



SOCIAL & BUSINESS CO-CREATION: Collaboration for Impact

3 EXAMPLES OF CO-CREATION CASES



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Co-creation project?

A Co-creation project is **NOT** :

- a project that implies only a financial help or a material gift from one of the partners
- a project that the project leader does not want to dedicate him/herself to
- a project that implies actors from different sectors, but with no clear social objective
- a punctual event
- a project that can't be replicated or scaled up

A Co-creation project **IS** about :

- including underprivileged people into the market :
 - by co-creating new products and services, e. g. *Crésus and La Banque Postale*
 - by enabling adapted distribution systems
- developing access to employment to underprivileged populations, e.g. *Mozaïk RH and Adecco*
- encouraging a deep change within the companies, to transform their talents into changemakers, e. g. *BI and Ashoka*

Inclusion in the labor market

The Social Entrepreneur: Saïd Hammouche, Mozaïk RH: Saïd Hammouche created Mozaïk RH, a non-profit hiring agency to fight discrimination by promoting diversity and bringing talented professionals from marginalized social groups to corporations.

Corporate Partner: Adecco: Adecco is a Swiss multinational company, the world's largest provider of HR solutions.



Objective

Increase the number of job opportunities for youth from at-risk neighbourhoods: from currently 500 placements a year to 5,000 a year

Include diversity hiring in the offering of Adecco's "Expert" subsidiary by marketing diversity as a competitive advantage

Challenge

Limited investment capacity to scale up Mozaïk's impact through the creation of new agencies (currently 2 in France)

No specific expertise in diversity and in coaching youth from at-risk neighbourhoods to be ready for employment

Key Role

Bring a specialized hiring service by identifying and coaching high-potential youth with degrees from at-risk neighbourhoods to place them with Adecco clients

Promote Mozaïk RH services as part of its HR offering in 170 agencies

Societal Impact

- ✓ **Potential to significantly scale up** the number of beneficiaries by leveraging the marketing power of Adecco
- ✓ **Credibility of having Adecco**, a leading company in HR management, as a corporate partner

Economic Impact

- ✓ **Unique range of HR** service offerings including diversity hiring
- ✓ **Responding to corporate demand** for diversity hiring
- ✓ **Positioning Adecco** as a responsible company

Prevention of excessive consumer debt

The Social Entrepreneur: Jean-Louis Kiehl, CRESUS: Jean-Louis has developed an innovative approach to help individuals at-risk of over-indebtedness, often a door to social exclusion, restructure their budgets and sustainably improve their financial situations. Cresus uses a threefold approach based on education, prevention and early detection.

Corporate Partner: La Banque Postale Financement: La Banque Postale Financement (LBPF) is a subsidiary of the leading French bank, la Banque Postale, created in 2010 and dedicated to consumer credit.



Objective

Help people in financial crises find sustainable solutions through an innovative set of tools and personalized support

Prevent over-indebtedness among its clients to reduce associated economic, social and human costs

Challenge

Early identification of people in financial difficulties
Funding Cresus services

Support financially fragile customers toward better budget management, which is beyond the bank core expertise

Key Role

Provide expertise, tools and personalized support to at-risk bank clients through the platform

Create a **system to identify at risk customers** as well as an intermediation platform through which these clients can receive personalized support from Cresus

Societal Impact

- ✓ More people are able to improve **their financial health** (63-80% of Cresus beneficiaries are able to sustainably overcome over-indebtedness)

Economic Impact

- ✓ **Reduction of the number** of nonperforming loans and better management of debt situations with clients
- ✓ **Responsible credit provider**
- ✓ Significant **public savings** linked to debt

Inclusion in the labor market



The Social Entrepreneur: Thorkil Sonne, Specialist People Foundation: Thorkil is turning the handicap of autism into a competitive advantage in business and opening new opportunities for autistic adults. He has created a for-profit software testing company which employs high-functioning autistic adults and a Foundation to work with a larger group of autistic people.

Corporate Partner: SAP: SAP is the market and technology leader in business management software, solutions, services for improving business process.



Objective

Enable people with autism and similar challenges to find qualified employment and live active and productive lives

Hire autistic people in specific parts of the organization such as software development and data processing where they can perform or outperform required tasks

Challenge

Increase the number of opportunities for people with autism to 1 million people

Manage people with different abilities such as autistic people

Key Role

Identify and hire people with autism willing and able to work on SAP projects

Employ people with autism giving them jobs that enable them to apply their full abilities in specific sectors of the organization

Societal Impact

- ✓ Placement of **more people** with autism in qualified jobs
- ✓ High visibility of the SAP partnership to **promote autism as a competitive advantage** in business and advance its advocacy goals

Economic Impact

- ✓ Access to a **highly qualified**, non traditional pool of talent
- ✓ Integration of autistic people in teams as a **booster for innovation** and employee motivation
- ✓ **Responsible company** image