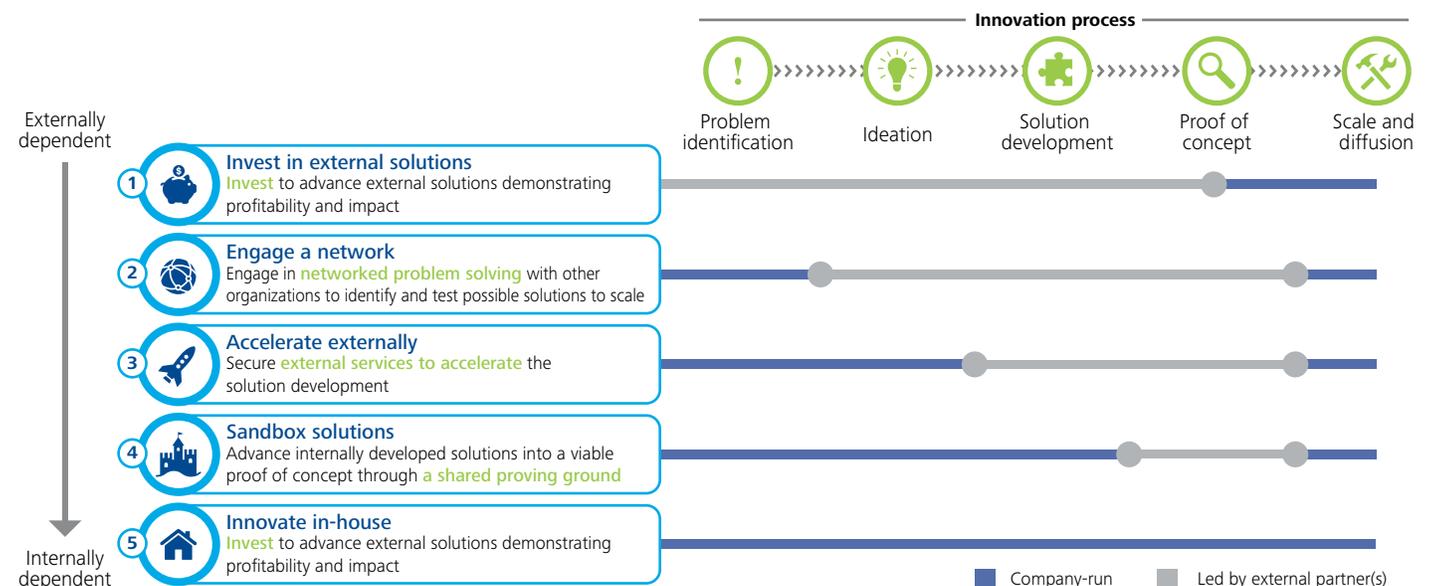


... and the potential is big.

Example: The global increase in middle income consumers⁴



For companies looking to innovate new offerings that deliver measurable social impact, there are five primary strategies a company can pursue. Many considerations factor into which strategy—or combination of strategies—a company chooses. Among other differences, strategies vary by the extent to which the company drives the innovation process versus relying on external partners to support a new solution's development, as visualized below.



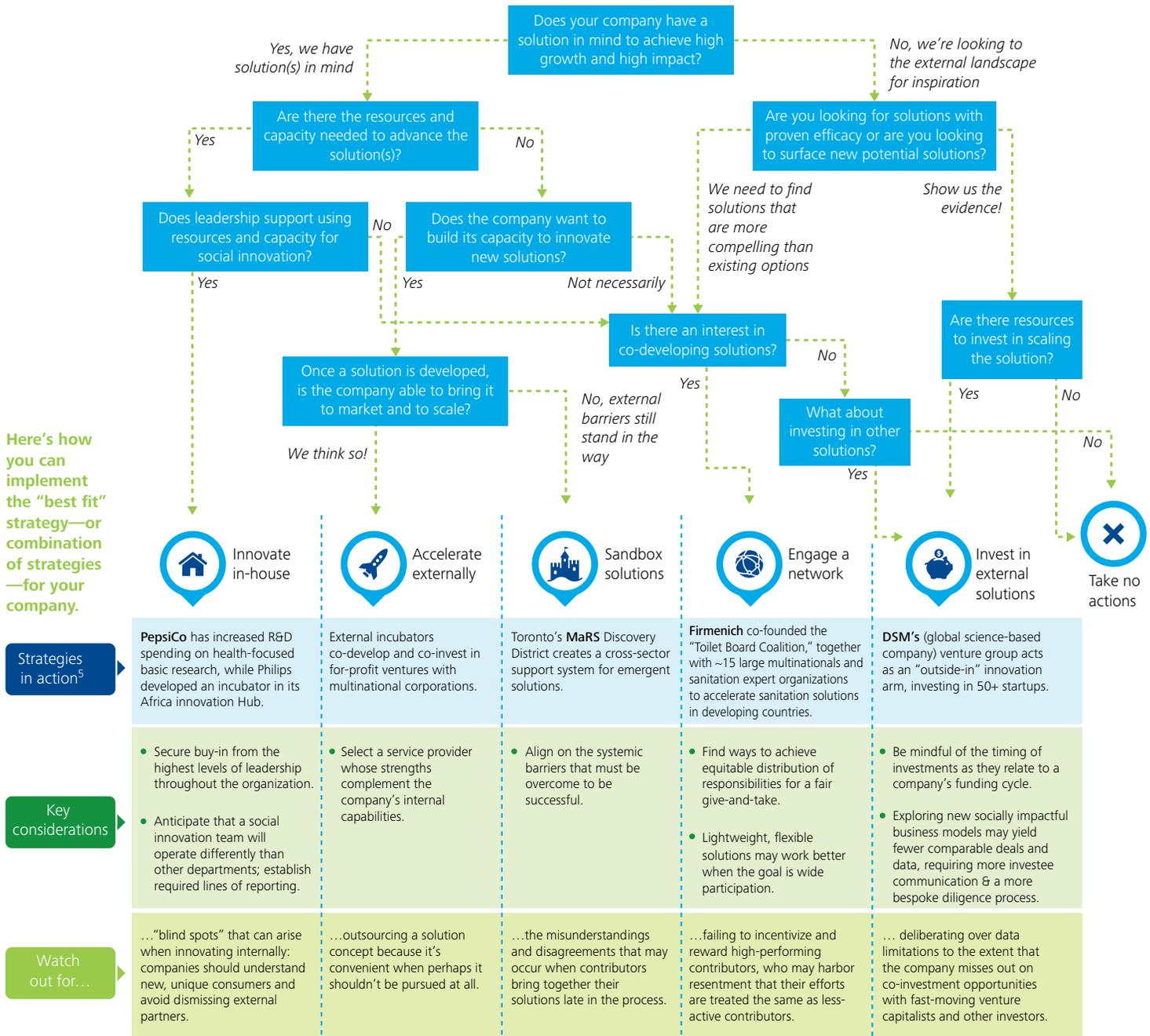
Ready to embark on a social impact strategy? Consider the following questions:

- 1 Does the initiative connect with the culture and values of the organization and its stakeholders?
- 2 Does the team running the social innovation process have a realistic, honest sense of the company's strengths, potential blind spots, and areas where external support is needed?
- 3 Is the company ready to move from focusing solely on the functionality of its offerings to evaluating the impact they achieve?
- 4 Is the company prepared to invest the additional time and resources required to drive new customer adoption and achieve impact?

Finding your “best fit” strategy for social impact

How can your company pursue social innovation?

A company’s capabilities make certain strategies more feasible than others but there are also other important considerations that shape its choices, such as a company’s objectives and desired roles in the innovation process. The internal conditions, not to mention the performance of competitors and others in the external landscape, also play a role. Explore the choices below that might lead a company to pursue one of the five strategies over another.



Sources

- 1: http://www3.weforum.org/docs/WEF_EvolutionTrustBusinessDeliveryValues_report_2015.pdf
- 2: <http://mondato.com/blog/findex-2014/>
- 3: <http://www.thegiin.org/assets/documents/pub/2015.04%20Eyes%20on%20the%20Horizon.pdf> (pg 15)
- 4: <http://www.reuters.com/middle-class-infographic>
- 5: Company websites and interviews

To learn more about WBCSD, please visit us at <http://www.wbcd.org/home.aspx>

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