

Corporate Social Innovation

Key Insights on European Companies
Catalysing Impact in India

May **2023**

In partnership with:



Credits

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Preface



As Europe's investing for impact network, with nearly 20 years of experience in fostering an enabling ecosystem for impact, the EVPA community knows the role that regulation can play in building (or killing!) a market.

That is why, nearly 10 years after a change in regulation which mandated that 2% of corporates' profits in India have to be deployed in CSR activities, we decided to partner with Sattva and assess the impact and trends that could be relevant and replicated across regions.

The insights, in terms of the size of assets deployed, the models of innovation and the replicability – not just across the Global South but in the Global North, too – exceeded any expectations we might have had. This is truly a landmark report.

We encourage business leaders, philanthropists, policymakers, social impact organisations and impact investors to read this report with fresh and open eyes. Only then can we see what opportunities can be unlocked when private and public resources and competences are mobilised at scale – and for impact.

Roberta Bosurgi
CEO, EVPA

Foreword



“ Over the last decade, India has made great strides on a range of socio-economic indicators. Social innovation has played a catalytic role in moving the needle of societal progress in India and several of the corporate social innovation efforts in India are replicable across other countries, as we see in some of the case studies spotlighted in this study. It is heartening to see European companies putting their weight behind important societal issues in India, not just since the Corporate Social Responsibility (CSR) Law, but even prior to that. Economies in the Global South and North can draw learnings from the innovative solutions developed by these companies in solving some of India’s complex societal problems. ”

Srikrishna Sridhar Murthy
CEO, Sattva Consulting

India is one of the few countries in the world to have legally mandated companies above a certain revenue size to allocate a part of their net profits to solve developmental challenges. Several Indian companies as well as European corporates had already embarked on similar social initiatives before the ‘Corporate Social Responsibility (CSR)’ came into force in 2014 in India. This legal mandate, however, gave additional impetus to domestic and foreign companies alike, encouraging them to align societal impact with their business goals. The result is a dynamic ecosystem of companies, incubators/accelerators, philanthropic foundations, research institutions and government, working with frontline organisations like charities, NGOs, and social enterprises to find innovative solutions for India’s complex societal challenges.

To explore how European companies are using social innovation in India to go beyond the mandatory CSR requirements, we conducted an extensive mapping of the corporate social impact landscape in India and interviewed multiple European corporates that are aligning their social impact initiatives with the country’s development priorities.

The team at Sattva analysed the CSR data* of 1,537 companies that contribute to 85% of the CSR spend in India for this report. Among these companies, 148 are of European origin, accounting for 45% of the global corporates’ CSR spend in India. This report examines their expenditure across various thematic areas and geographic regions.

European companies in India are accelerating innovation, not just to create business value, but also to make an impact on society. They are primarily using “five levers of social innovation” that create value for society, which are the focus of this report. The report also showcases a heterogeneous mix of case studies from European companies and their work on social innovation in India; including examples of their innovative work that originated in India and have been taken to other countries not necessarily just Global South. Eg; Swiss Re’s Shine has been taken to US, UK, Switzerland as well.

We hope that the insights and findings presented in this report will inspire and encourage more companies to embrace social innovation and contribute towards Sustainable Development.

The Sattva Knowledge Institute (SKI) team conducted interviews with 16 companies of European origin from diverse sectors to delve into the reasons behind the trends identified in IDI's analysis.

ALSTOM



**Boehringer
Ingelheim**

BOSCH
Invented for life

Capgemini

Castrol

ONESIGHT
EssilorLuxottica Foundation

Hindustan Unilever Limited

Mercedes-Benz

novozymes

SAINT-GOBAIN

SCHAEFFLER

**Schneider
Electric Foundation**

**Swiss Re
Foundation**

TESCO

Tetra Pak
PROTECTS WHAT'S GOOD

VI

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We are grateful to these leaders of European companies in India who gave us their valuable time and contributed to this report. Their insights and experiences have influenced the shaping of the report, providing key learnings and building our understanding of corporate social innovation initiatives in India.

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Head - CSR
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VP - CSR and Sustainability
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Executive Summary

As India enters its eighth decade of independent governance, it stands at a pivotal moment of transformation, with immense potential for substantial economic growth and significant strides towards achieving the nation's Sustainable Development Goals (SDGs). In 2014, India set a precedent by becoming one of the first few countries in the world to legally mandate Corporate Social Responsibility (CSR), requiring companies above a certain financial threshold to allocate a minimum of 2% of their average net profits over the past three years to CSR initiatives.

The private sector has emerged as a catalyst in India's development narrative, investing close to €13.5 billion since 2014 and demonstrating its commitment to creating social impact and driving positive change. This study captures 6 key trends of European companies' social innovation efforts in India.

1

European companies operating in India have spent €618 million towards social innovation over the last seven years, contributing 45% of the total CSR spend by multinational companies.

2

The Fast Moving Consumer Goods (FMCG) sector has emerged as a leader in driving social innovation efforts in India, contributing 17% of the total CSR funding by European companies.

3

More than 50% of social investments by European companies in India have been channelled towards Education, Healthcare and Livelihood enhancement efforts, aided largely by CSOs and corporate foundations.

4

European companies need to increase their spend towards environmental sustainability in the years ahead as focus shifts to strongly integrating ESG and CSR.

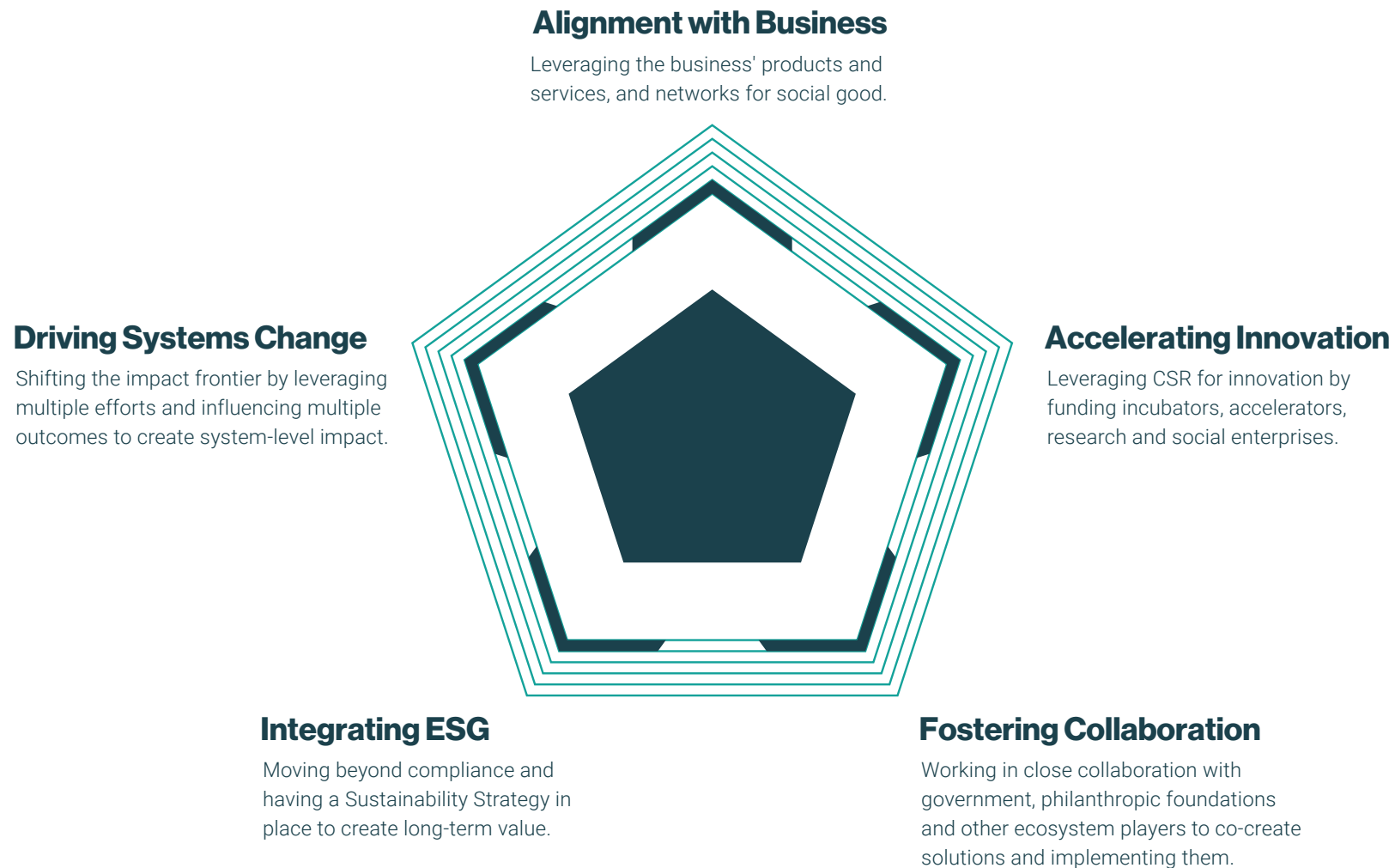
5

Only 2% of CSR funding is directed towards the lesser developed states in Northeast and Central India, where the needs are the highest.

6

Of the 148 European companies researched in this report, a third of them have a corporate foundation in India and 61% of these were established prior to 2014 when CSR was mandated, indicating their long standing commitment to philanthropy and social responsibility.

European companies in India are increasingly adopting 'five levers of social innovation' for impact. These levers signify the blurring of lines between business and social responsibility, and the accelerated thrust on innovation to address social, environmental and business challenges.



Corporate Social Innovation

Fostering development in India

The private sector has emerged as a key player in India's development story, with over 1.4 million active companies in 2022. More than 29,500 of these companies have collectively invested nearly €13.5 billion towards social impact since 2014.

What is Corporate Social Responsibility?

CSR in India takes a compliance-driven approach, mandating companies to undertake investments to solve societal challenges. CSR has become an additional source of development funding in India, through which companies undertake social impact efforts aligned to their business goals and core competencies.

Companies are required to undertake their CSR activities against specific thematic areas, as defined under Schedule VII of the Companies Act, 2013, listed in this report. Additionally, the law pertaining to CSR requires a high degree of transparency and accountability by the board of directors of the company, bringing to bear strategic thinking in solving social issues.

In 2014, India became one of the first countries in the world to mandate Corporate Social Responsibility (CSR) through legislation.

According to the
Companies Act
2013, all companies
with a...

Net Worth - **€56 million OR**
Annual turnover - **€110 million OR**
Net profit - **€0.5 million**

are required to
comply with the
law by...

spending at least **2%** of their
average net profit of the preceding
three financial years on social
impact programmes.

India's CSR Journey

INITIAL IMPLEMENTATION

MANDATED CSR SPEND

Companies Act, 2013 comes into effect

2017 AMENDMENT TO COMPANIES ACT

CSR Policy to call out activities being pursued in line with Schedule VII, net profit defined in the CSR Rules, etc.

CSR shifts from being a voluntary initiative to a mandate

2014

2017 - 2018

2021 AMENDMENT TO CSR RULES

Rules amended with inclusion of impact assessment, ongoing projects, unspent CSR, etc.

2019 AMENDMENT TO COMPANIES ACT

CSR applicable to companies even if they haven't been in existence for three years. Penal provisions introduced, etc.

2021

2019

2022 AMENDMENT TO CSR RULES

Rules amended with inclusion of other implementing agencies, modifications to disclosures, etc.

CSR law will evolve to become more comprehensive and inclusive

2022

2023 ONWARDS

SOCIAL STOCK EXCHANGE

2023

Securities and Exchange Board of India (SEBI) granted approval to National Stock Exchange (NSE) to launch a Social Stock Exchange (SSE)

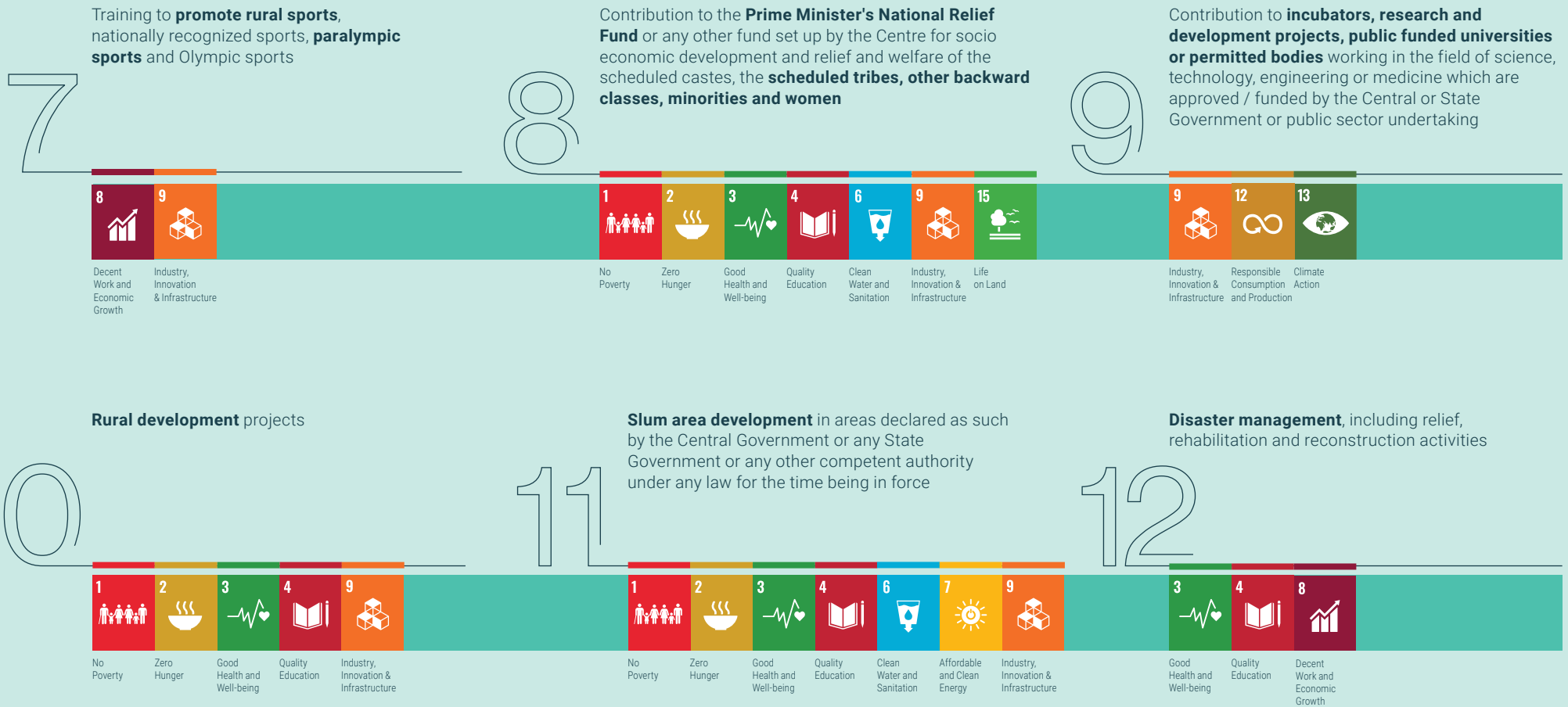
This move is a game-changer for social impact investment in India and presents an opportunity to unlock capital from institutional funders – CSR, corporate foundations, domestic foundations, HNWIs, and global foundations

For social impact organisations, SSE will provide a new source of capital that can help fund their operations and growth

Schedule VII CSR activities allowed under the Companies Act, 2013 contribute to multiple SDGs, excluding SDG 16 (peace & security) and 17 (partnership), which are in fact, outcomes and enablers for corporate responsibility



Schedule VII CSR activities allowed under the Companies Act, 2013 contribute to multiple SDGs, excluding SDG 16 (peace & security) and 17 (partnership), which are in fact, outcomes and enablers for corporate responsibility



About the Study

The study aimed to understand the social responsibility models adopted by 148 European corporates in India and their approaches to social innovation.

29,500

Sattva's India Data Insights (IDI) team analysed 29,500 companies that have contributed towards CSR in India since 2014. Data was taken from the Ministry of Corporate Affairs for the last 7 years.

1,537

The report analysed **1,537 companies** which comprise 85% of the cumulative CSR spend in India.

148

Of these **1,537 companies**, **148 companies are of European origin.** The IDI team conducted detailed data analysis of the corporate social innovation efforts by these 148 companies to identify key trends.

16

The Sattva Knowledge Institute (SKI) team conducted interviews with 16 companies of European origin from diverse sectors to delve into the reasons behind the trends identified in IDI's analysis. These interviews aimed to uncover the drivers of social innovation and to gain insights into the learnings and best practices. The findings from these interviews have been presented as case studies in the report.

6 Key Social Innovation Trends of European Companies in India

European companies operating in India have spent €618 million towards social innovation over the last seven years, contributing 45% of the total CSR spend by multinational companies.

KEY TRENDS ON SOCIAL INNOVATION EFFORTS

1

€88
million

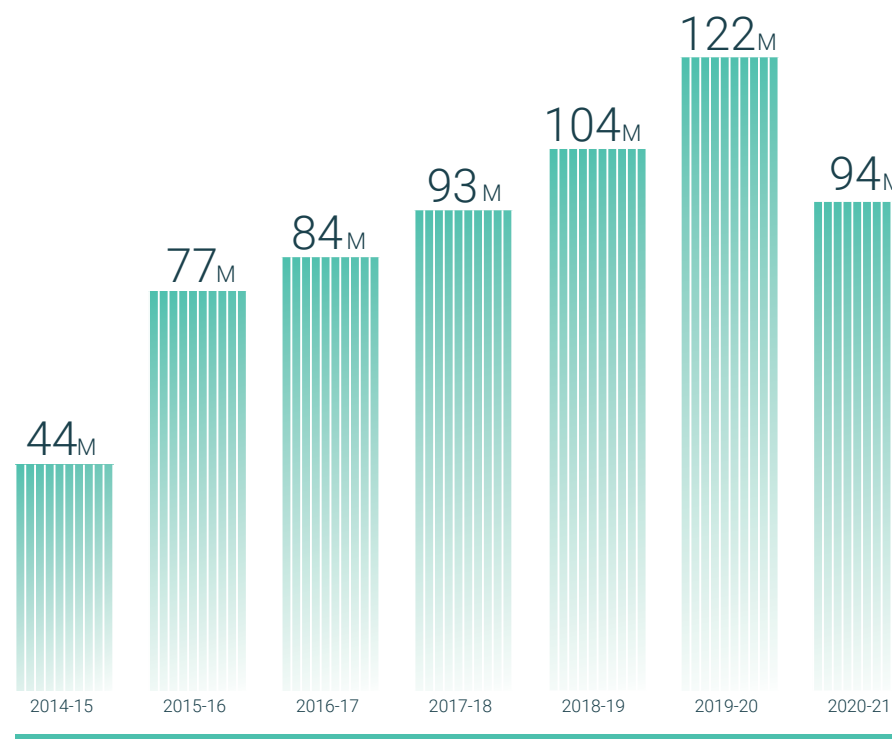
is the average annual CSR investment by European companies in India.

22.6%

Compound Annual Growth Rate (CAGR) from 2014-20, reflecting a commitment to social impact and sustainability.

Multinational companies accounted for 16% (€1.4 billion) of the total CSR spend by the private sector* in India. European companies contributed to 45% (€618 million) of that spend.

Europe has also emerged as a leading foreign investor in India, with its share in stock of foreign investment reaching €87.3 billion in 2020, up from €63.7 billion in 2017, 1 highlighting the immense potential of CSR funding by European companies to drive India's development, in line with their growing interest in India as a strategic market.



*Data as of Mar'22 . FY 2020-21 is not yet fully available
Note: Total CSR Spend by 148 EU companies considered for analysis is €618 million

2

The Fast Moving Consumer Goods (FMCG) sector has emerged as a leader in driving social innovation efforts in India, contributing 17% of the total CSR funding by European companies.

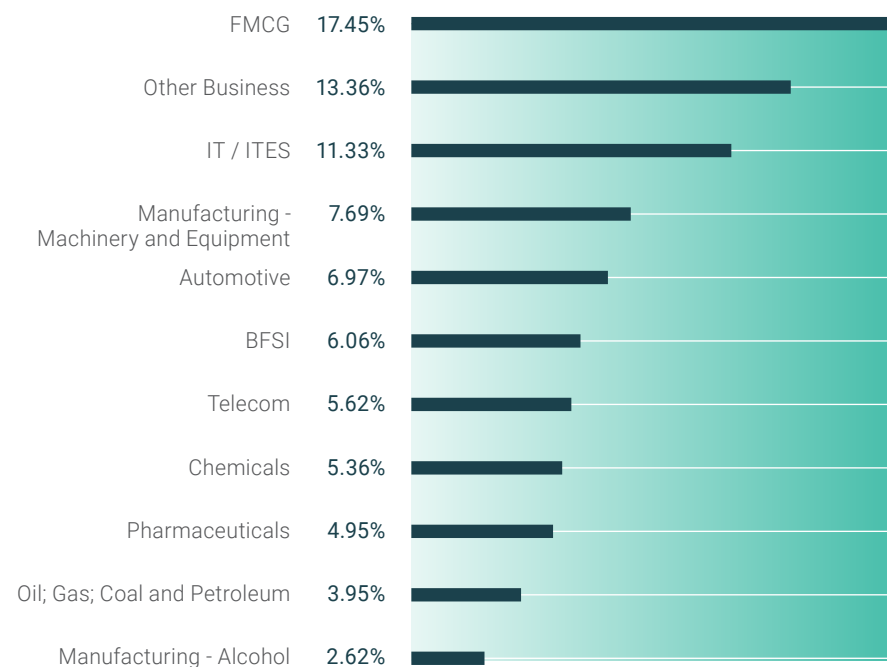
KEY TRENDS ON SOCIAL INNOVATION EFFORTS

2

50% of total CSR spend comes from these top 5 sectors i.e. FMCG, Information Technology (IT), Manufacturing, Automotive and BFSI.

FMCG is the 4th largest industry sector in India and European companies in the sector are making significant CSR contributions supporting education, healthcare, and the environment. Given their vast value chains, mitigating the impact of their business through waste management, afforestation, water rejuvenation, among others continues to be critical.

The IT sector has also witnessed an increase in their CSR spend, given their growing share of India's GDP. These companies have a strong 'Tech for Good' agenda and are leveraging their technology capabilities to help include digitally-excluded communities.



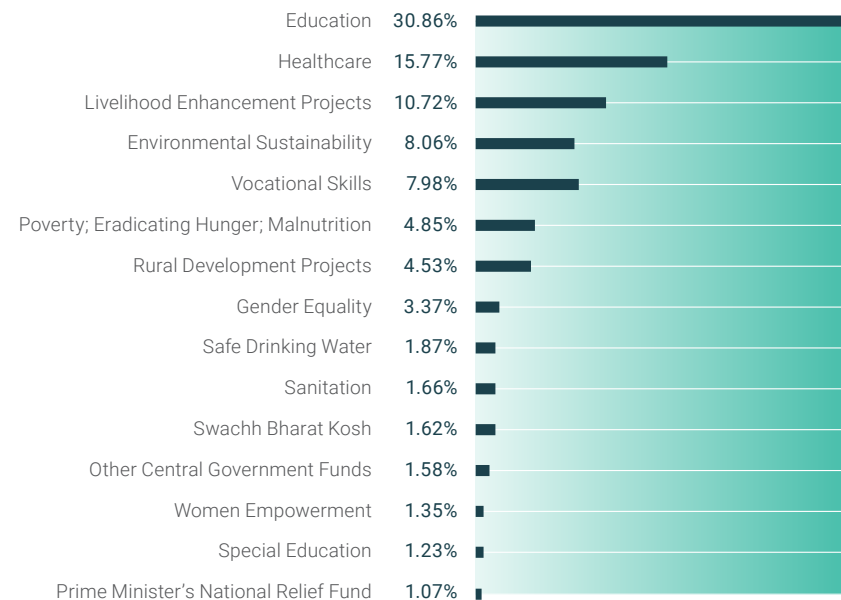
Note: Total CSR Spend by 148 EU companies considered for analysis is €618 million

More than 50% of social investments by European companies in India have been channeled towards Education, Healthcare and Livelihood enhancement efforts, aided largely by CSOs and corporate foundations.

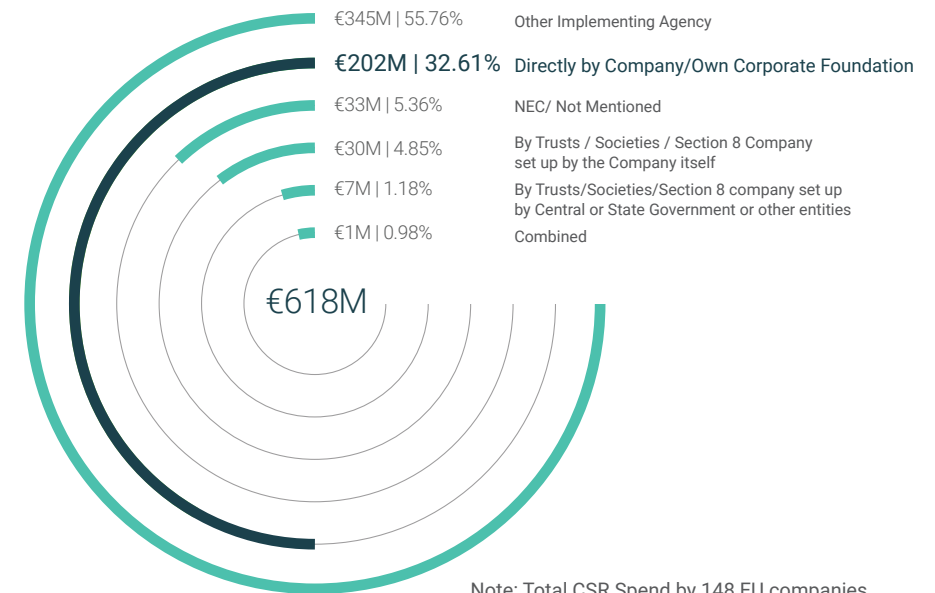
KEY TRENDS ON SOCIAL INNOVATION EFFORTS

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Thematic focus areas



Implementation considerations



Note: Total CSR Spend by 148 EU companies considered for analysis is €618 million

Key Facets of CSR Spend

31%

Spends invested on education

34%

Share of the three next highest recipient areas - healthcare, livelihoods and environment

56%

of CSR spends have been made through implementation partners such as CSOs and NGOs

38%

of CSR contributions have been made by companies either directly or through their own corporate foundations

European companies need to increase their spend towards environmental sustainability in the years ahead as focus shifts to strongly integrating ESG and CSR.

KEY TRENDS ON SOCIAL INNOVATION EFFORTS

• • • 4 • •

€50
million

CSR funding by European companies towards environmental sustainability in India over the last 7 years

The pressures on corporations to perform responsibly and take accountability for their impact is only growing around the globe. The key drivers for these changes can be attributed to investor pressures, consumer expectations, regulatory norms, global competition and climate change risks.

CSR has always been a critical means for the business to interact with the communities and contribute to solving socio-environmental challenges. Environmental initiatives which have seen sharper focus range from supporting energy equity and access, to afforestation, waste management, water stewardship, education for environment and such other related themes. The integration of ESG and CSR will see this focus further sharpened in the next few years.

Funding Towards Environmental Sustainability Over Last 7 Years



Note: Total CSR Spend by 148 EU companies considered for analysis is €618 million

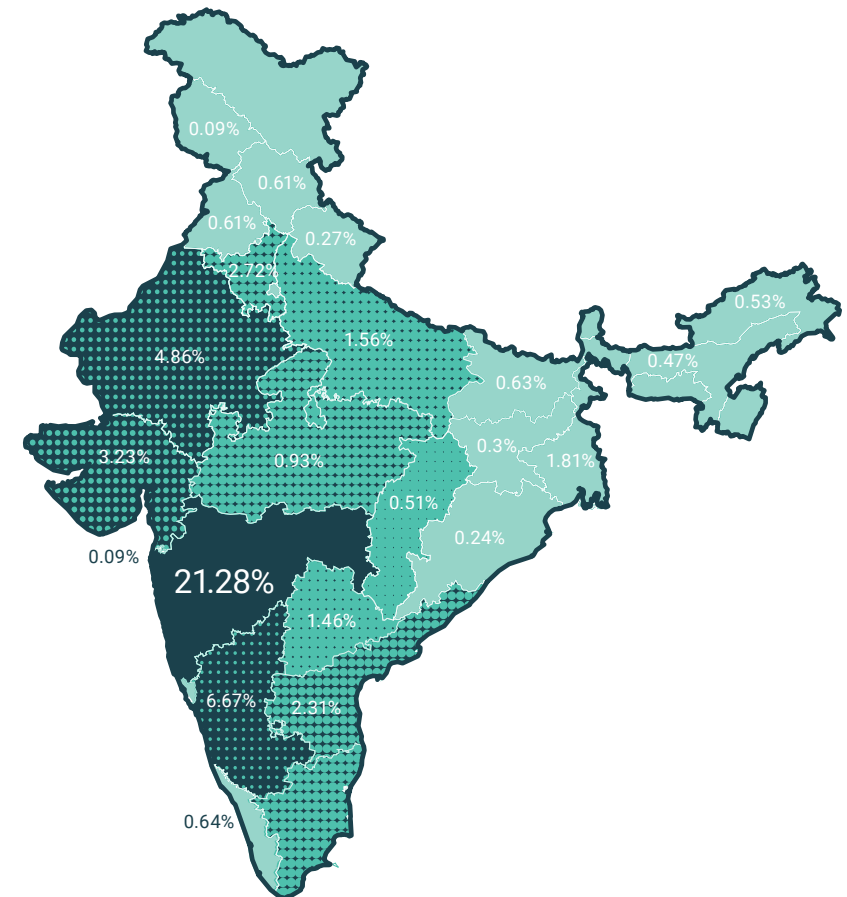
Only 2% of CSR funding is directed towards the lesser developed states in Northeast and Central India, where the needs are the highest.

43% of European companies' CSR spend in India is focused on multi-state projects, showcasing their commitment to drive positive change across the country.

Over **30%** of the spend has been channelised towards Western India.

Over one-fifth of the CSR spend is invested in one state - Maharashtra, the commercial capital of India. The Western region, which is the most industrialised region, receives almost one-third of the CSR spend.

In contrast, the Northeast and Central regions, which are comparatively less developed, receive the least CSR funding. Central India received only 1.44% of total CSR funding, and Northeast states received 1.03%. This skew in funding is due to companies often prioritising their CSR activities in areas closer to their manufacturing facilities and offices.



Share of CSR Spend



Note: Total CSR Spend by 148 EU companies considered for analysis is €618 million

India has undertaken focused efforts to uplift the most disadvantaged districts through the Aspirational Districts Programme. The contribution of CSR funding to these priority districts is still abysmally low; highlighting the urgent need for the private sector, including European companies, to address the needs of these geographies.



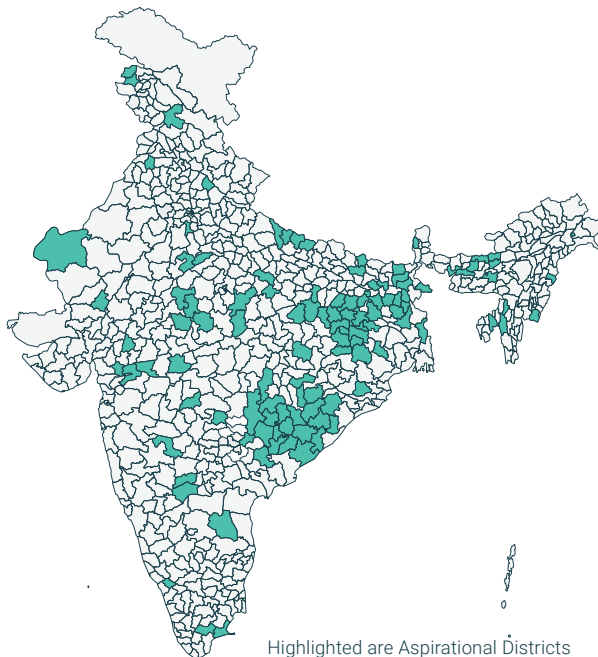
Launched in 2018 by NITI Aayog, the Government of India's apex policy institution, the **Aspirational Districts Programme** is designed to provide targeted support for the development of specific districts. The programme focuses on five key thematic areas: health & nutrition, education, financial inclusion & skill development, agriculture, and basic infrastructure.



Out of the 766 districts in India, **112 districts have been identified as Aspirational Districts** and are actively involved in the programme. These districts, which represent approximately 14.6% of India's total districts, house about 21% of the country's population. Close to 40% of these districts are in the eastern part of India.



Despite their significant population and development needs, these districts have received only around **1.76% of the total mapped CSR contributions in India** since the programme's inception. **This highlights a substantial opportunity for companies to redirect their CSR investments towards these geographies, ensuring a more inclusive and targeted approach to address the pressing needs of these districts.**



“ In 2020, Bayer CSR reframed its strategy to look at building long term impact driven programmes across rural communities.

As we held discussions with our stakeholders, the lack of development across aspirational districts came up again and again. Here were districts that were low on indices of prosperity. They lacked accessibility to major transport networks. The communities had limited or no means to harness the benefit of technology, resources and new skills. Women had very little say in being agents of change.

It was clear to us that the path to new transformational India lay through change in the aspirational districts.

We believe our holistic ecosystem approach and the courage to reinvent and redesign our strategy across healthcare and agriculture, keeping women at the center, is key to creating sustainable solutions for the future. ”

Sarita Bahl

Country Group CSR Head - South Asia &
Director - Bayer Foundation India

6

Of the 148 European companies researched in this report, a third of them have a corporate foundation in India and 61%* of these were established prior to 2014 when CSR was mandated, indicating their long standing commitment to philanthropy and social responsibility.

KEY TRENDS ON SOCIAL INNOVATION EFFORTS

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Prior to the enactment of the CSR law in India in 2014, there was no legal obligation for companies to engage in social responsibility initiatives; however, several large firms had voluntarily established foundations and trusts to support various social welfare programmes in India.

Setting up corporate foundations in India helps to systematically establish a company's presence in the development sector and have the following benefits, particularly useful for the implementation of CSR:

Fund management

Effective management of large pool of funds

Collaboration

Allows for multiple group companies and stakeholders to pool funds

Transparency

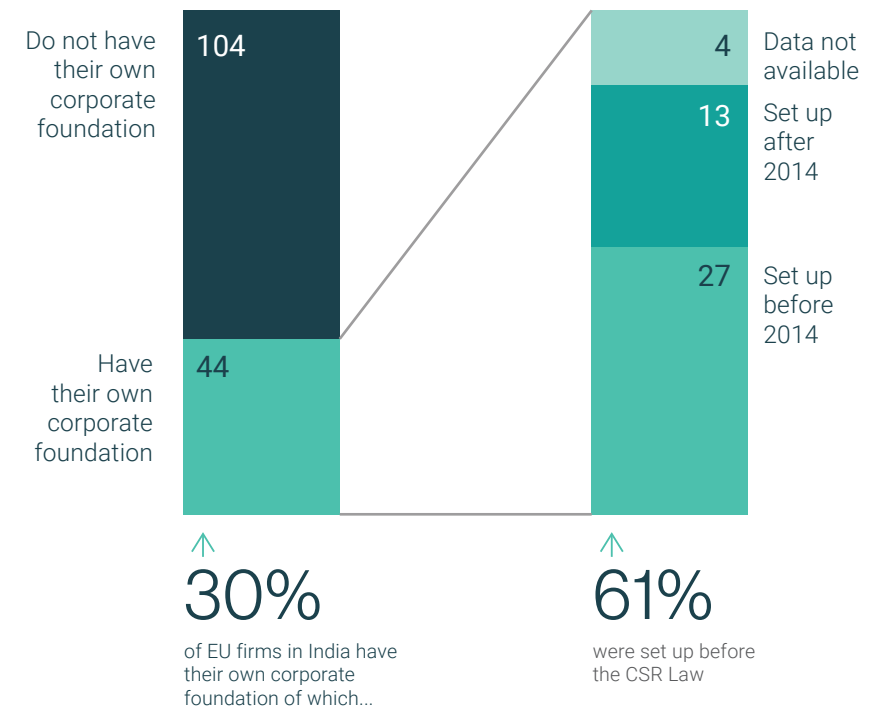
Better monitoring of philanthropic operations by the parent company

Shared services

Foundations can utilise support infrastructure like IT, audit, etc. of the parent company

Governance

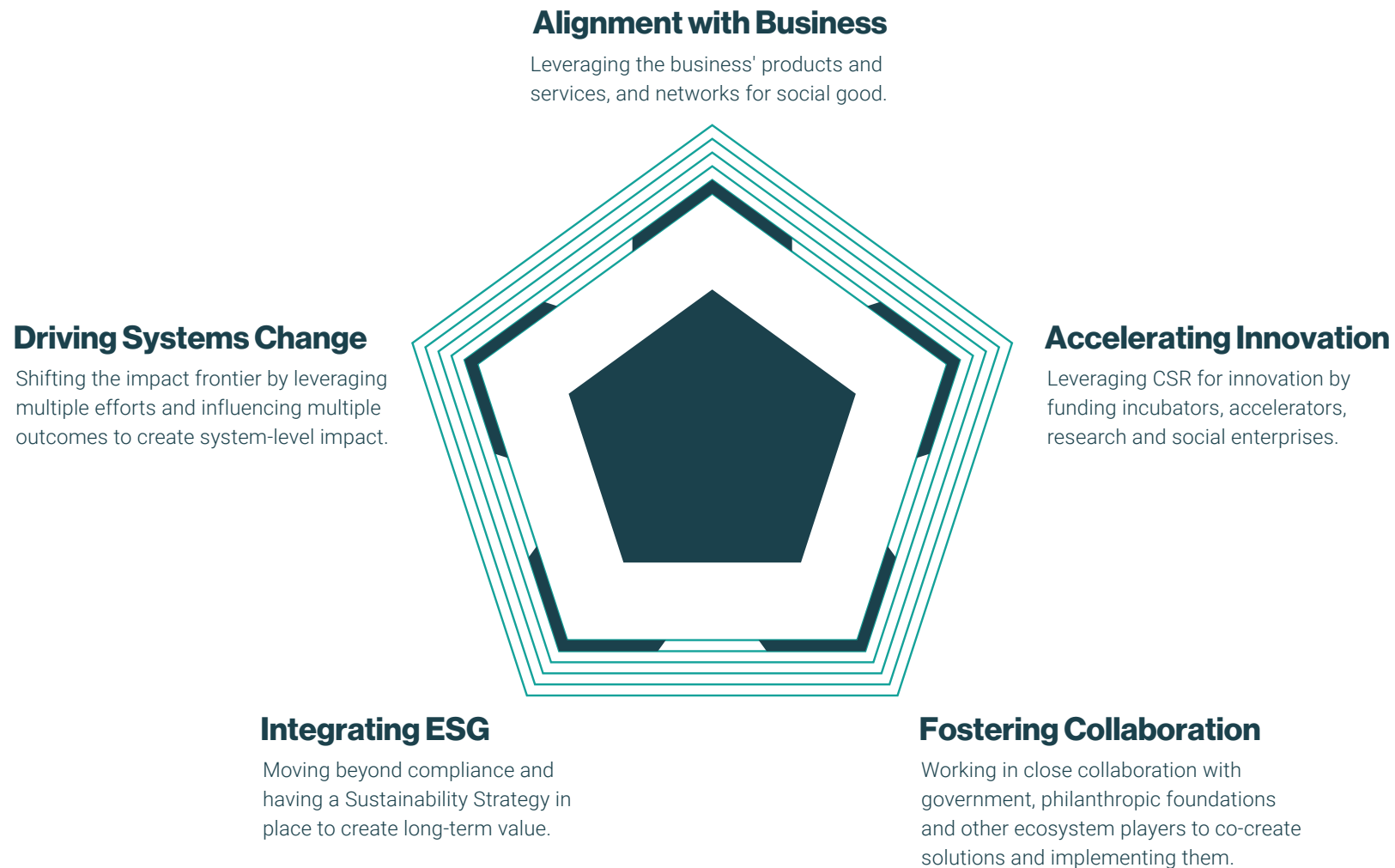
Foundations can adopt governance practices and values of the parent company



Note: Total CSR Spend by 148 EU companies considered for analysis is €618 million

Key Levers of Social Innovation

European companies in India are increasingly adopting 'five levers of social innovation' for impact. These levers signify the blurring of lines between business and social responsibility, and the accelerated thrust on innovation to address social, environmental and business challenges.



Alignment with Business | European corporates are increasingly moving towards aligning impact goals with business interests, priorities and expertise.

DRIVERS OF SOCIAL INNOVATION EFFORTS

- Alignment with business
- Accelerating Innovation
- Fostering Collaboration
- Integrating ESG
- Driving Systems Change

“ Saint-Gobain recognises and addresses three main challenges of workplace learning w.r.t Indian skill & knowledge ecosystem. These are: the most ideal place to train, the most competent people to train with, and offer livelihood support during training. Through its 'Learn while Earn', the company has initiated a benchmark programme for industries that ensures continuity of learning, emulates and accelerates impactful workplace learning, and provides fiscal & livelihood support to the beneficiaries and their families. ”

P Padmakumar

Executive Director - Human Resources &
Head-CSR, Saint-Gobain India Pvt. Ltd.

INTERVENTION SPOTLIGHT



Leveraging Business Expertise
to Reimagine Future Habitats

Saint-Gobain, a leading French manufacturer of building materials, leverages its business expertise to develop innovative building materials and solutions that reduce energy consumption, lower emissions, and promote circularity. Leveraging its expertise in building materials, Saint-Gobain has structured its flagship CSR portfolio to create an ecosystem that supports sustainable infrastructure.

One such key initiative is their "Gift of Education - Learn While Earn" programme, that not only creates education and employment opportunities for underprivileged youth, but also imparts skills to handle sustainable infrastructure. It provides a Diploma in Manufacturing Technology to the trainees.

Saint-Gobain is fostering change above and beyond their corporate social responsibility through their Open Innovation Program that supports startups to solve challenges in construction, industrial, and automotive markets. Saint-Gobain provides mentorship support, including guidance by senior industry leaders, and in-house subject matter experts, as well as access to project-specific data to test and co-innovate solutions. The company provides domain expertise and enables access to technology building blocks.

Saint-Gobain is also partnering with IIT Madras to set up a 100% renewable energy research park to accelerate the "transition to a low-carbon future" and help India achieve its net-zero targets.

Alignment with business

● Accelerating Innovation

Fostering Collaboration

Integrating ESG

Driving Systems Change

Accelerating Innovation | European corporates are increasingly supporting incubators, accelerators and social entrepreneurs to solve India's complex development problems.

CSR regulations allow partnerships with incubators and accelerators to support innovations.

The Government of India is supporting the growth of the startup and innovation ecosystem to drive socio-economic development. Initiatives such as Atal Innovation Mission, Digital India, Make in India, and Startup India, are being run to facilitate this acceleration.

Corporates too are increasingly collaborating with incubators and academia to finance and build the capacity of social enterprises and NGOs that tackle social issues. Their expertise and funds help scale solutions in diverse areas like financial inclusion, mobility, green energy, healthcare and education, among others.



Winners from Schaeffler's Social Innovator Fellowship Program.

Image Source: Schaeffler India Ltd.

“ We believe that social innovation and entrepreneurship are important tools for enabling national development, sustainability transitions, and societal progress. Achieving this requires the efforts of people and resources. Given that companies have access to resources and the best talent, there is tremendous potential to develop new approaches, create solutions, and emerge as change agents for society. Companies are seeking co-developers for innovation through strategic partnerships with governments and nonprofits. These synergistic partnerships go a long way in making a sustainable, social impact. ”

Yogesh Kapse

CSR Head of Schaeffler India

INTERVENTION SPOTLIGHT

SCHAEFFLER

Reducing Agri-waste
Through Innovation

Schaeffler, a German automotive company, through its Social Innovator Fellowship Program recognises and rewards individuals, groups and institutions who are developing unique solutions with a potential to positively impact society at scale.

In 2021, it looked to address the problem of post-harvest wastage of horticultural produce by supporting an agri-tech venture that has developed a solution called 'Sabjikothe / Preservator'. This wheel-mountable, storage-cum-transportation solution extends the shelf-life of horticultural produce from 3 days to 30 days using only 20 watts of power and a few litres of water.

This innovation has been deployed by the state government of Arunachal Pradesh and has several benefits, including reducing waste by more than 30%, increasing small and marginal farmers' income by 50%, and reducing energy consumption by more than 80%.

Additionally, it has multiple health benefits, as it kills deadly pathogens and makes food safe for consumption. With a small investment of €111, it is possible to avoid up to 1276.8 Kg of CO₂ emissions per year, equivalent to cultivating about 60 trees.

Schaeffler India is also accelerating innovation through an eight-week mentorship programme at CII (Centre for Innovation Incubation and Entrepreneurship), the incubator arm of India's premier B-school, IIM Ahmedabad. The programme provides access to tools, frameworks, and actionable content on building blocks of startup ventures to scale.

Fostering Collaboration | European corporates are increasingly forging partnerships with government, corporates, philanthropic foundations and other ecosystem players to drive scale and sustainability of solutions.

SDG 17 - Partnerships for the Goals, captures the essence that in order to achieve all the other Sustainable Development Goals, collaboration and cooperation are going to be key enablers.

Partnering with stakeholders on aligned interests maximises impact, promotes knowledge sharing, and optimises resource use. European companies, with their experience in working on SDGs globally and in India, can inspire innovative partnerships and influence the rest of the ecosystem.

“ We wanted to show the impact of creating a region where everyone can see clearly and reach their full potential due to the simple intervention of good vision. Good vision not only impacts an individual's quality of life, but it also has positive outcomes for families, communities and society by improving educational outcomes, workplace efficiency and safety and road safety - to name just a few benefits. We hope our work and the work of our partners in Doddaballpura, will help more Governments to realise the cross-cutting benefit of seeing clearly, something that is taken for granted by so many of us. ”

Anurag Hans
Head of Mission and President
OneSight EssilorLuxottica Foundation

DRIVERS OF SOCIAL INNOVATION EFFORTS

Alignment with business

Accelerating Innovation

● **Fostering Collaboration**

Integrating ESG

Driving Systems Change

INTERVENTION SPOTLIGHT



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Eliminating Poor Vision
Through Good Vision -
One Region at a Time

ONESIGHT EssilorLuxottica Foundation, is a registered charitable organisation reflecting the commitment of EssilorLuxottica to eliminate uncorrected poor vision in a generation. It brings together EssilorLuxottica's philanthropic, advocacy actions and investments. In collaboration with the Government of Karnataka's Ministry of Health and Family Welfare and Drishti Eye Hospital they launched a project called "Namma Kannu Namma Doddaballapura" (which literally translates to "Our Eyes, Our Doddaballapur") in 2018 to address and eliminate the problem of poor vision in Doddaballapura, a sub district in Karnataka, India.

The project provided free general eye checkups at the doorstep of the residents through mobile clinics, equipped with necessary facilities and staffed by trained facilitators. The eye care services extend to all age groups in the region and include free consultations for necessary treatments and surgical interventions. With over 300,000 residents screened in 384 villages and 32 urban conglomerates, 42,000 spectacles have been dispensed, and 8,000 cataract cases identified and addressed. EssilorLuxottica through its philanthropic initiatives, expertise and partnership with the government brought access to vision care and made Doddaballapura the first sub district in India free from poor vision.

Fostering Collaboration | European corporates are also forging partnerships with local community bodies and ecosystem players to address complex, last-mile challenges.

DRIVERS OF SOCIAL INNOVATION EFFORTS

Alignment with business

Accelerating Innovation

● **Fostering Collaboration**

Integrating ESG

Driving Systems Change

INTERVENTION SPOTLIGHT



Empowering Communities
with Water Accessibility
and Sustainability

Novozymes' flagship CSR initiative, Novozymes Water Opulence (NOWO), is making a significant impact on the availability and accessibility of water for villages in and around their Patalganga plant in Maharashtra's Raigad district. The project is creating a life-changing impact on the communities, especially women, who previously had to walk for hours to fetch a few litres of water for their daily needs.

Partnering with Anarde Foundation, Novozymes is implementing the NOWO project, which aims to rejuvenate and regulate the water supply system in the villages. The project is implementing local innovations, such as well water discharge and water harvesting methods like gabion bunds and stone masonry bunds. The women from the Village Development Committees are being educated on the smart and appropriate use of water, making them self-reliant.

The project is benefiting over 300 families in the nearby villages. Additionally, 3.4 billion litres of water is being recharged back into the ground, leading to the revival of groundwater resources in the region. The project was showcased at the 2022 World Water Week conference in Stockholm, organised by SIWI - Stockholm International Water Institute.

“ CSR should be integrated into the core business strategy of companies, rather than being treated as a separate activity. This will help to ensure that CSR is aligned with the overall goals of the company and that it is having a meaningful impact on society. ”

Krishna Mohan Puvvada
VP, Novozymes

INTERVENTION SPOTLIGHT



Mercedes-Benz

Mercedes-Benz Research &
Development India (MBRDI)
Pioneers an Impact Assessment
Framework for Electric Mobility

MBRDI, in collaboration with Villgro and World Resources Institute (WRI) India, has devised an assessment framework to set a standard for measuring the socio-economic and environmental impact of businesses in the electric mobility sector. The framework aims to help Indian startups enhance their capacity to meet investor requirements and identify opportunities for improvement by allowing startups to align their practices with SDGs, complement government initiatives, and enhance their green credentials.

The solution is tailor-made and can be easily customised to cater to the specific requirements of each startup. It has been made available as a public good for reference and usage by the entire ecosystem, thereby ensuring its widespread adoption and maximum impact.

Villgro provided expertise from an incubation perspective, while WRI brought research and advocacy experience, making it a successful example of partnerships for sustainability.

“ By investing in innovative businesses with promising products, we can achieve a multiplier effect and ensure sustained rewards. This is the best we can do for the ecosystem and our assessment framework is a catalyst to that. It enables businesses to create self-sustaining models that produce greener jobs and benefit the environment. This eliminates the need for recurring support and ensures a bountiful return on investment. ”

Navaneeth Raghu
Lead-Sustainability, MBRDI

Integrating ESG | As more companies in India evolve on their Environmental, Social & Governance standard setting and reporting, European companies are bringing in global best practices on ESG, even into their CSR activities.

DRIVERS OF SOCIAL INNOVATION EFFORTS

Alignment with business

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Fostering Collaboration

● **Integrating ESG**

Driving Systems Change



Capgemini's Energy Command Center (ECC) in Bangalore to monitor and manage energy consumption.

Image Source: Capgemini Technology Services India Ltd.

“ We are one of those rare corporations who started talking about climate justice while everyone was talking about climate and sustainability. We started talking about climate justice, acknowledging that climate change will affect different people differently. ”

Anurag Pratap Kumar
VP & CSR Leader, Capgemini

INTERVENTION SPOTLIGHT



Capgemini's Sustainability Transformation through a Commitment to Net Zero

Capgemini has committed to a sustainable future by aligning its strategy with the latest climate science and the Science Based Target initiative's new Corporate Net-Zero Standard. The company has set a new long-term goal to become net zero by 2040, with a target of reducing its emissions by 90% across all its scope 1, 2, and 3 emissions by 2040. To achieve this, Capgemini has made strong progress in working with suppliers to reduce the impact of what it buys.

The company has also launched its Energy Command Center (ECC) in Bangalore, enabling it to monitor and manage its energy consumption across the group. Capgemini's Group IT (GIT) has launched the GIT Sustainable-IT journey to reduce its IT carbon footprint per employee by 50% before 2030.

On the social front, Capgemini is investing in talent by developing tomorrow's skills through unique employee experiences that offer training and career development opportunities. The company is also promoting a diverse, inclusive, and hybrid work environment by bringing in gender pay equity, and supporting employee well-being and mental health. Capgemini is also ensuring digital inclusion in communities, enabling them to reap the benefits of technology.

Capgemini's governance framework is fostering diversity and accountability, maintaining high ethical standards at all times for mutual growth. The company is committed to protecting and securing data, infrastructure, and identity while promoting ethical behaviour throughout its supply chain. Capgemini's robust framework for corporate governance, risk management and compliance is ensuring transparency and accountability.

Their comprehensive ESG approach demonstrates their commitment to creating long-term value for all stakeholders, including employees, clients, investors, and the society as a whole.

Alignment with business

Accelerating Innovation

Fostering Collaboration

Integrating ESG

● Driving Systems Change

Driving Systems Change | Corporates are attempting to move the impact needle by addressing multiple levers of root causes that hold a social problem in its place.



Women receive training at a Bosch training center under the BRIDGE project.

Image Source: Bosch Limited & Bosch India Foundation

“ Indian industry has surpassed the age of philanthropy and stepped into the era of strategic CSR. For Bosch, giving back to the society has been part of the founding ethos for over a century. The task ahead for all of us is to bring about systemic change in the communities where we operate in by working collaboratively and ensuring sustained impact. Our emphasis remains on sustainable interventions and finding the like-minded partners to collaborate with and take our skilling agenda ahead. ”

Sakina Baker

Head-CSR, Bosch Limited & Bosch India Foundation

INTERVENTION SPOTLIGHT



Promoting Skilled Employment
Through Industry-relevant
Soft Skills Training

To address the gap between education and employment through employability skills, Bosch's BRIDGE program in India is aimed at empowering youth who are Not in Education, Employment or Training (NEET). As part of its social engagement agenda, Bosch unlocks their potential by providing them short-term training in adaptable industry, job-specific skills, soft skills, and life skills. This three-month program includes two months of classroom training and one month of on-the-job training at any one of the 450+ active BRIDGE centres, which are spread across several states in India. Along with a Learner Kit, post training assessment and a certificate of completion from Bosch are also provided to the students with placement support to help them gain a foothold in the service industry. The program is currently being delivered by Bosch through BRIDGE centres: NGOs, private training institutes, and academic institutions who joined hands for the cause of bringing eligible youth into the mainstream of society. As of May 2023, more than 55,000 less-educated youth have been trained through BRIDGE, which has won nearly ten awards over the years for skill development excellence. Most of the BRIDGE beneficiaries are first-generation employees entering the formal job sector, where the remuneration and working conditions are far more organised and reasonable. By creating a skilled workforce, Bosch is addressing the root causes of youth unemployment and social inequality in India.

Besides BRIDGE, Bosch is also engaged in capacity building programs, predominantly its 'Train the Trainer' (TTT) program, which caters to the high demand for trained and motivated job skills trainers. Bosch had also set up BRIDGE centres across 85+ government Industrial Training Institutes (ITI) in association with three state governments (Karnataka, Maharashtra, and Rajasthan). Bosch's support included improving the ITIs' infrastructure by setting up modern technical labs, training of ITI trainers, and modernising the curriculum at par with the current industry needs. In all, the over a decade program remains a long-term commitment of Bosch to support India's mission of skilled employment by creating replicable, scalable, and sustainable models in skill development.

Spotlight on Organisations Embracing the 5 Levers of Social Innovation



Localising Preventive Health for 'One India, One Health' Mission

INTERVENTION SPOTLIGHT

Preventive Healthcare to Improve Access in Underdeveloped Areas

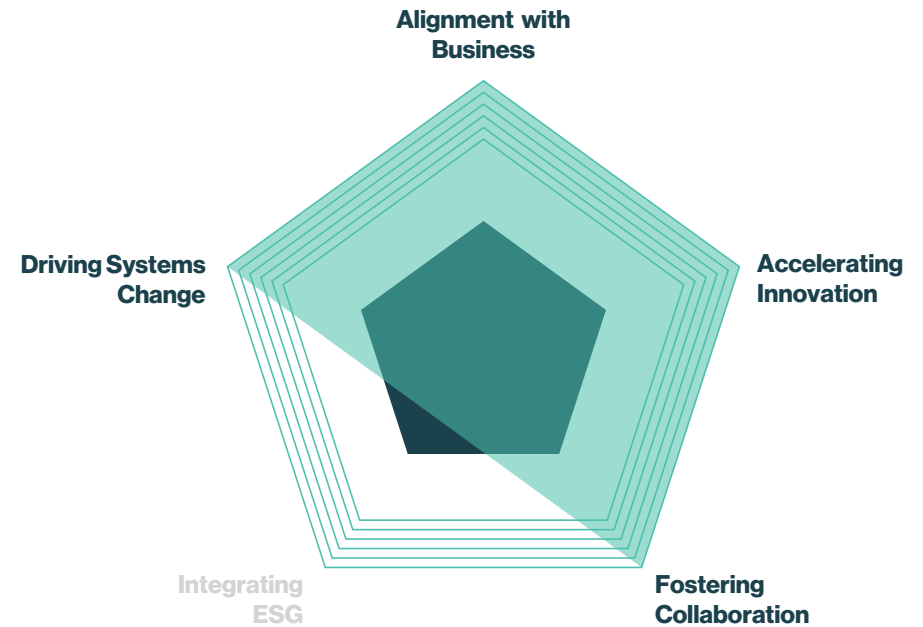
Bayer's social impact focus areas include preventive healthcare solutions to enable access to quality health in underserved geographies. To further this vision, the foundation has launched 28 Telemedicine centres in 12 districts across 8 states within a year. The hub-and-spoke model facilitates patient consultation with specialist doctors without requiring travel for long distances. The 28 centres currently offer diverse point of care diagnosis for eye health, pulmonary health, and detection of non-communicable diseases. Each centre covers 25-35 villages, providing healthcare access for 35,000 to 50,000 beneficiaries from rural communities.

'Discovering Hands', an innovative program, aims to make a positive difference in the area of breast cancer as well as lend a helping hand to the visually challenged. As part of this programme, visually impaired women are trained to perform clinical breast examination to detect early signs of abnormalities in the breast; enabling treatment and cure.

“Through our grassroots-level telemedicine centres, we're working to strengthen existing healthcare institutions while aligning with national priorities. Conducting timely impact assessments and incorporating feedback loops, the Bayer Foundation is dedicated to achieving its mission of providing access to quality healthcare, enhancing local health capacities, and fostering local innovation.”

Sarita Bahl

Country Group CSR Head - South Asia
Director – Bayer Foundation India



A patient receives specialist consultation in Bayer Foundation's Telemedicine Center.

Image Source: Bayer Foundation India

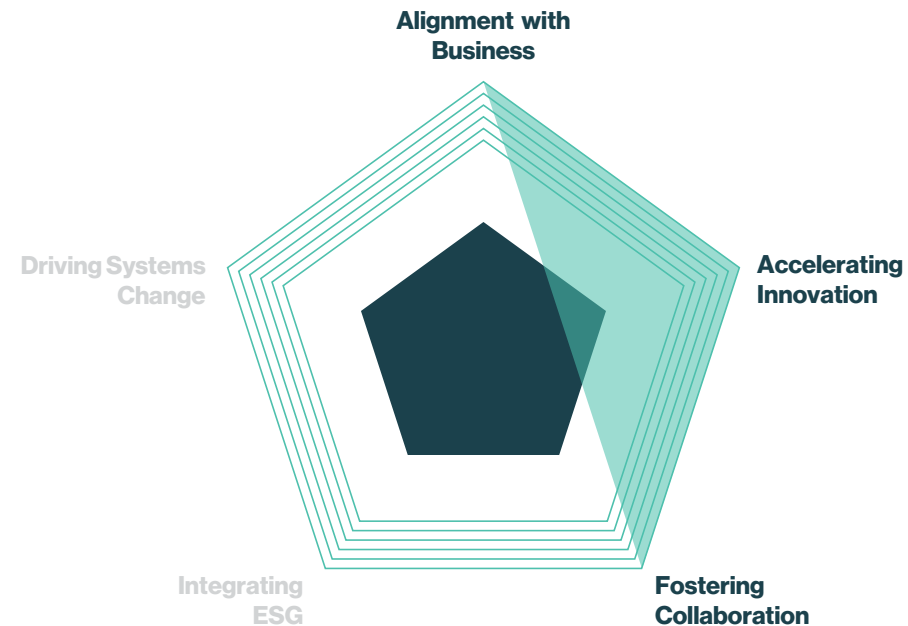
Empowering Solutions towards India's Target of "Eradicating Tuberculosis by 2025"

INTERVENTION SPOTLIGHT

Addressing the Tuberculosis (TB) Crisis by Backing Innovative Screening Devices

TB is a significant health concern with 2 million cases reported in 2021 in India, making up 27% of the global burden. This is further compounded by limited access to detection facilities in remote areas. To address this challenge, Boehringer Ingelheim has teamed up with Lenek Technologies, a startup incubated at the Indian Institute of Technology (IIT) Kanpur's Startup Incubation and Innovation Centre (SIIC). Lenek has developed a handheld X-ray device to improve TB screening and eradicate the disease from remote communities.

Boehringer Ingelheim is also looking to extend support to nationally significant innovations, developed at SIIC with a specific emphasis on healthcare solutions, that leverage technology to make a positive impact on patients' lives. The focus will be on socially beneficial innovations that can drive transformational change in the healthcare industry.



“ At the heart of our mission is the desire to find innovative solutions that have a real impact on people's lives. By joining forces with the TB for India Mission 2025, we are taking a significant step towards achieving our shared goal of eradicating TB from India. We are proud to be a part of this initiative and look forward to driving meaningful change alongside our partners in the startup community. ”

Prabhat Sinha

Director, Government and Public Affairs, Boehringer Ingelheim, India

Enhancing Quality of Life in 10 Maharashtra Villages by Empowering Tribal Women and Children

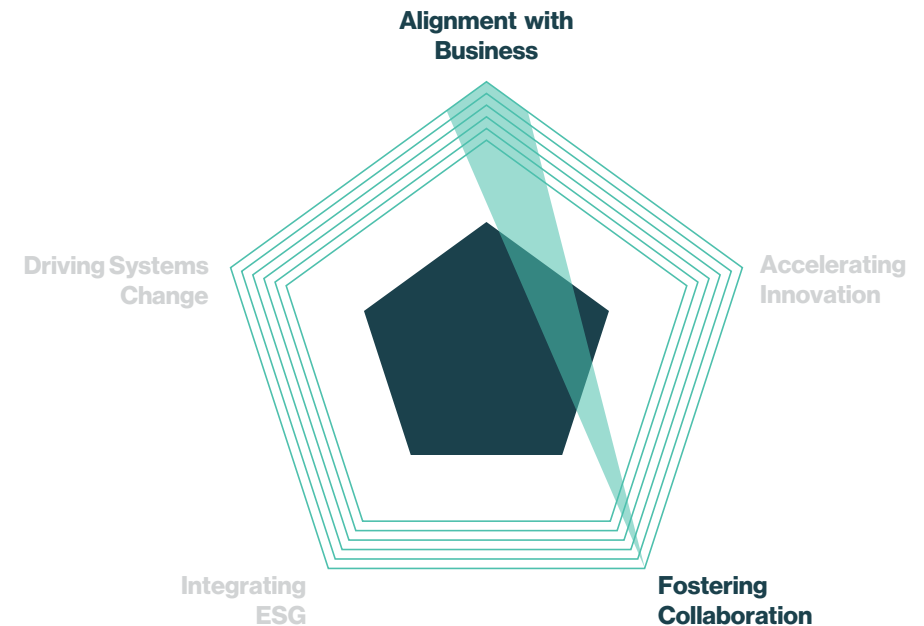
INTERVENTION SPOTLIGHT

Bringing livelihood and community
interventions to Nandurbar

Boehringer Ingelheim is driven by a purpose to positively impact the lives of health of underserved communities of people through livelihood, health, education and infrastructure projects that build stronger human-environment bonds.

A multi-thematic intensive program was launched by Boehringer Ingelheim India in 10 villages of Dhadgaon block in 2020. This project focused on enhancing livelihoods, improving nutrition, and improving School WaSH to improve the quality of life of the community and access to basic services. For optimal results, livelihood action and community intuitions were the core of the project, and nutrition and sanitation programs were dovetails (layered) along with these aspects.

The Livelihood project focused on improving the productive assets of farming households, introducing new technologies and processes for agriculture production, promoting rural enterprises, diversifying and strengthening local value chains, and promoting grassroots level community institutions, which will ensure the sustainability of interventions. A Behavioral Change Communication (BCC) campaign was carried out in partnership with the Integrated Child Development Services (ICDS) network in Nutrition to improve the nutritional status of pregnant and lactating mothers and children, as well as their access to government services at the same time. To ensure that the target group as well as the entire community participates in these interventions, the community institution plays a vital role. The School WaSH initiative has improved sanitation facilities for girls and boys within the school, and behavior change training has been conducted.



Over the course of two years, the project has improved the quality of life for 1000+ tribal families, increased their income sustainability, improved nutritional status of pregnant women and children, and made sanitation facilities accessible to more than 750 school children.



Boehringer Ingelheim's multi-thematic programs across 10 villages
in Dhadgaon Block, Nandurbar District, Maharashtra

Image Source: Boehringer Ingelheim



Upskilling Mechanics and Truck Drivers through a Holistic Development Programme

INTERVENTION SPOTLIGHT

Transforming the lives of truck drivers and mechanics towards a sustainable livelihood and building pride in their professions

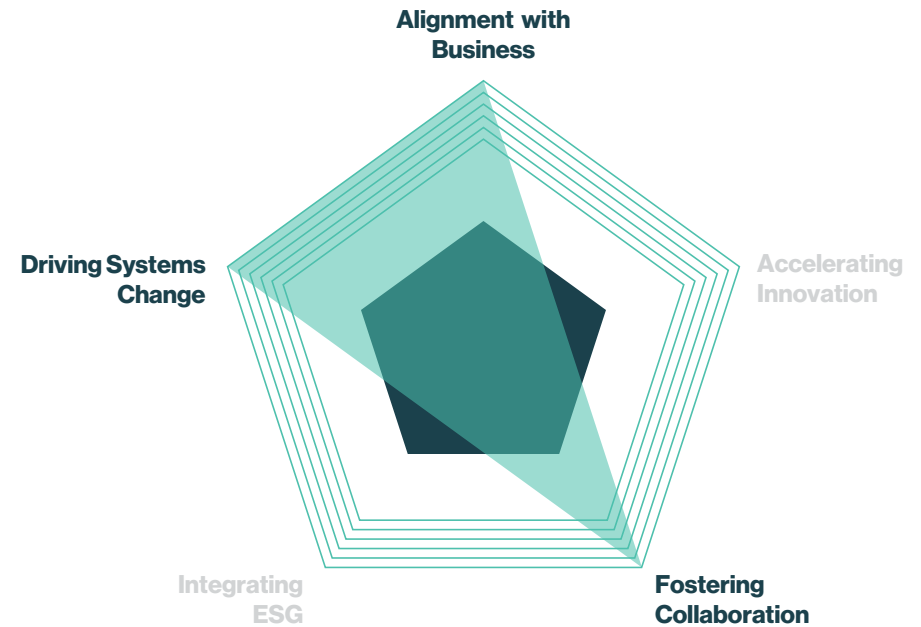
In line with the core theme to keep India moving, Castrol continues to build enduring and engaging relationships with key stakeholders in the mobility sector. Truck drivers and mechanics are two key partners who play a significant role in keeping the wheels of this sector moving. Truck drivers lead a tough and demanding life, driving long hours, away from family, poor sleep and challenging road conditions. With the fast-changing technology, mechanics find it challenging to remain relevant and earn their living.

Castrol India launched two flagship programs 'Castrol Sarathi Mitra' and 'Castrol Eklavya' with the aim of enabling sustainable livelihoods, making them future-ready through upskilling, financial and digital literacy, entrepreneurship and building pride in profession.

The program is conducted across 16 states and has covered more than 300,000 beneficiaries. Collaboration with stakeholders like transporters, associations, regulators, government authorities and corporates have provided scale and depth to the programme. Family connect, health and wellbeing sessions ensures holistic development for the beneficiaries and their family members.

“Over the years, Castrol India has truly lived up with its purpose with the program for truck drivers and mechanics. It fulfills three key purposes – upskilling them and getting them ready for the future, uplifting the lives of their entire family and creating a greater sense of pride in their profession. At BP, we believe this is the right thing to do.”

Sashi Mukundan
President - BP India
Board Member - Castrol India Limited



Truck drivers receiving training under 'Castrol Sarathi Mitra Programme'

Image Source: Castrol India Limited



Fostering Environmental Sustainability through Sustainable Mobility

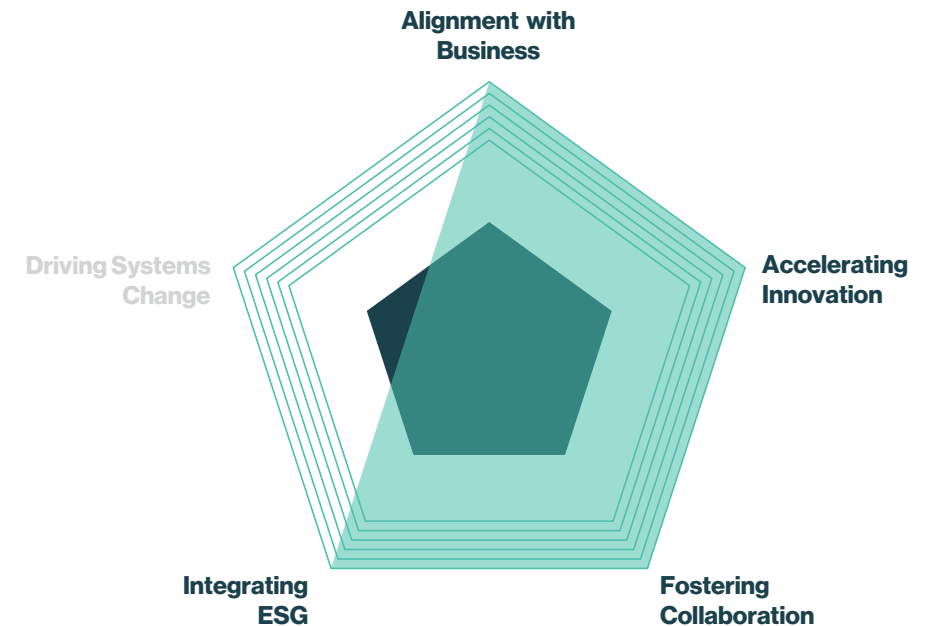
INTERVENTION SPOTLIGHT

Accelerating Urban Sustainable Mobility by Supporting Incubators to Leverage Innovation

Alstom has partnered with NSRCEL, the startup hub at the Indian Institute of Management (IIM), Bangalore, to launch a Sustainability Incubation Programme aimed at supporting startups in the areas of sustainable mobility, last-mile connectivity, sustainable infrastructure, and more.

The programme whose first cohort completed their programme in early 2023, supports the growth, expansion, and adoption of technology-based solutions that are energy efficient, use sustainable materials and reduce CO2 emissions. Ventures that are shortlisted are granted the opportunity to participate in pre-incubation and six-month incubation programmes, with customised mentorship, workshops, and ecosystem networks. A funding grant corpus of more than €1.65 million has been allocated to support startups with high-impact potential.

Given that transportation is a significant contributor to GHG emissions, Alstom's commitment to greener and safer mobility solutions is a crucial step in leading society towards a low-carbon future. The company has not only incorporated the concept of environmental sustainability into its corporate social responsibility (CSR) efforts, but also into its core business operations.



“ Alstom’s ambition is to accelerate innovation in sustainable mobility and move the world closer towards clean and green transport. Going forward, I’d like to see the other European companies, that have an inherent intent to innovate, come together to make a collective difference. ”

Sapna Bhawnani

Vice President, Communications & CSR APAC
Alstom Transport India Limited

Nudging Green Behaviour: Uniting Ecosystems to Drive Environmental Change

INTERVENTION SPOTLIGHT

Harnessing Community Power for a Greener Future

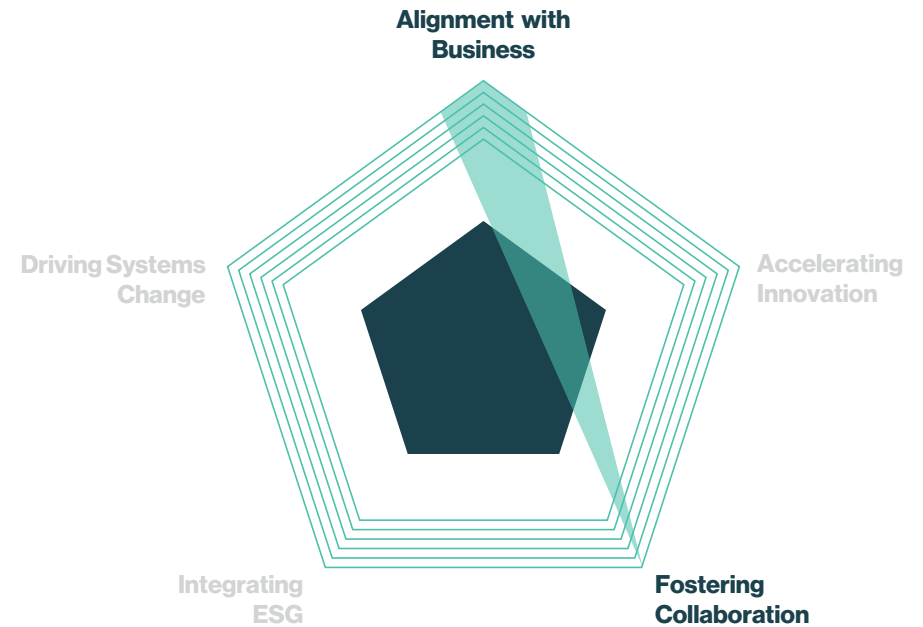
Communities and customers lack awareness on the need and ways to recycle cartons. The challenge is amplified with poor segregation at source. To address these issues, Tetra Pak partnered with RUR Greenlife, Sahakari Bhandar and Reliance Smart & Fresh, to raise awareness and make recycling easy. The programme encourages citizens to deposit used cartons at over 240 points in Mumbai city.

Through this initiative, over 110 million cartons have been collected, and over six million individuals have been impacted through workshops and campaigns, sensitising them to be eco-conscious.

“ We aim to sensitise individuals towards eco-consciousness, make recycling convenient, and adopt sustainable practices. We are proud to have impacted over six million individuals through our initiatives. ”

Juhi Gupta

Director - Sustainability -
South Asia Markets, Tetra Pak



The 'Cartons to Classroom' campaign which involves bringing used cartons to build a classroom is under the 'Go Green with Tetra Pak' programme.

Image Source: Tetra Pak India



Leveraging Technology for Self-subsistence in Enterprise Farming

INTERVENTION SPOTLIGHT

Increasing Agricultural Productivity through Technological Solutions for Resource Management

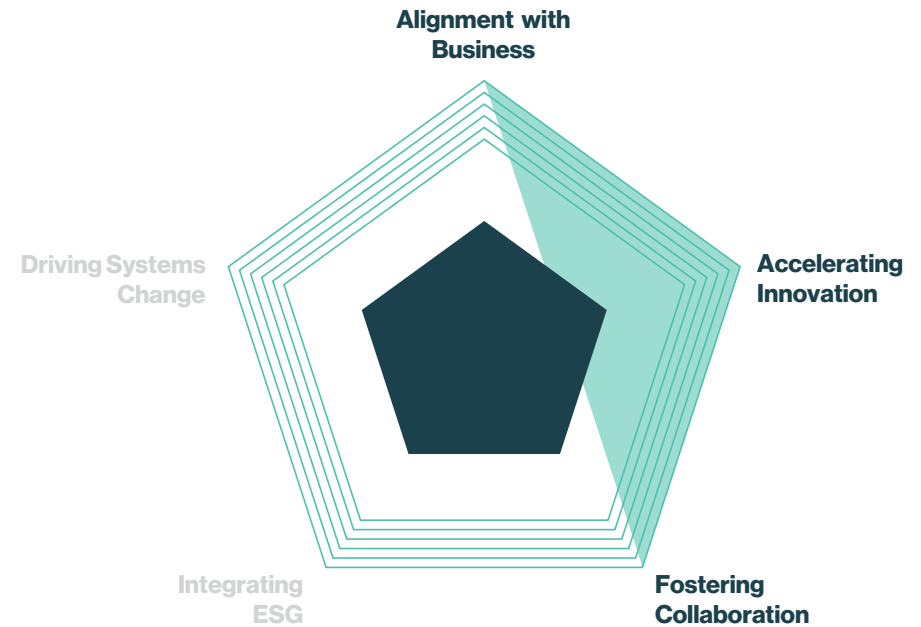
Vodafone launched the Smart Agri Project, which uses mobile technology, Artificial Intelligence, and the Internet of Things to address issues such as water scarcity, land use, and climate change - factors that cause low agricultural productivity in India. The farmer-facing app provides them with real-time data on weather, rainfall, and soil moisture impacting agricultural productivity. The initiative has adopted a blended methodology that assimilates the strength of technology, agriculture scientists, field practitioners, farmers, and corporates, among others, highlighting the need to bring complementary skills and domains together.

The Smart Agri Project is a collaboration between premier institutes of the Government of India like the Indian Institute of Soybean Research and the Indian Institute of Soil Sciences, to facilitate training and capacity building for farmers. An independent third party assessment has shown that the project has benefitted 0.5 million people so far, with a 27% increase in yield per hectare, a 23% reduction in input costs, and a 70% increase in farmers' income, demonstrating a scalable model to significantly improve productivity and livelihoods.

“ The future of agriculture in regions like India is incredibly promising, with the integration of technology in farming practices set to revolutionise the sector. We can look forward to a future where farmers are better equipped to deal with challenges such as water scarcity, climate change, and soil degradation, and are able to significantly improve their productivity and income. As more and more initiatives bring together the strengths of technology and agriculture, we can hope to see a sustainable and prosperous future for farmers - to whom we owe our sustenance. ”

Balaji P

Chief Regulatory and Corporate Affairs Officer
Vodafone Idea Ltd and
Director - Vodafone Idea Foundation



Automated Weather Station installed under Vodafone's Smart Agri Project.

Image Source: Vodafone Idea Ltd.



Leveraging Ecosystem Partnerships for Sustainable Agriculture in an Underdeveloped District

INTERVENTION SPOTLIGHT

Promoting Crop Productivity and Livelihoods through Sustainable Farming Practices

Yadgir, an agrarian aspirational district located in Karnataka, faces seasonal migration that adversely affects crop productivity. To address this issue, TESCO and Kalike, an associate of Tata Trusts, have joined hands to support 5,000 farming households. They are achieving this by introducing decentralised energy sources, establishing farmer field schools, promoting backyard poultry farming for additional livelihoods, and creating entrepreneurs from the community. The aim of the project is to increase agricultural productivity by 20-30% and boost income by ₹557-780 per household per annum through sustainable agricultural development.

Key collaborations

Philanthropy: The association with Tata Trusts through Kalike provides knowledge and expertise for the implementation of the project.

Government: The project has been implemented in association with the Ministry of Agriculture and Farmers' Welfare.

Banks: Kalike's collaboration with the State Bank of India has enabled creation of assets for the community that farmers can utilise to generate income. For example, the project offers to cover half the cost of a solar irrigation pump for a farmer, or provide a small loan from SBI at a minimal interest rate.

“ Looking ahead, TESCO's innovation budget includes investments in organic farming and hydroponics. With a goal of achieving net-zero emissions by 2050, the company is focused on reducing greenhouse gases in the global food sector. ”

Nimmi Sebastian

Head of Corporate Brand and CSR
TESCO Bengaluru

Driving Systems Change

Integrating ESG

Alignment with Business

Accelerating Innovation

Fostering Collaboration



Solar panels attached under Project AgriNext, a sustainable farming project located in Yadgir, implemented in collaboration with Kalike.

Image Source: Tesco Bengaluru

Leading the Way in Social Innovation and Impact Globally



Hindustan Unilever Limited

HUL's comprehensive CSR efforts have established it as a leader in the global impact ecosystem.

Standing tall and strong

With 90 years of heritage in India, Hindustan Unilever Limited (HUL) is India's largest fast-moving consumer goods company. On any given day, nine out of ten Indian households use one or more of their brands. They are known for their great brands and the positive social impact they create in the society.

Using the 5 levers to drive impact

HUL aligns impact goals with business values and expertise, accelerates innovation by supporting social entrepreneurs, fosters collaboration with various stakeholders including the government, integrates best practices on ESG into its CSR, and addresses root causes of social problems for systems change.

Creating global social impact

Project Shakti's success in India has enabled HUL to expand its impact to other developing countries, inspiring leaders to replicate solutions for maximum impact in the ecosystem.

INTERVENTION SPOTLIGHT

Project Shakti

Empowering Rural Women through Entrepreneurship

Hindustan Unilever Limited's Project Shakti (meaning energy) trains and supports women entrepreneurs, known as Shakti Entrepreneurs, to sell HUL products directly to consumers in their local communities. The women are given training in basic business skills, knowledge of various products, and guidance on sales and marketing techniques, to help them start their businesses.

The project has created income-generating opportunities for over 1,90,000 women in rural India across 23 states and has helped to improve access to essential consumer goods such as personal care, home care, and food products. Additionally, Project Shakti has created a new distribution channel for HUL products, enabling the company to reach consumers in underserved rural areas.

Through Project Shakti, HUL has contributed to rural women's economic empowerment and demonstrated the potential for businesses to create shared value by addressing social and economic challenges while achieving their business objectives. The project is seen as a successful example of how businesses can create value for themselves and their communities.

Additionally, HUL has collaborated with microfinance institutions (MFIs) to provide micro-credit facilities to women entrepreneurs, worked with non-governmental organisations (NGOs) to provide training and support to women entrepreneurs, partnered with government agencies to create an enabling environment for women entrepreneurs, and collaborated with community-based organisations to identify and train women entrepreneurs in rural areas.



Hindustan Unilever Limited

HUL's comprehensive CSR efforts have established it as a leader in the global impact ecosystem.

INTERVENTION SPOTLIGHT

Suvidha Centres

Enabling Dignified Sanitation
for the Urban Poor

Given rising urbanisation in India, there are pressures on the system to be able to provide quality access to sanitation, especially for the low-income target population. To that end, HUL has pioneered a first-of-its-kind, affordable community hygiene and sanitation facility, that provides access to clean toilets, purified drinking water, and state-of-the-art laundry facilities, all under one roof in Mumbai.

These Suvidha centres are built in close consultation with the community, and members of the community are involved in the regular operations and maintenance of the facility. Additionally, HUL undertakes education programmes around the Suvidha centres to drive home the right behaviours and incentives for proper sanitation behaviour.

Sustainability and resource efficiency are key design principles for building these facilities, as is the economic model, which provides quality infrastructure at low prices.

The 12 Suvidha centres in Mumbai collectively serve 300,000+ people annually, most of whom report high degrees of satisfaction and an improved self-esteem. There is also a 44% reduction in incidence of diarrhoea among Suvidha users. Additionally, these centres save 50 million litres of water each year.



HUL's Suvidha Centres
are state-of-the-art
facilities for community
hygiene and sanitation

Image Source: Hindustan Unilever

The social innovation initiatives undertaken by European companies are showcasing how large-scale impact and systemic change can be achieved through cost-effective models, innovation, collaboration, and ESG integration, motivating countries in the Global South and North to adopt similar strategies.

“ There is more openness to invest resources in areas that might not give impact metrics in a short period of time. Corporate Foundations are realising the importance of giving more flexibility to their partners to experiment, fail and reinvent. This is also creating more room for innovative solutions. ”

Swati Jetli
Vice President, Swiss Re Foundation



Shine Program Goes Global: Starting with India's Success

Shine is Swiss Re Foundation's social entrepreneurship program that supports early-stage innovations & entrepreneurial initiatives building resilience in its focus areas of Natural Hazard & Climate Risk Management and Access to Health.

A flagship initiative of the Swiss Re Foundation, Shine Program helps early-stage social entrepreneurs turn their solutions into scalable business models by offering access to Swiss Re experts and a financial grant to implement their business plan. What started as a successful pilot in India, has now been rolled out in Slovakia, Switzerland, United States, United Kingdom and very recently, Brazil. The Program is a unique corporate volunteering initiative where along with financial grant support, the top talent within the corporate, provides strategic business and advisory support to a selected social entrepreneur to refine their focus and approach towards scaling their business. Going forward, through Shine Program, the Swiss Re Foundation, aims to nurture early-stage innovations that build resilience by deepening their partnership with the ecosystem of social entrepreneurs and by expanding the Program to more regions.



Corporate volunteers
from Swiss Re's Social
Entrepreneurship
Programme 2022,
Project Shine

Image Source: Swiss Re Foundation



Empowering Youth in South Asia and Leveraging India's Demographic Dividend through Skill Development

Schneider Electric India Foundation (SEIF) aligns its skill development programme with India's skilling and employability needs and the UN's Sustainable Development Goals - Goal 8 (Decent Work & Economic Growth). SEIF's flagship Electrician Training program which started in 2009, provides hands-on practical training with customised and specialised course content. Additionally, it started its solar training programme in 2016. Currently, the electricity and solar programmes are available at 450+ centres in 27 states of India, including in aspirational districts. SEIF has also established 58 electrician and solar training laboratories in government-run Industrial Training Institutes (ITIs) across the country.

SEIL also plays a catalytic support by being a knowledge and training partner to various organisations, furthering the vocational skilling ecosystem for talent in electricals. It offers capital support, technical know-how, and training curriculum to partner organisations where trainers receive 4-week high-quality training in electricity and energy management at state-of-the-art facilities at 4 different locations.

Since 2021, Schneider's Skill Development programme has expanded globally, with the implementation of the programme in South Asian states including Sri Lanka, Nepal, and Bangladesh. It has trained 3,145 youth in the region, including 200 women, through 25 centres - 5 in Sri Lanka, 19 in Bangladesh, and 1 in Nepal.

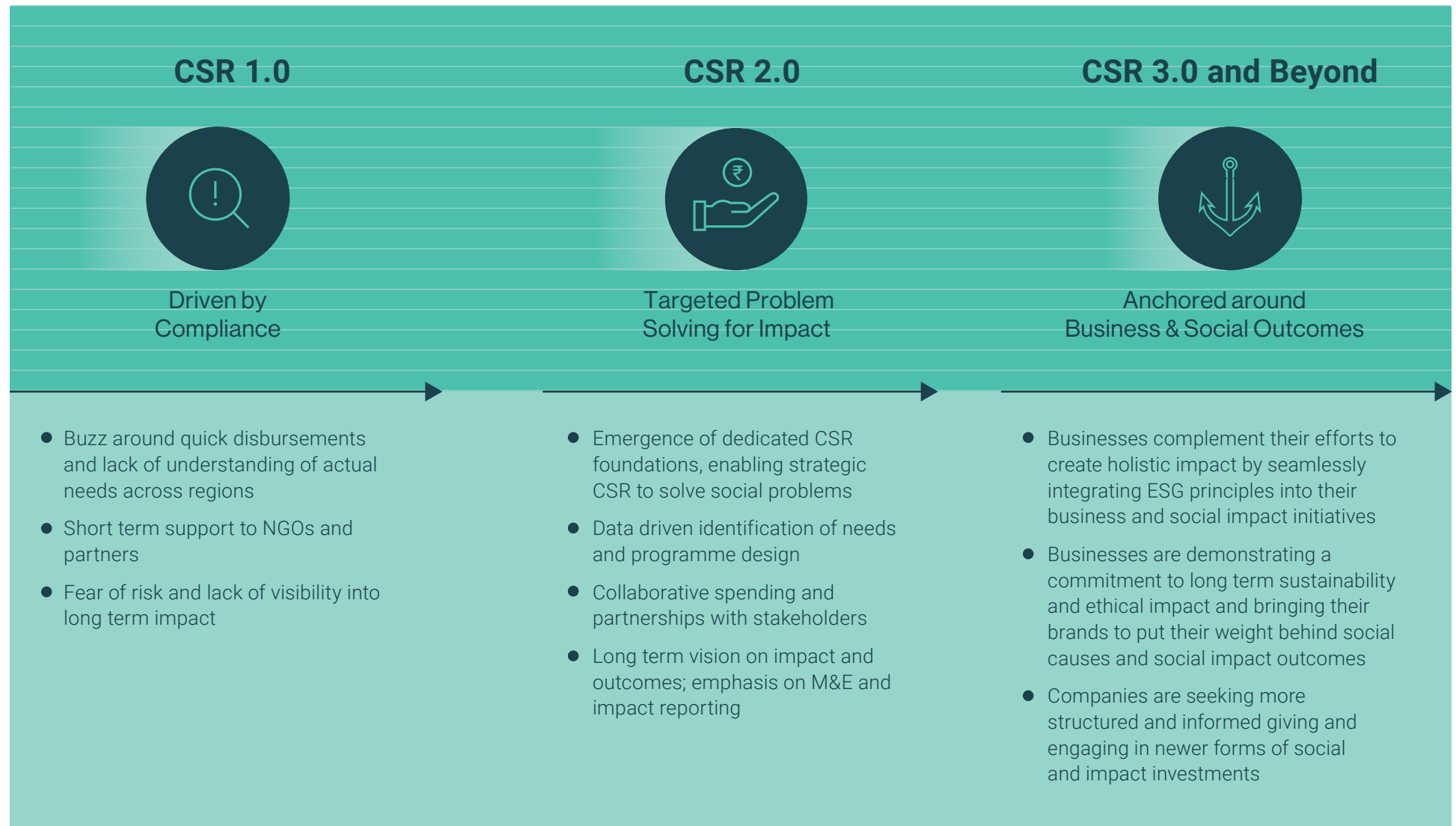


Students getting trained
at Schneider's Skill
Development Centre

Image Source: Schneider
Electric India Pvt Ltd

The Road Ahead

Several companies in India are shifting their CSR from being driven by compliance to now ensuring a closer alignment of their ESG and social impact investments, thereby fuelling sustainable social innovation.



Innovative instruments of financing to improve the leverage of philanthropic capital have emerged in India and the corporate sector has the opportunity to play six important roles to expedite impact.



Impact Donor

Provide funding to trusted non-profits with credible programs that drive demonstrable outcomes and establish a low-touch grant-focused governance system.



System Influencer

Provide philanthropic support to work towards creating systemic impact by collaborating with the public and private sectors, as well as other ecosystem players.



Catalytic Donor

Provide high-risk philanthropic support to innovative sectors and underfunded causes by closely collaborating with ecosystem players and intermediary organisations.



Impact Investor

Enable financial returns, along with social returns, through partnerships with private players to leverage debt, equity, or other innovative instruments and absorb risks.



Incubation Enabler

Provide close strategic guidance to early-stage organisations, running incubation/accelerator programmes, and providing access to networks to drive impact.



Field Practitioner

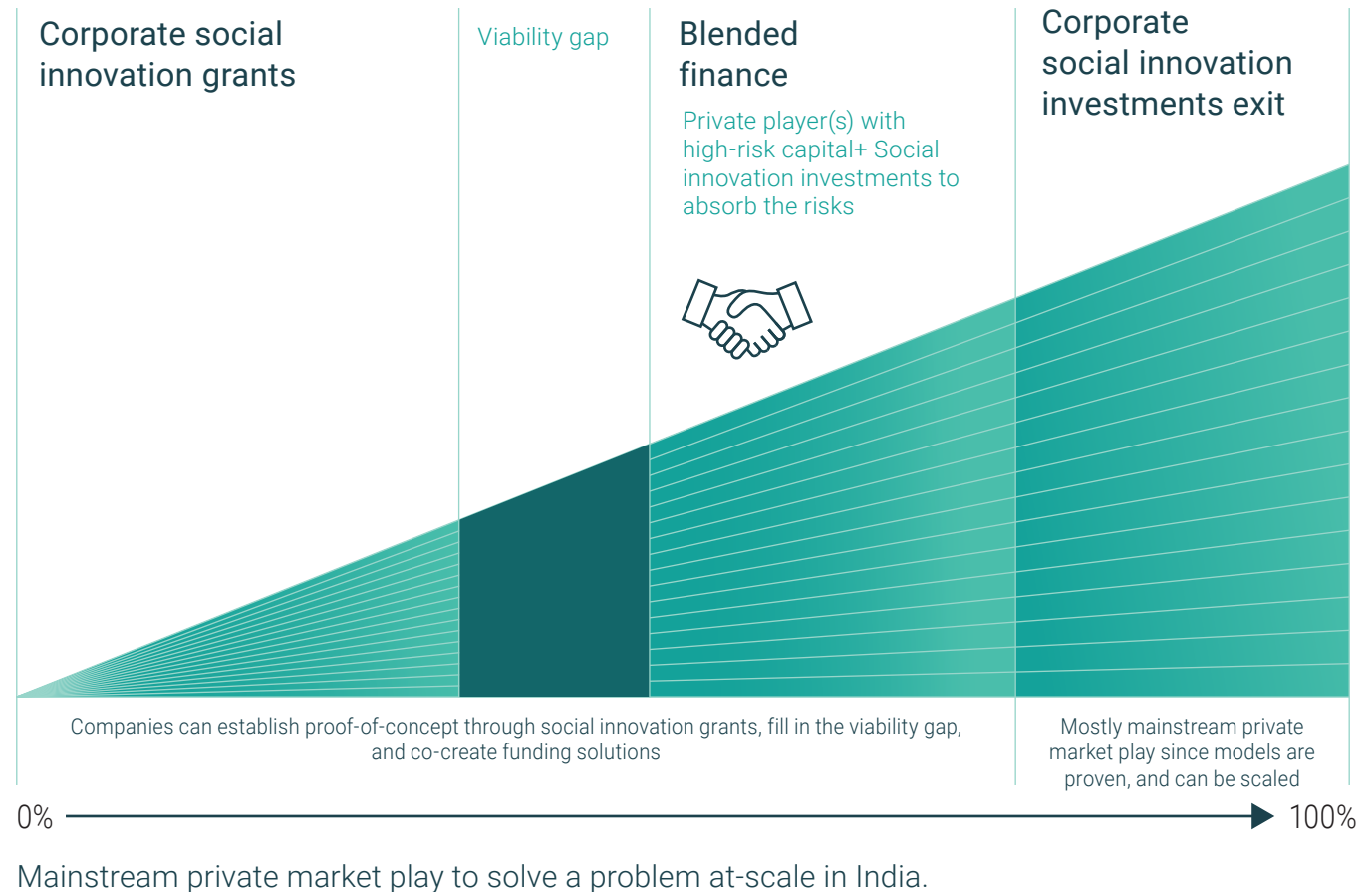
Drive on-the-ground implementation anchored in specific geographies, sectors, or beneficiary groups to ensure impact at the last mile.

In the pursuit of these six roles, corporate social investments can bridge viability gaps, establish proof-of-concept, and enhance the attractiveness of development investments to private investors through blended finance.

Leveraging Blended Finance

There is a growing trend among Indian companies to make their social investments more appealing to mainstream private markets, through blended finance. This model involves mainstream private investors injecting capital with the expectation of earning returns, while social innovation investments absorb risks until proof-of-concept is established.

European companies operating in India can also adopt catalytic social innovation grants to encourage mainstream private sector engagement in development projects, drawing inspiration from the success of Indian companies that have utilised blended finance models. Blended finance is crucial in the current landscape as it enables the mobilisation of philanthropic and commercial capital to address urgent social challenges, while benefiting all stakeholders involved.



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