



SOCIAL INNOVATIONS AS A TOOL OF A CORPORATE RESPONSIBILITY OF THE COMPANY

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„Successful people have a social responsibility to make the world better place and not just take from it.”



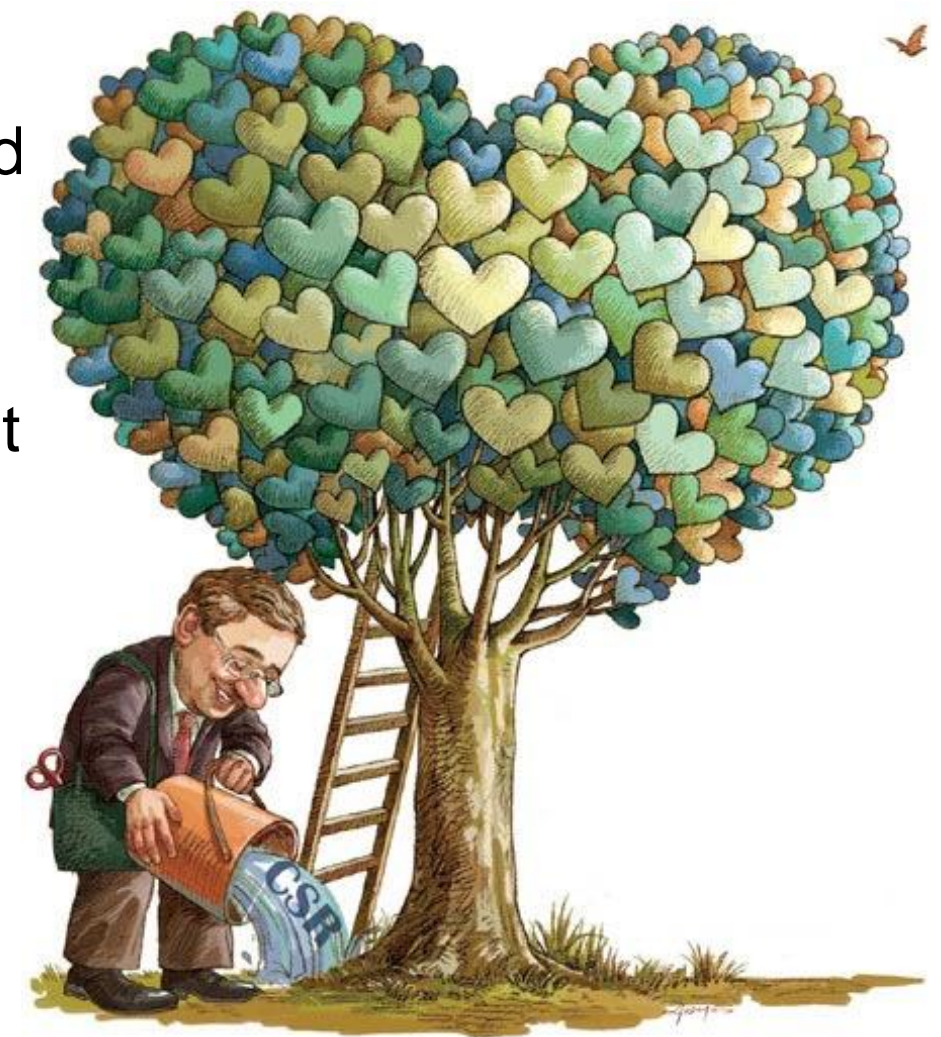
DEFINITION

- Social innovations are new ideas, that simultaneously meet social needs and create new social relationships or collaborations. In other words they are innovations that are both good for society and environment and enhance society's capacity to act.



DIVISION

- **Charter schools** - develop and build education and public school system
- **Fair Trade** - coffee, sugar, chocolate traded with social and environmental standards
- **Emissions trading program** - solving issues within continuous increase in pollution
- **Microfinance** – financial support to underprivileged residents
- **Supported employment** - helping disabled and disadvantaged workers obtain suitable employment



IMPLEMENTATION PROCESS

Changing Minds & Creation of a Smart Specialisation Strategy

Step 1: Learn about Social Innovation and put the pieces together (Crash course, Idea Jams)

Step 2: Streamline the actions on SI

Step 3: Get Insider Knowledge: Track, Spot and Anticipate

Step 4: Develop a Smart Specialisation Strategy and Plan including SI

Actions on Accelerating Implementation

Step 5: Develop collaboration tools with socially engaged community. Develop auditing, innovation training and workshop activities.

Step 6: Transition Innovation platform

Step 7: Incubation Trajectory specifically targeted at Social Innovation

Step 8: Social Innovation Cluster/ Laboratory

Scaling-up, Cross-Regional Exchange and Systemic change

Step 9: Special Economic Zone for Social Innovation.

Step 10: Cross-Regional and International Trade and Exchange of social Innovation within the Innovation Union framework.

POSITIVE IMPACT



- **Micro-level impact** - improve quality of living, employment and growth innovations, competence, self-confidence, investing in skills
- **Middle-level impact** - develop third sector, build public institutions and markets, provide better policy and services
- **Macro-level impact** - participation on political processes, democratic legitimacy, change economical system



SUMMARY



- Social innovations are new ideas which help to build better society and environment
- Divided in Charter schools, Fair Trade, Emissions trading program, Microfinance, Supported employment
- Implementation process consist of idea, getting knowledge, strategy, introduce, realization
- Positive impact affect on micro-, middle- and macro-level

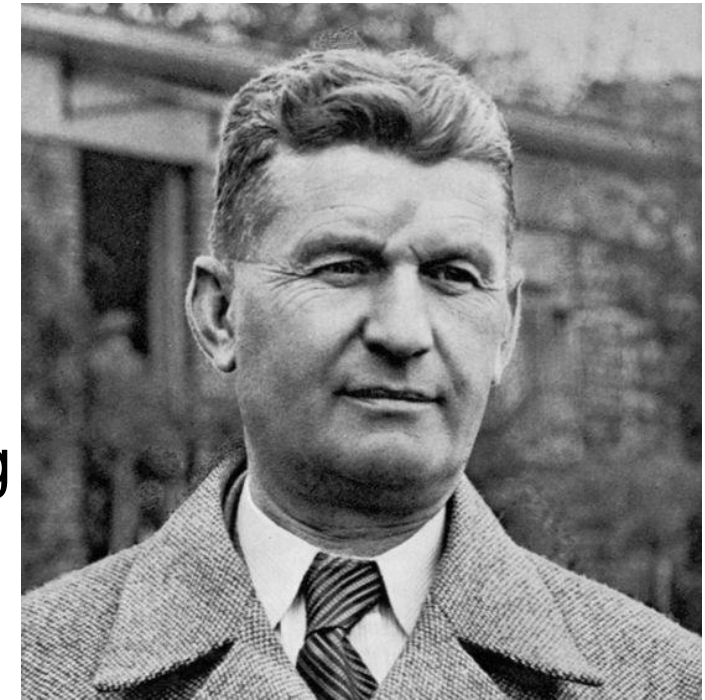


KEY INNOVATORS



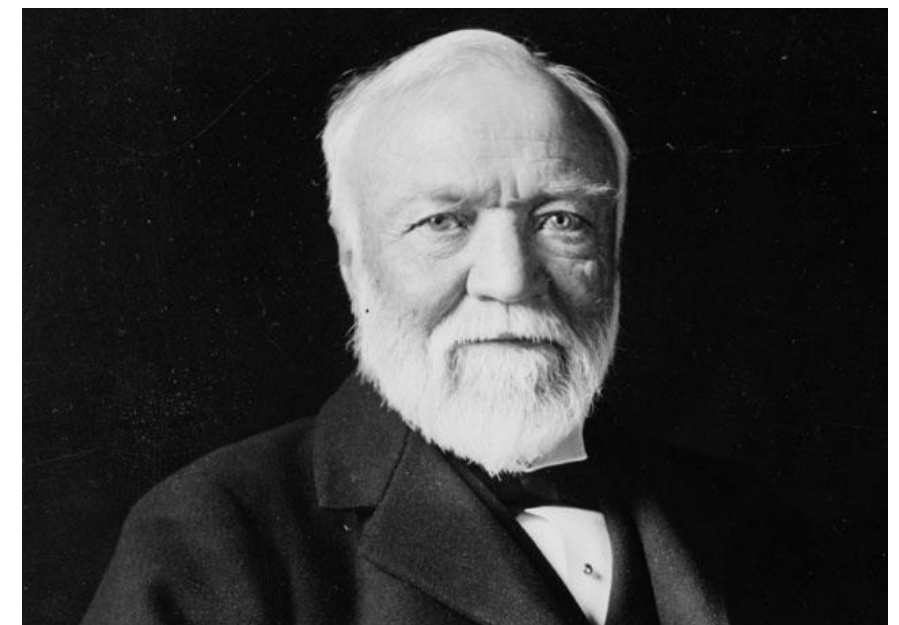
Thomas Bata (03.04.1876 - 12.07.1932)

- Czech businessman from Zlín
- founder of Bata shoes
- modernizing hometown, building infrastructure, providing free healthcare



Andrew Carnegie (25.11.1835 - 11.08.1919)

- Scottish-american industrialist
- donated foundations, charities,
- built libraries almost in every US town



SKANSKA



- Founded in 1887
- Headquartered in Stockholm, Sweden
- Operations: Construction and development of commercial property
- Employees: 43 000 (2015)
- CEO: Johan Karlström
- Focus on: Safety, Ethics, Green, Corporate community investment, Diversity and inclusion
- Purpose: To build for better society



*Thank you for
your attention! :)*

