Il ruolo dell’IT nella Corporate Social innovation

Prof. Paolo Landoni
Cosa è la Corporate Social Innovation (CSI)?
Creating Shared Value

How to reinvent capitalism—and unleash a wave of innovation and growth by Michael E. Porter and Mark R. Kramer
SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD

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

POLITECNICO DI TORINO e SIM
Innovation drivers

- Creativi
- Nuove tecnologie
- Cambiamenti del contesto, nuove leggi, nuovi trend socio-culturali
- Competizione
- Sviluppi dell’etica, bisogni sociali, sfide ambientali
- …
Come fare CSI?

- Strategia business
- Strategia di innovazione sociale
Discovery  Planning  Execution  Marketing
Quale ruolo per l’IT nella Corporate Social innovation?
The research

• A multiple case study with 8 large corporations in northern Italy

• Interviews with CIOs
CSI projects: the Stakeholders

Internal

External
CSI projects: the role of IT

Development

Customization
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CSI projects and technology: the process

Initiation and data collection

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What and Why

Corporate Strategy

Planning

When and Where
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Projects need champions …

CIO or CSR/CSI manager?
CSI projects: the role of the CIO

CIO Leadership role

CIO Support role

CSI projects | IT development | IT customization
---|---|---
Stakeholder interni
Stakeholder esterni

CEO involvement

X
What's Next?
Grazie per l’attenzione!

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