

**Social innovation:**  
good practice and practical  
experience for building  
social value into companies

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# Growing expectations on companies



*Environmental, social, and governance (ESG) factors relevant to a company's business can provide essential insights into management effectiveness and thus a company's long-term prospects.*



*Society is demanding that companies... serve a social purpose. To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.*



*The world needs your leadership...from retirement to infrastructure to preparing workers for the jobs of the future – that cannot be solved without corporate leadership.*

## BLACKROCK

Larry Fink, 2017...

...2018

...2019

# Mainstreaming of social value strategies

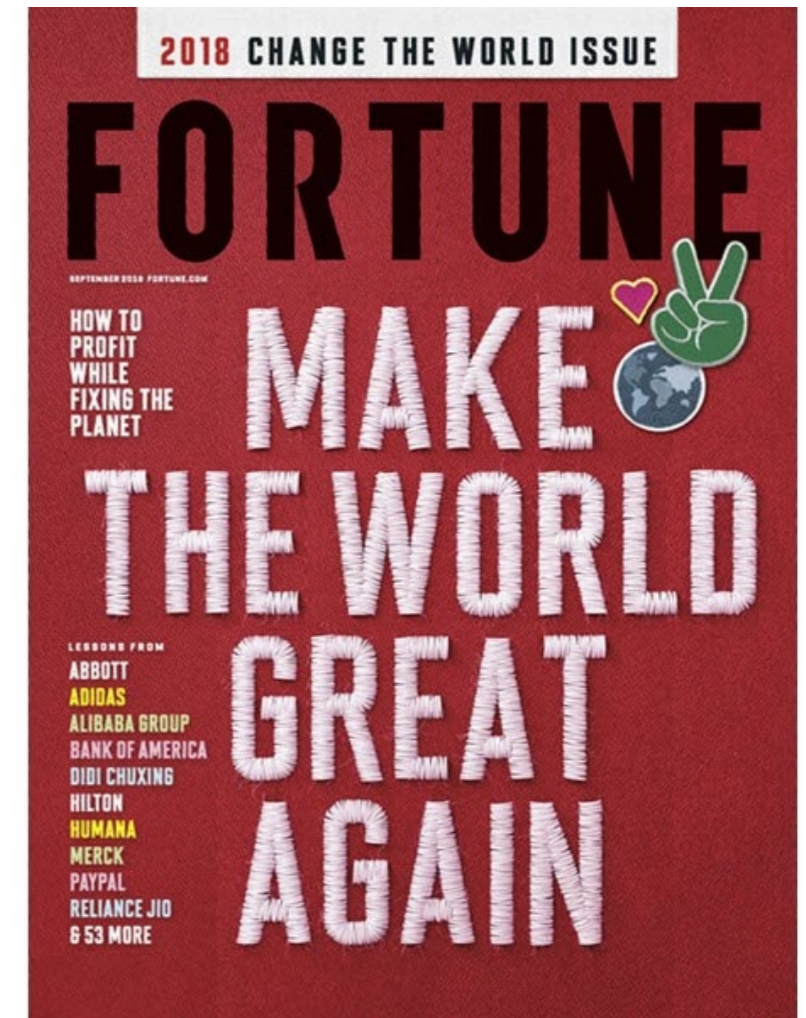
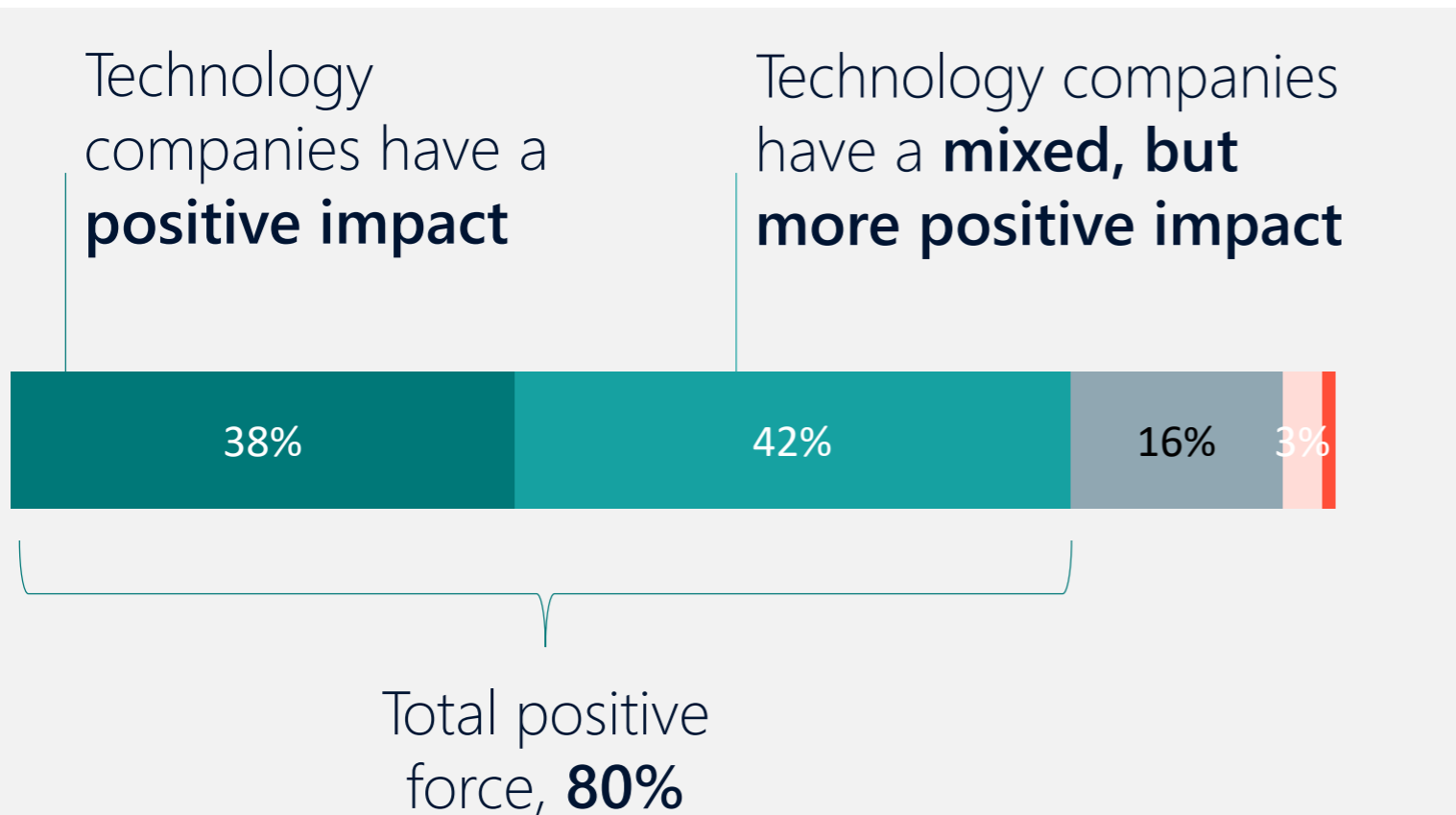
**64%**  
of S&P 100

**66%**  
of FTSE 100

aligned to the Global Goals



# Opportunity for tech companies



# Challenge for technology sector

76%

say social media companies **should be held legally responsible** for allowing false or misleading content on their platforms

73%

say the EU should be **more active in regulating technology companies**

62%

say tech companies are currently **not paying their full share of taxes** and EU governments should aggressively enforce the tax laws for these companies

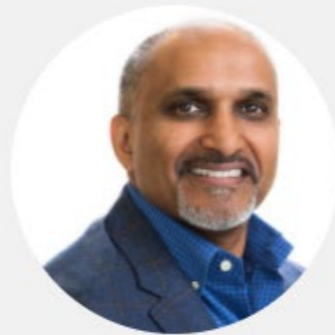
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