WORLD LILLE FORUM



Social & Business Co-Creation: Unlocking Shared Value 24 octobre 2014

CO-CREATING FOR MORE IMPACT



Expand social impact by leveraging the assets of corporations

Generate new sources of revenues to reinvest in social projects

Develop new skills and knowledge

GOVERNMENT

ROI of social programs

Savings on public spending

Reinforcement of « a positive economy »

CORPORATIONS

New markets including vulnerable populations

Innovation labs for business models

Stronger **CSR positioning** and social footprint

Employee engagement

