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Jahrestagung des UPJ-Netzwerks engagierter
Unternehmen und Mittlerorganisationen





Liberating Company Change-Makers: The Power of Social Intrapreneurs

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Social intrapreneurism: an extra force
for social innovation



Social intrapreneurs

people within a large corporation who take direct initiative for innovations which address social or environmental challenges whilst also creating commercial value for the company .





<http://www.youtube.com/watch?v=AQ0deRtB238>



Mindset, behaviours, skills

MINDSET

- Social value-creation
- Business AND social purpose combined
- Values of sustainability

BEHAVIOURS

- Persistence and self-belief
- Learning
- outreach

Skills of social intrapreneurs

- Entrepreneurship
- Marketing and communications
- Partnership-building
- Deep understanding of their business
- Capacity to build trust and find “sponsors” and champions

Business case for social intrapreneurship

- **Sustainability**
- **Talent**
- **Innovation**
- **Reputation**

Success factors

- Individual
- Company
- External environment

New opportunities?

- For Corporate Responsibility / Sustainability professionals
- For business-NGO brokers
- For NGOs and development agencies
- For foundations
- For UPJ and other Corporate Responsibility Coalitions

To learn more

- www.leagueofintrapreneurs.com/

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THE LEAGUE OF INTRAPRENEURS IS A GLOBAL MOVEMENT OF CORPORATE CHANGEMAKERS WORKING TO TRANSFORM BUSINESS FROM THE INSIDE OUT.

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