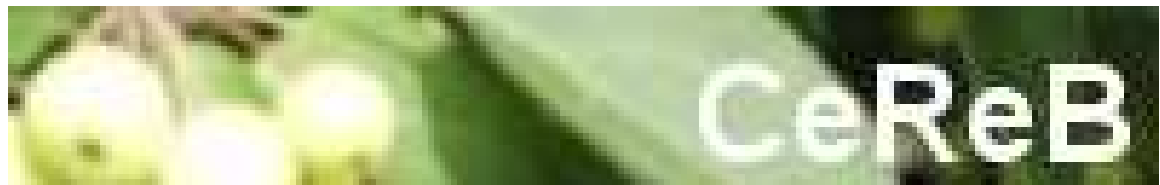


# Corporate Social Responsibility -driven innovation

14.12.2009

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## Some of CeReB's network





# Centre for Responsible Business

- The Centre for Responsible Business (CeReB) at Turku School of Economics (TSE) is an academic centre for responsible business that specialises in multidisciplinary research, education and development projects.
- The focal point of CeReB's research work is **responsibility as a possibility in business.**
- At TSE, there is a wide network of responsible business specialists: researchers, teachers and trainers. This network is made up of the foundation on which the activities of the entire theme are based.



## CSR-driven innovation project



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## CSR-DRIVEN INNOVATION

Combining design and business in a profitable  
and sustainable way





## A window of opportunity





<http://www.interfaceglobal.com/>

Interface, Inc. is the world's largest manufacturer of modular carpet, which it markets under the InterfaceFLOR, FLOR, and Bentley Prince Street brands. Bentley Prince Street also is a leader in the designer-quality broadloom carpet market. Interface is committed to sustainability and to doing business in ways that minimize the impact on the environment.



## Ray Anderson / The Corporation film

<http://www.youtube.com/watch?v=OUG4JXE6K4A>





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**So, what do we learn from  
here?**





## FINANCIAL TIMES

Published: February 11 2008 18:22 | Last updated:  
February 11 2008 18:22

“Is corporate social responsibility dead? Yes, says Harvard Business Review’s “Conversation Starter” [blog](#). CSR will increasingly be seen as a public relations sham, the bloggers say. “

(...)

“It does not really matter what you call it: being alert to business threats and opportunities, wherever they come from, will not go out of fashion.”



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## What is CSR?



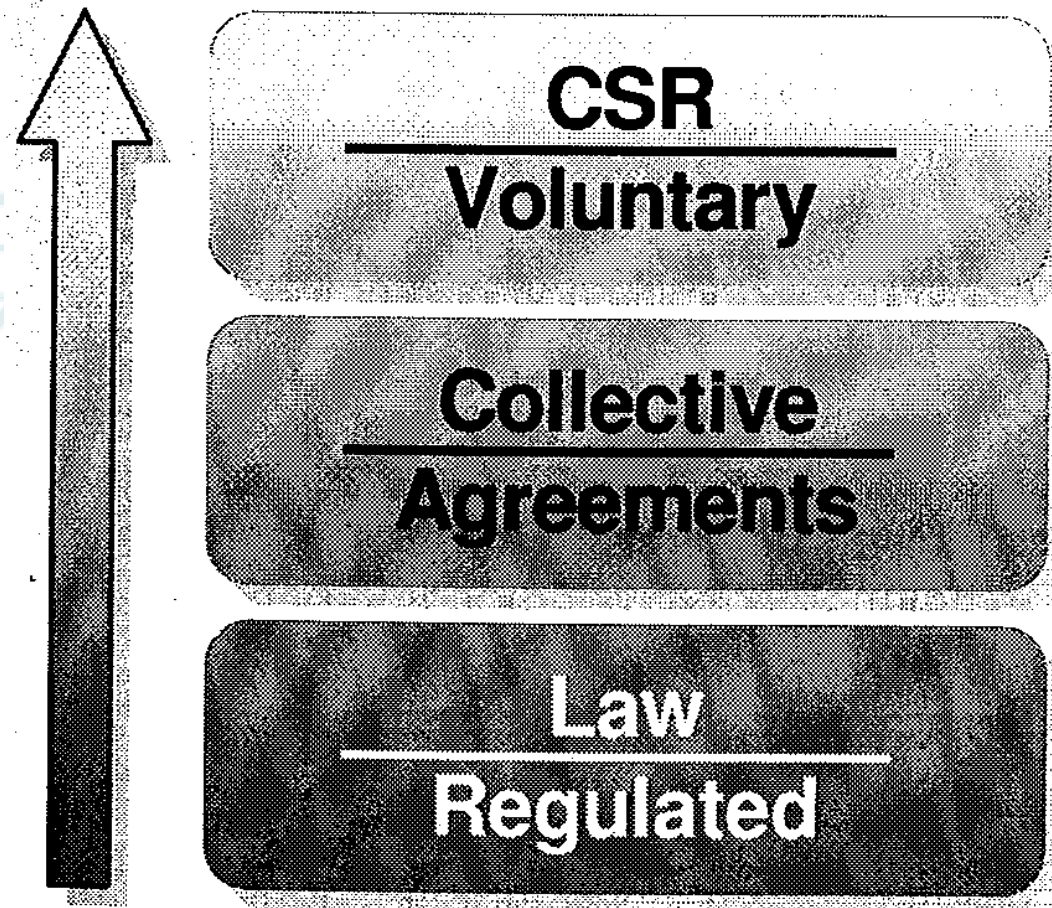
## European Union defines

CSR is :

**"A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. "**



## What is CSR?



Source: People & Profit project



## What is CSR?

Communication

Community

CSR Innovation

Customers

Environment

Suppliers

Stakeholder thinking

Quality

Management

Something else

Source: People & Profit project



## CSR in practice

"No-one is going to hand you evidence-based management tools on plate. You have to go and find out your own liabilities and opportunities deep inside your company, and you need time, people and resources to do it"

- Tobia Webb, Ethical Corporation Magazine, founding editor -



## CSR-DRIVEN INNOVATION Towards the Social Purpose Business

Yritykset ovat erilaisia:

**Reactive** firms deny responsibility and do less than what stakeholders require

**Defensive** firms admit responsibility but fight it by doing the least amount required

**Accommodative** firms accept responsibility by doing all that is required

**Proactive** firms anticipate responsibility by doing more than is required

**Strategic CSR**; companies that integrate CSR into core business strategy



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## CSR-DRIVEN INNOVATION

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## CSR-driven innovation project

<http://www.csrinnovation.dk/web/>



**LAPPSET**



## CSR-DRIVEN INNOVATION

Combining design and business in a profitable  
and sustainable way





## Project report categorization:

171% Find

**Profit as  
a goal**

The Profit from  
Principles  
Business

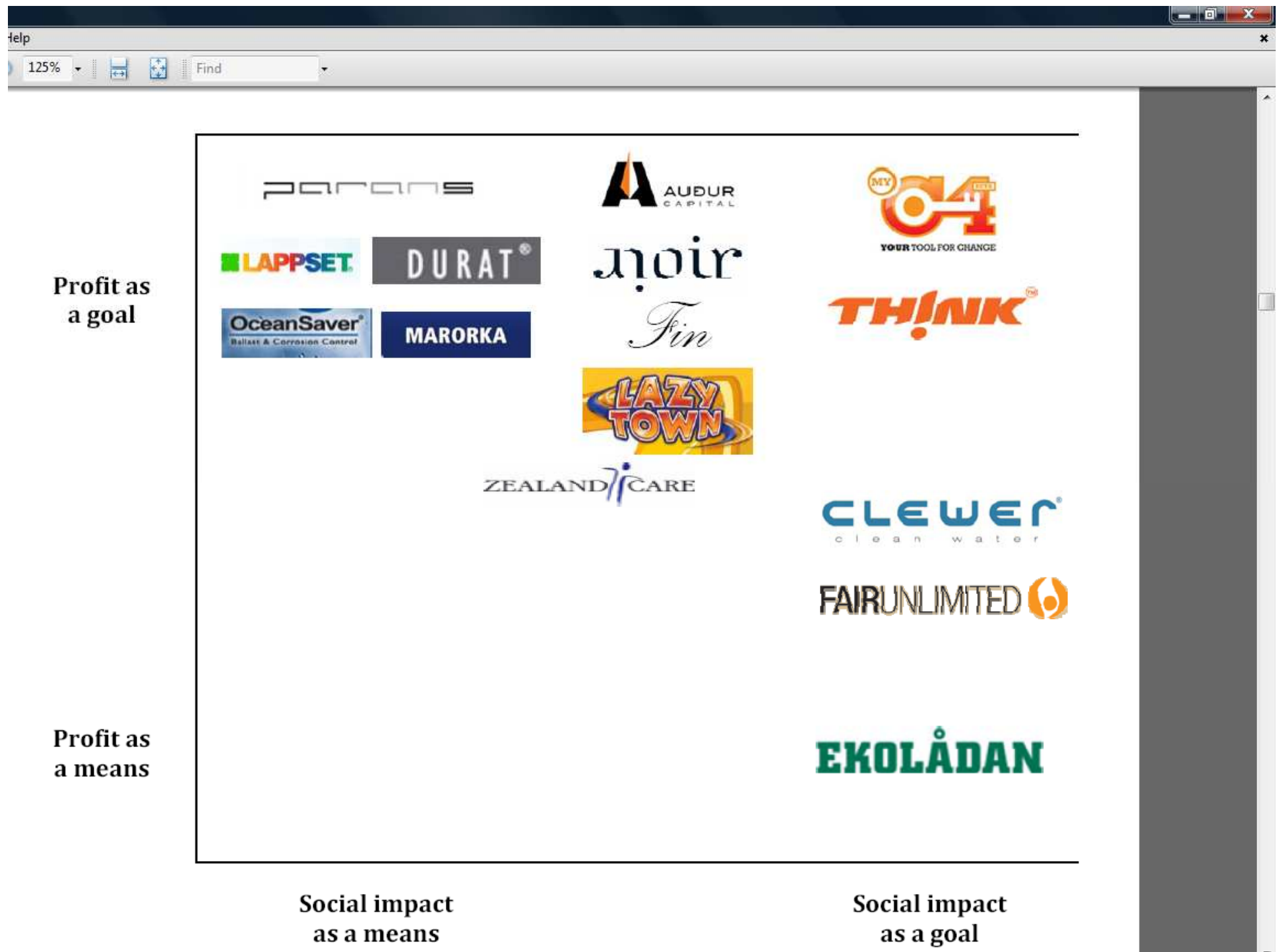
The Social  
Purpose Business

**Profit as  
a means**

The Missionary  
Business

**Social impact  
as a means**

**Social impact  
as a goal**





**Durat**





MyC4







**Think**





## Ekolådan





## Fair Unlimited







# Lazytown





# Noir





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**Other examples – good, bad  
– a window of opportunity?**





# Homeless people

ange of delicious ice-cream flavours - Microsoft Internet Explorer

View Favorites Tools Help

Search Favorites

http://www.benjerry.co.uk/ourflavours/

ben 6 jerry's

Haku Tarkista Sanakäännös Kirjautu sisään

Search Web Anti-Spy Mail Shopping My Yahoo! News Games Music Answers

Tämä sivu on kirjoitettu kielellä englanti. Käännetäänkö sivu Google-työkalupalkin avulla? [Lisätietoja](#)

**BEN & JERRY'S** ALL ABOUT US **OUR FLAVOURS** FUN & GAMES SCOOP SHOPS **GOODNESS BARN** COOL CLUB

ur Flavours  
o The World  
Flavour  
here To Buy  
avour Graveyard

MINI TUBS

NEW

COOKIE SANDWICH

FAIRTRADE

LOW FAT

NEW!





# Ben & Jerry's

Ben & Jerry's in the UK - Microsoft Internet Explorer

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http://www.benjerry.co.uk/ Go

ben 6 jerry's Haku Kirjanmerkit Tarkista Sanakäännös Kirjaudu sisään

Search Web Anti-Spy Mail Shopping My Yahoo! News Games Music Answers

**BEN & JERRY'S** ALL ABOUT US OUR FLAVOURS FUN & GAMES SCOOP SHOPS **NEW! GOODNESS BARN** COOL CLUB

Click To Learn More

**Chocolate Fudge Brownie U.S.A.**

"We don't hire people to bake brownies, we bake brownies to hire people." - Julius

The Greyston Bakery in Yonkers, New York, provides the brownies used in some of our most beloved flavours. Not only does Greyston make a fabulous brownie, but they also have a mission to hire and support low-income people making the move towards economic self-sufficiency.

Greyston provides housing for the homeless, childcare, employment training, jobs, and comprehensive healthcare for people living with HIV/AIDS. Over 2,000 people are reached by Greyston programs each year.



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**What is the window of  
opportunity like?**



# Thank you for your interest!

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