

December 2021

2021 Incubator Graduation Event

Scaling up Inclusive Social Innovation



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Introduction

- **Some news** about the 12 projects supported by the **Incubator in 2020**: 11 projects are still active, and 8 projects are under replication.
- **About the 2021 projects**:
 - 7 out of the 10 projects supported the **professional inclusion of people in vulnerable situations**,
 - 1st project related the **Human Rights** deployment,
 - 2 projects addressed the topic of **Inclusive Sourcing**.
- **Reminder**: after the Acceleration program, the B4IG Incubator remains at your side to continue to support connections and share your project's updates. Don't hesitate to contact us!

«Being a social intrapreneur is requesting more the qualities of a marathon runner than a 100 meters runner! Transformation leadership is based on resilience and patience.»

- Jean-Christophe Laugée, Head of the B4IG Incubator

About the 2022 Incubation program

- We will focus on project at early-stage concept or pilot.
- We will have workshops/training sessions by group of 3 project teams with experts.
- We will apply a new framework aiming at building a robust value proposition, designing innovative revenue model, and maximizing the project transformation through exponential growth plan. **The Incubator ambition remain to support the scalability of B4IG companies' social innovation thanks to collaboration between the coalition members including their partners.**

Design Robust Social Innovation



Guest Speaker



Dr Eliane Ubalijoro

Global Hub Director, Canada, Future Earth
Executive Director, Sustainability in the Digital Age

Being a Agent of Change for Good in Turbulent Times!

Facing the planet boundaries, we have to foster a system change through collaborative leadership in which regenerative and circular economy are possible. There is no compromising around the need to achieve All the SDGs as they are fully interconnected. **To do so, we have to flip the VUCA paradigm :**



«The Seventh Generation Principle is based on an ancient Haudenosaunee (Iroquois)* philosophy that the decisions we make today should result in a sustainable world seven generations into the future.»

- Dr Eliane Ubalijoro

7 Priorities for co-creating a sustainable and inclusive future together:

- 1. Build capacity** by engaging with intermediaries that can connect diverse actors across disciplines, including local actors, with technology experts to increase inclusivity in all sectors and appropriateness of technologies.
- 2. Encourage implementation of pilot projects** that are sustainable, transformative, and inclusive, to test and improve frameworks that can then be adapted and amplified across sectors.
- 3. Invest in blended finance mechanisms** to reduce risks and costs in enabling and scaling of solutions for in order to attract new investors.
- 4. Change narratives:** Shift the culture of collaboration by encouraging the sharing of failures and lessons learned to support a more agile and learning community of practice.
- 5. Create safe spaces:** Organize regular convening spaces where diverse actors can build trusted relationships and increase collective awareness on transformative governance.
- 6. Promote Inclusive Cultures:** Apply more inclusive and ethically-sound evaluation criteria to align with a just transition.
- 7. Support new leaders** locally connected able to integrate and adapt inclusive solutions in different social and economic systems across geographies.

Guest Speaker



Pierre-André Terisse
Founder and CEO - MIYA Senegal

The Keys to Success for a «Business Social»

MIYA is a water distribution company established in Senegal in 2018 that reached breakeven this year and will soon be replicated in other African countries.

MIYA's success is rooted in four main pillars:

- 1. MIYA has a clear purpose: provide access to safe water with limited plastic waste to people in cities.** We are not trying to maximize our short term profits but we aim at generating sufficient return to sustain our impacts in a autonomous way.
- 2. You have to take your time to design the right model.** You have to allow yourself and your organization to learn by doing and therefore to make mistakes. Don't be afraid to adapt several times your model.



- 3. MIYA's organization and operating model are flexible and lean.** We want to remain simple in our processes and reporting.

- 4. Make sure that from the beginning you think at scale.** Therefore you need to put in place at early stage the conditions for scale up. In the case of MIYA, we decided to go formal in a region where informality is the practice.

One advice to give your social innovation a chance to scale up: Protect your innovation through innovative funding mechanisms rooted in a patient capital approach.

«I don't believe that scaling up is decreasing the interdependency between social and business performances.»

- Pierre-André Terisse

Key Lessons from Project Teams

1. Enrich your Value Proposition

- **Challenge** your value proposition through benchmarking.
- **Design** a solution that will solve different problems for all stakeholders and **share it** with your stakeholders and beneficiaries to receive feedback and improve it.
- **Formalize** your project's value proposition in an appealing format.

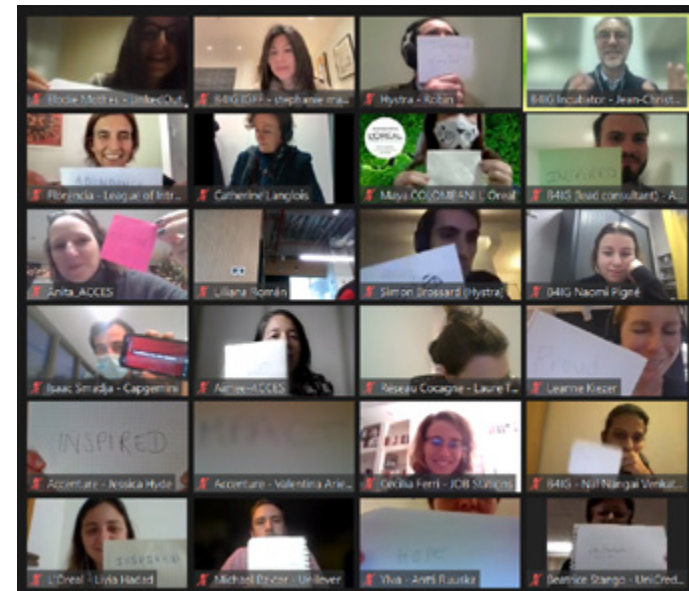
2. Build robust partnerships

The power of partnership and collaboration cannot be underestimated. Each partner and stakeholder has a unique contribution, expertise or skill set which when appropriately coordinated, can work together to achieve common goals.

1. **Aim for more than philanthropy:** build a common project around a shared vision for impact.
2. **Find concrete areas of potential collaboration** where your project can bring unique value.
3. **Be distinctive:** build on the unique skills and resources of all the partners.
4. **Start small with concrete opportunities in local territories:** learn and disseminate in broader geographies.

3. Think Scale-Up

- **Design a model that will be scalable** and which has both social outcomes and business returns.
- **Try to forecast what your innovation will look like** at scale and identify the tensions to overcome.
- **Find alternative funding models** to sustain your project.



«To innovate, innovate, innovate,
cooperate, cooperate, cooperate.»

- Jean-Christophe Laugée, Head of the B4IG Incubator

Projects Main Achievements with the Incubator

Human Rights

Ylva - The Inclusive Site team developed a new framework to foster inclusion of construction's workers and a value proposition for their stakeholders to support the deployment of this framework. Cooperation has been engaged between Ylva and Vinci on this topic with the support of the B4IG Working Group on Human Rights.

YLVA

Digital Divide

La Collecte project in partnership with Emmaüs France and Capgemini opened a new distribution channel for secondhand recycled computers equipping the not-for-profit organization Familles Rural with 170 computers contributing to reduce the digital divide and to develop circular economy.

Capgemini



Inclusive Sourcing

Danone Masi-Bambi-Sane team has identified the relevant stakeholders to further deploy its recycling program of polystyrene cups into school desks with the support of the local waste pickers. The project is still looking for local partners to strengthen the project.



L'Oréal Vulnerability Index in Action team has engaged the deployment of a tool to help suppliers to identify people in vulnerable situations. This tool aims at becoming a recruitment tool to be adapted and deployed outside Brazil as well. L'Oréal is proposing to share the methodology with all the coalition' members.

L'ORÉAL

Inclusive Workplaces

Accenture Job Stations in Italy has so far supported the professional inclusion of 100 people suffering from mental illnesses. Based on the successful deployment in Italy, Accenture Italy designed a plan for replication in France. Connections with 3 coalition members have been engaged during the acceleration.



The **Caisse des Dépôts** is supporting the Réseau de Cocagne scalability plan. To accelerate this plan, the Réseau de Cocagne build a partnership value proposition for corporates. Some organic gardens part of the Réseau are already partnering with Danone, Schneider, Vinci. Réseau Cocagne is working on how to capitalize on these local partnership to accelerate professional inclusion of underprivileged people.



Crédit Agricole, in partnership with Entourage, is experimenting the deployment of LinkedOut to share professional network with those who are excluded. In 2021, the Crédit Agricole engaged its Human Resources and Procurement teams to see how to integrate LinkedOut solution within the recruitment and procurement processes.



Young People

ACCES Employment Canada has successfully deployed a pilot program with Salesforce to digitally upskill Newcomer and Refugee Youth in Canada. Thanks to a robust value proposition, ACCES is looking for new partners, connections have been engaged within the coalition members and beyond to replicate the program according to potential companies' needs.



Based on the South African pilot, **Unilever** is aiming to develop the Level Up program across the company market geographies to equip 10M Youth with essential skills. The project team worked on Level up value proposition to valorize the mentoring activities and internships on top of the digital recruitment platform.



Thank you to all of the participants and congratulations to all the project teams for their work during the 2021 Acceleration program!

The Incubator will host an information session on January 18th, 2022 from 4pm until 5pm (CET) to present its new Incubation program. Connect on Zoom: <https://us06web.zoom.us/j/86745897160>

The Incubator remains at your disposal for any questions you may have! Contact us at incubator@b4ig.org.