

# WELCOME TO SUSTAININNOMETER

– YOUR INDEX FOR SUSTAINABLE BUSINESS AND INNOVATION



## CHALLENGE

### TURNING CSR INTO A BUSINESS OPPORTUNITY

**How do you successfully move your organization from regarding CSR\* as philanthropy or risk management to seeing CSR as a genuine business value creator?**

Many organizations struggle with finding the right way of linking CSR activities with business objectives, and end up with CSR programs with little strategic or operational effect. This is not only frustrating and potentially a waste of resources, it is also totally unnecessary. SustainInnometer is an easy tool that helps you improve your CSR strategy to support and drive your business.

With SustainInnometer you get:

- An efficient acid-test on your current business & CSR activities
- Recommendations on how you can close your current gaps
- Clear overview of your current CSR strengths and gaps
- Inspiration on how to improve & innovate your CSR-efforts



## SOLUTION

### GROW YOUR BUSINESS – SUSTAINABLY

**With a minimum time investment from your side, SustainInnometer will identify your organization's current CSR strengths and gaps through the lense of the four essential cornerstones (4Cs) of sustainable business success:**

- Clear Purpose – vision, mission, values, business strategy and objectives linked to CSR.
- Collaborative Co-creation – shared value partnerships, product/service innovation, supply chain management.
- Corporate Engagement – leadership, employee engagement and training, incl. KPIs and incentives.
- Clear Communication – external and internal communication, reporting, stakeholder engagement.

**This is how SustainInnometer works in practice:**

#### 4 x online surveys

Over a 4-month period you will once a month answer a simple 30-minute questionnaire. Each questionnaire is focused on one of the four CSR-focused cornerstones (4Cs).

#### 4 x profile reports & recommendations

Each month you will receive a short profile report stating your strengths and weaknesses as well as your total score versus other companies. The report also includes some simple recommendations on how you may improve your capabilities.

#### 4 x newsletters with best practice cases

Within the 4-month period, you will receive a monthly article, which includes an interview of the company with the highest score that particular month. The combination of your own profile report and the 'best case' articles will show you how you can move towards applying CSR as a business value creator.

#### Final report & conference with diplomas

At the end of the 4-month period, a final report will be published with the overall SustainInnometer results, monthly winners, and key recommendations. The overall SustainInnometer winner will be announced and celebrated at a conference, where diplomas will also be handed out to all.

#### **Your investment:**

*Fee is 3000 Euro ex VAT. This includes 4 tests & profile reports, 4 winner articles, a final report, and one ticket to final conference.*

*SustainInnometer runs from Sep-Dec 2013, and final report and conference planned for Jan 2014.*

*For more information, please contact us at [ad@globeeight.com](mailto:ad@globeeight.com)*

SustainInnometer is co-developed and co-promoted by The Social Business Company® and GlobeEight.

**IANIAELLIS**  
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**GLOBE**  **eight**®  
return on innovation

\* Corporate Sustainability and Responsibility