

INNOVATIVE CSR



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Changing perspective on CSR



From reactive CSR...

...to strategic CSR

From protecting value...

...to creating value

From avoiding bad things...

...to creating new things

From responsibility...

...to opportunity

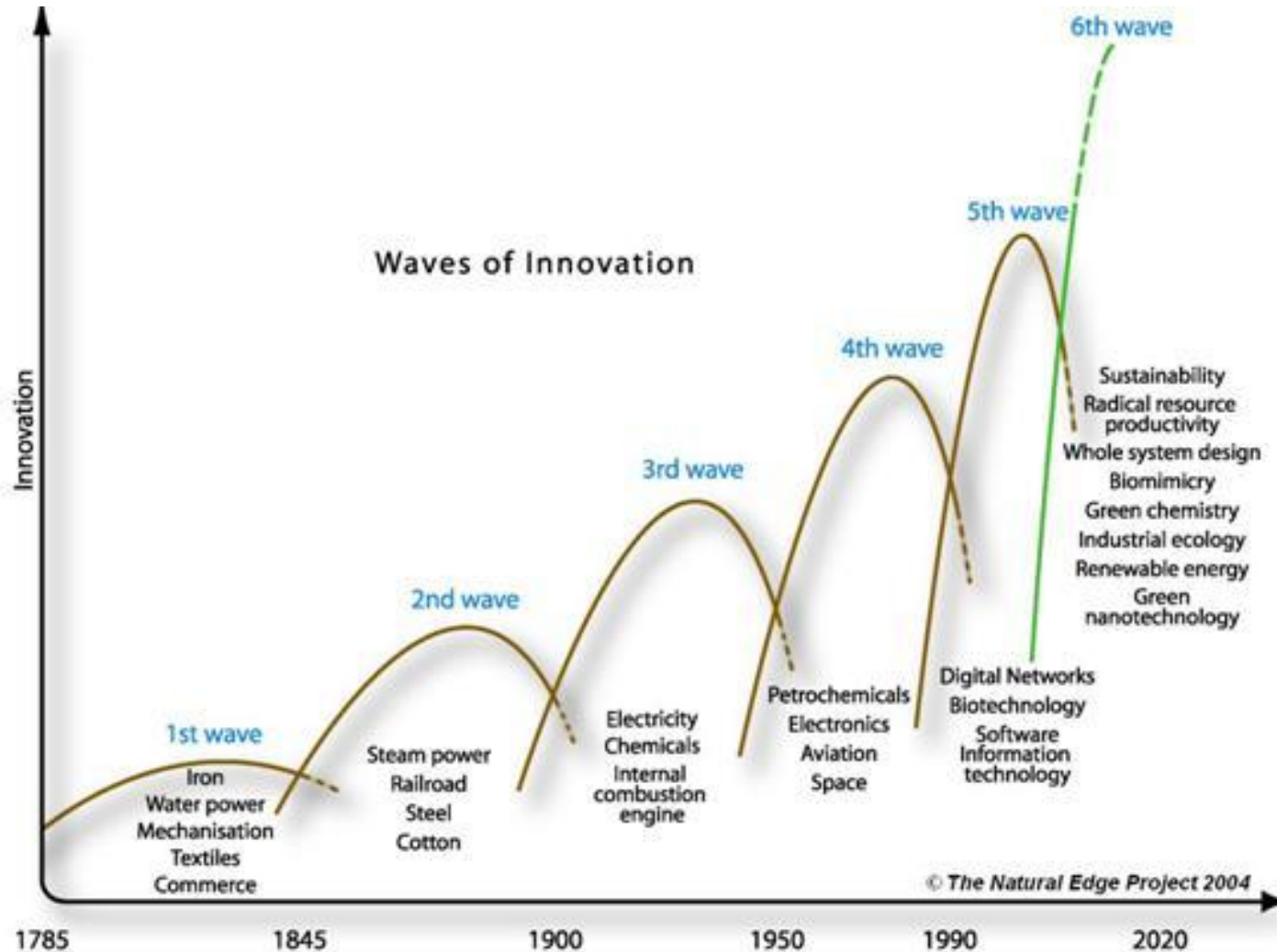
Innovation



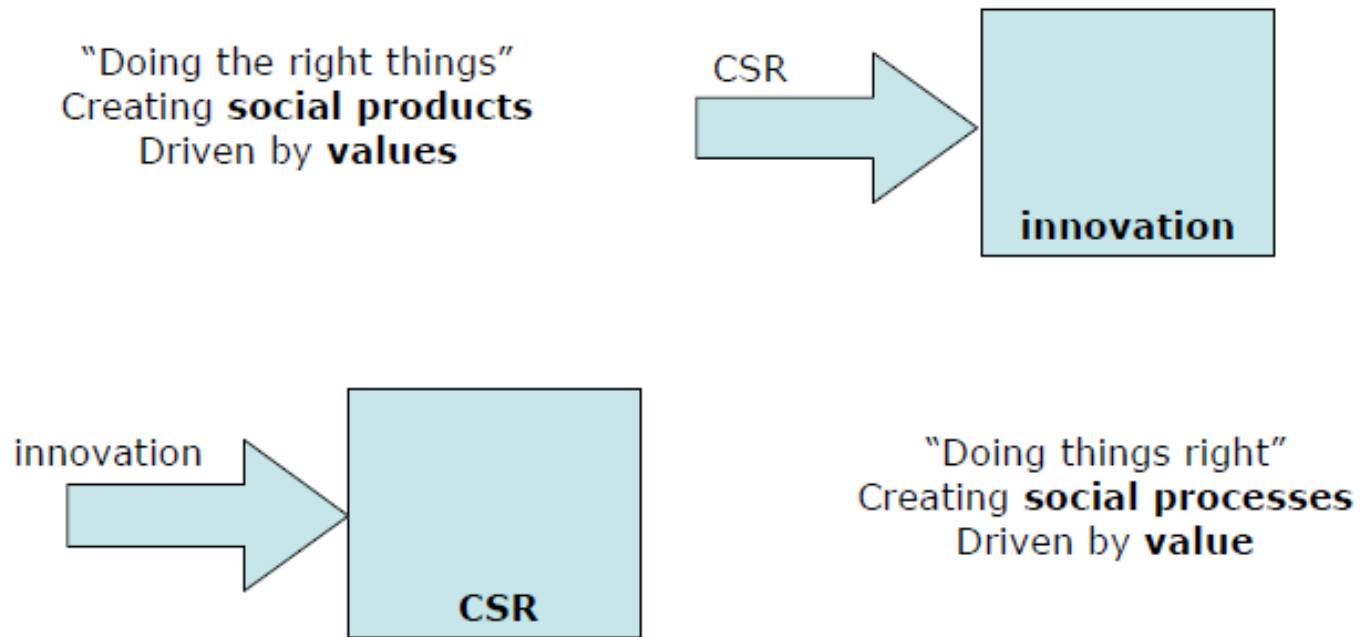
The successful exploitation of ideas

*. . . Not only invention: new 'things have to
create **value**'*

Waves of Innovation of the First Industrial Revolution



CSR_innovation or Innovation_CSR?



Innovation in CSR: how innovative?

We explored 129 global CSR solutions...such as....

- Development of a range of low-cost products that are fortified with micronutrients and affordable by people on extremely low incomes
- Providing safe drinking water in developing countries at very low cost
- Redesigning a production process to lower its environmental impact
- Develop a new business model that contributes to reducing poverty by creating jobs as well as providing healthy food to the poor
- Contributing to local development by providing remote areas with access to telecommunication
- Support the development of micro-enterprises
- Developing more energy efficient server systems
- Empowering women entrepreneurs in developing and emerging countries
- Changing the business model to provide new services responding to societal challenges
- Rethink the relationship with suppliers to foster sustainability through the whole supply chain
- Provide access to medicines

Analysis

- Step 1: The company
 - ▣ Basic information on the company
- Step 2: The solution
 - ▣ Describing the solutions
 - Stakeholder group targeted
 - Geographical scope
 - Involvement of partnership(s)
 - Issue(s) addressed (based on the MDG)



Issue(s) addressed

G1	Poverty, hunger, and wealth distribution
G2	Education and human capital
G3	Diversity
G4	Demographic issues
G5	Health and security
G6	Environmental issues
G7	Partnership for development
G8	Others

Analysis

- Step 3: the innovative dimension
 - ▣ Innovativeness of the solution
 - ▣ Strategic dimension
 - ▣ Type of innovation (innovation radar)

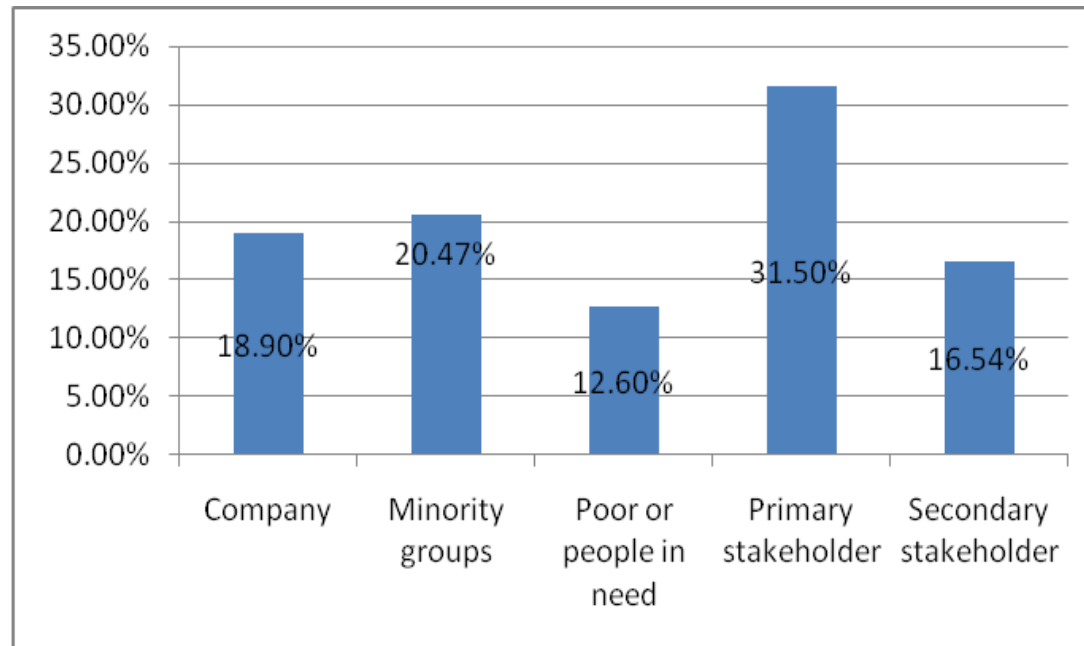
The sample

129 solutions...

- ▣ 72 companies
- ▣ 15 countries
- ▣ 86% stock quoted
- ▣ All sectors
- ▣ Submitted in 2005, 2006 and 2007
- ▣ Year of implementation: from 1965 to 2007

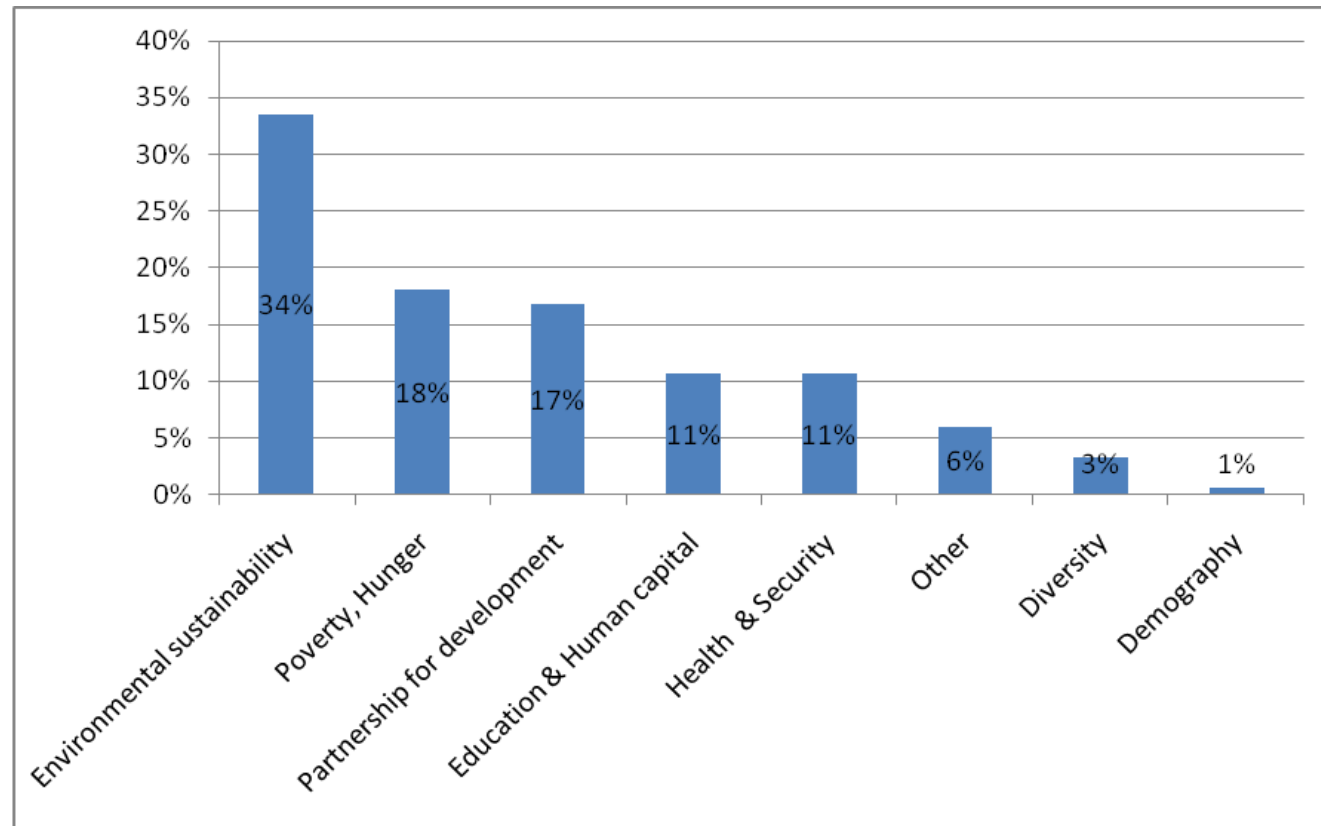
Results

□ Targeted stakeholder group



Results

□ Issues addressed

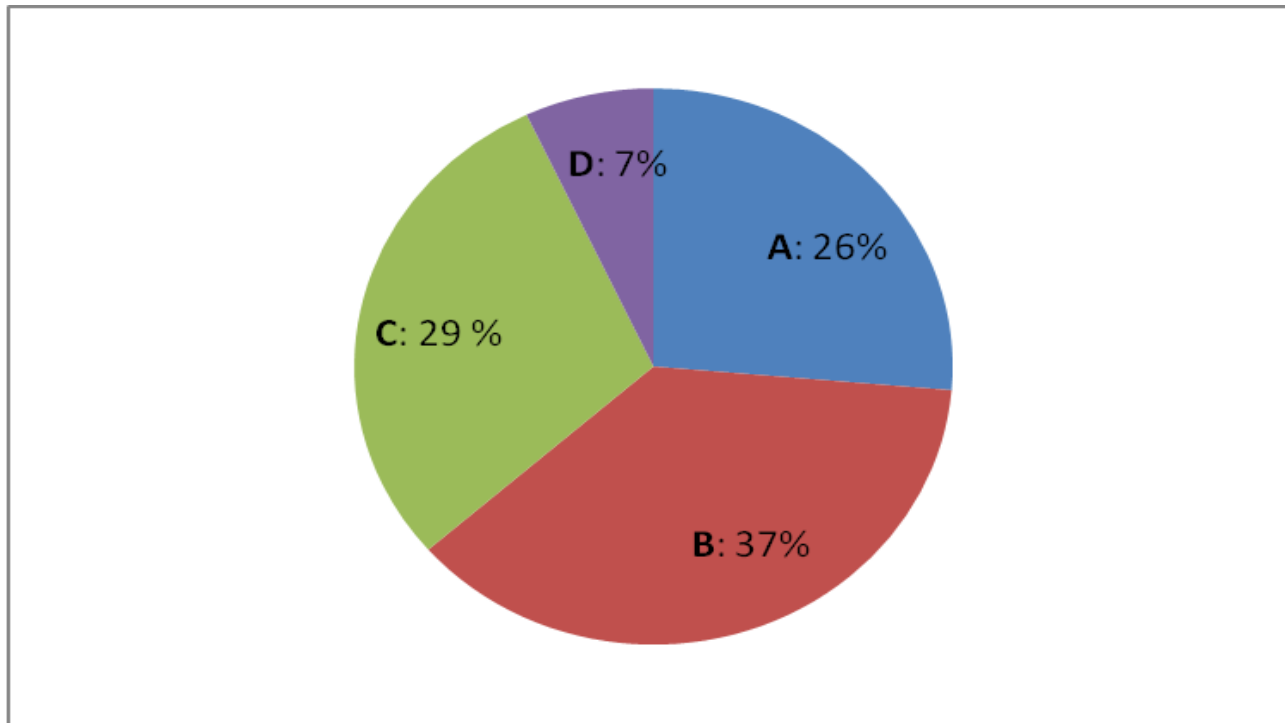


Results

- Strategic dimensions
 - 56%: exploitation
 - 44% exploration

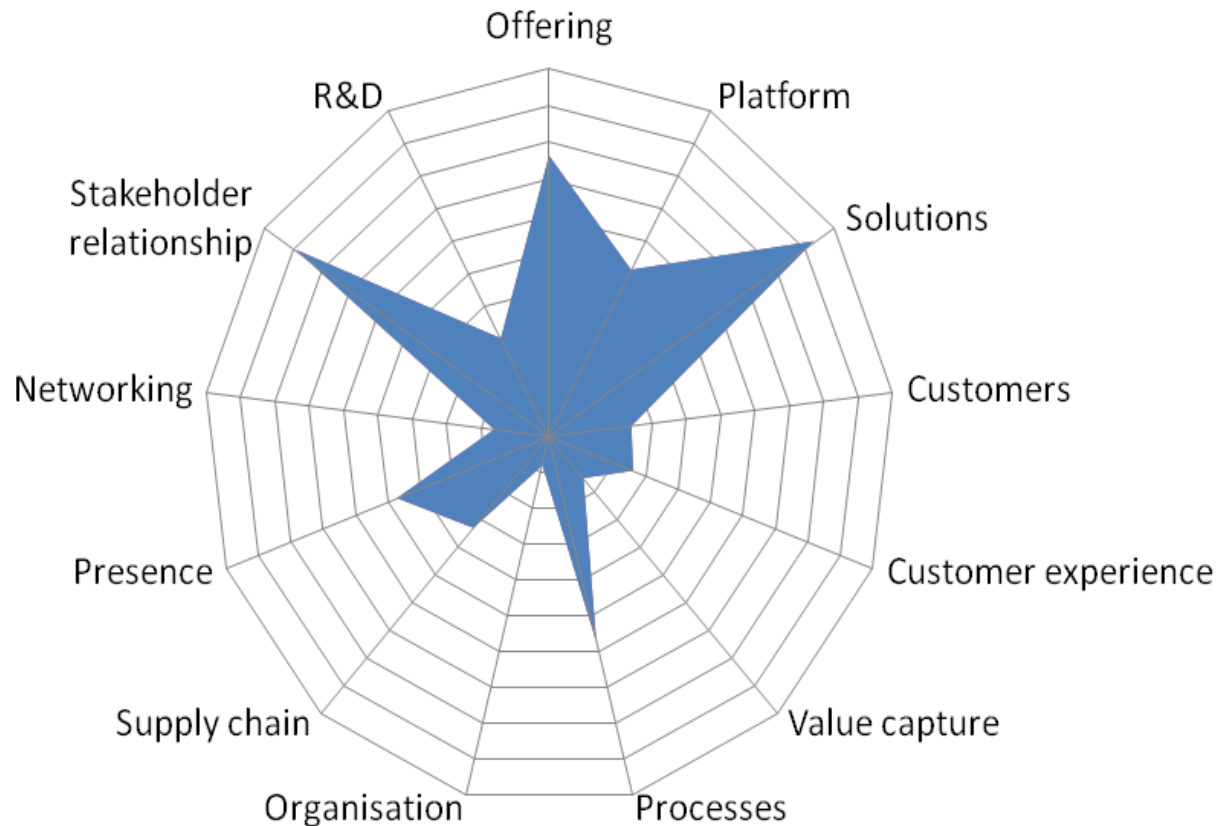
Results

- Innovative aspect: degree of innovation



Results

- Innovative aspect: the radar



Conclusion

- Solutions: mainly environmental issues (energy challenge) and poverty
- Partnership
- Degree of innovativeness: limited

Innovative CSR

From Risk Management to Value Creation

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