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TITAN | DISRUPTIVE
INNOVATION
CENTER

Why is **Social Inclusion** the next **Big Thing** in **Corporate Social Responsibility?**

An Insight from Titan | Disruptive Innovation Center



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WHAT IS CSR?

Corporate Social Responsibility (CSR) is a business practice that considers the impact of a company's actions on stakeholders such as **employees, customers, the environment**, and the wider community. CSR encompasses a wide range of activities and initiatives, including ethical business practices, environmental conservation, philanthropy, and corporate governance. CSR's goal is to positively impact society and the environment while also achieving the company's business objectives. As a result, CSR is often considered a way for companies to go beyond their legal obligations and take additional steps to address their operations' social and environmental impacts.





THE METAPHOR OF THE PLAYGROUND

Imagine a playground where all the children are playing a game together. If the playground is well-maintained and everyone follows the rules, the game can be fun for **everyone**. But if the playground is in disrepair and some children break the rules, the game is no longer **fair** or **enjoyable** for everyone.

In the same way, companies are responsible for taking care of the communities and societies in which they operate. When a company prioritizes corporate social responsibility (CSR) and works to improve the well-being of its stakeholders, it creates a **positive environment** for everyone to thrive. On the other hand, if a company neglects its social and environmental responsibilities, it can disrupt the balance and harm the communities it operates in. By striving to be a good corporate citizen, a company can create a **better world** for all of us to live and work in.



THE PLAYGROUND AND THE STRATEGY

CSR IS STRATEGIC

MARKET

Your customers make purchase decisions based on corporate purpose commitments and actions.

INVESTMENTS

Your investors make decisions based on corporate purpose and actions.

WORKFORCE

Your workforce is making employment decisions based on corporate purpose commitments and actions.

REPUTATION

Your workforce is making employment decisions based on corporate purpose commitments and actions.



90%

Nearly 90 percent of executives believe a strong sense of collective purpose within their organization drives employee satisfaction.

92%

of consumers want to buy a product that supports a cause.

91%

of the global population wants to see businesses do more than just make a profit

Sources: Nielsen Global Corporate Sustainability Report; Statista; Horizon Media's Finger on the Pulse; Hbr; Deloitte

120%

IS THE RATE OF OUTPERFORMANCE IN THE STOCK MARKET OF THE BRANDS WITH A PURPOSE OF IMPROVING THE QUALITY OF LIFE





THE NEXT BIG THING IN CSR: SOCIAL INCLUSION

While environmental sustainability is already widely recognized as indispensable for CSR, inclusion, and equality are the emerging themes that will characterize markets in the coming years. Inclusion must, above all, be understood in terms of **equal opportunities**.





WHAT IS SOCIAL INCLUSION?

While environmental sustainability is already widely recognized as indispensable for CSR, **inclusion**, and **equality** are the emerging themes that will characterize markets in the coming years. Inclusion must, above all, be understood in terms of **Equal Opportunities**.



MISUNDERSTANDING **EQUALITY**

As has already happened with the phenomenon of **greenwashing**, inclusion can also be **deceptive**.

Companies that want a positive impact must act in a way that ensures equal opportunities. This cannot be limited to economic aid that contributes to survival but must be a concrete action that transfers the necessary tools to get out of **disadvantaged conditions**.



INNOVATION AS A DRIVER OF EQUAL OPPORTUNITIES

At Titan, we believe that innovation and **corporate social responsibility** are two sides of the same coin. In a global context, one of the most important aspects of CSR is developing socially inclusive actions to give disadvantaged communities access to new **innovative knowledge**.

FOR A **GLOBAL COMMUNITY**

Innovation is the driver of the world's growth, both in economic and global welfare terms. Yet, today, many people in **developing countries** need the know-how to seize innovation opportunities, mainly for economic reasons.

By supporting the **next generation of innovators**, we are not only investing in their future but also the future of our global community.



BUT SPECIFICALLY, WHAT CAN MY COMPANY DO?

At **Titan | Disruptive Innovation Center**, we aim to **democratize** access to innovation. As a company, you have the power to make a positive impact on the world, even with a limited budget. We identified two of the most effective ones.



1. Support of **Tech-Transfer** programs
2. Support of **Scholarships** for highly innovative courses

1. SUPPORT OF **TECH-TRANSFER PROGRAMS**

These programs help transfer technology and expertise from universities, research institutions, or other companies to the private sector, often in **developing countries**. By supporting these programs, a company can help drive innovation and economic development while demonstrating its commitment to **social responsibility**.





2. SUPPORT OF **SCHOLARSHIPS** FOR HIGHLY **INNOVATIVE COURSES**

By offering **scholarships** or sponsorships for students to pursue studies in science, technology, engineering, and math, a company can help nurture the next generation of innovators while promoting **diversity** and **inclusion**.



THE GLOBAL GOALS

- 1 NO POVERTY
- 2 ZERO HUNGER
- 3 GOOD HEALTH AND WELL-BEING
- 4 QUALITY EDUCATION
- 5 GENDER EQUALITY
- 6 CLEAN WATER AND SANITATION
- 7 AFFORDABLE AND CLEAN ENERGY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
- 17 PARTNERSHIPS FOR THE GOALS

HOW DO THESE INITIATIVES MATCH THE SDGS?

Ensuring equality in education and vocational training for the most disadvantaged, especially in **developing countries**, will increase the number of people with relevant skills, including technical and technological ones.

This process is a driver for **reducing inequalities in employment, decent jobs, and entrepreneurship**, particularly in innovative high-value-added markets.



There are important signs that social inclusion is the next big trend in Corporate Social Responsibility. One of them is observing the behavior of **Big Companies**. Here are some of the companies that are investing heavily in **tech transfer programs** and **education**:

THE **BIG** **COMPANIES'** PATH

INSTITUTIONAL COMMITMENT



The new **European Agenda for Innovation** (Neia) aims to position Europe at the forefront of support for tech transfer and training programs. The study **The Future of Education for Digital Skills** shows that without a substantial increase in investment and innovation, compared to supply, only **64%** of the global population will attain at least essential digital, tech, and innovative skills by **2030** (minus 16 percentage points from target).



WHY NOW?

Investing in **Social Inclusion** initiatives, such as tech-transfer programs and scholarship support, will likely become an increasingly important trend.

Companies that take action today embrace the strategic value of **CSR** and its transformative power.

The deriving **reputation, visibility, and internationalization** are at the base of the CSR potential to be the trigger of the business.

What makes all this exceptional is its high speed, which has no historical precedent.





Thank You

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SCHOOL OF DISRUPTION | TITAN DISRUPTIVE INNOVATION CENTER 

Discover our **CSR**
Tech-Transfer Programs

