



POLITECNICO
DI TORINO



Social
Innovation
Monitor

Il ruolo dell'IT nella Corporate Social innovation

Prof. Paolo Landoni

8 Ottobre 2019



Cosa è la Corporate Social Innovation (CSI)?



Responsabilità



Innovazione

HBR.ORG

Harvard Business Review



JANUARY-FEBRUARY 2011
REPRINT R1101C

THE BIG IDEA

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



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

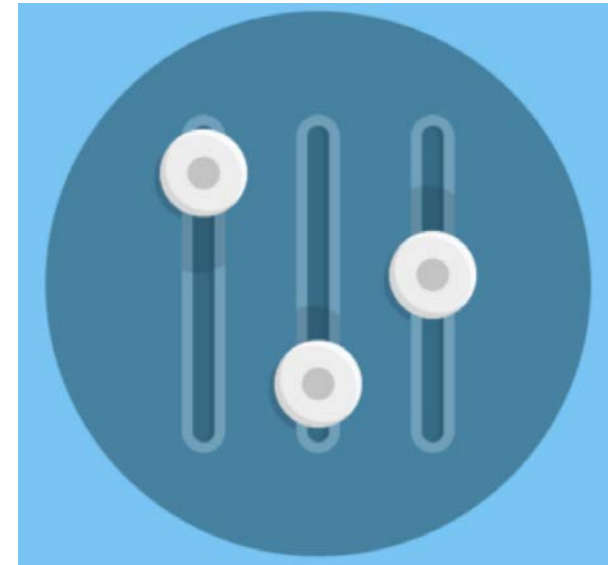


CSI projects: the role of IT

Development

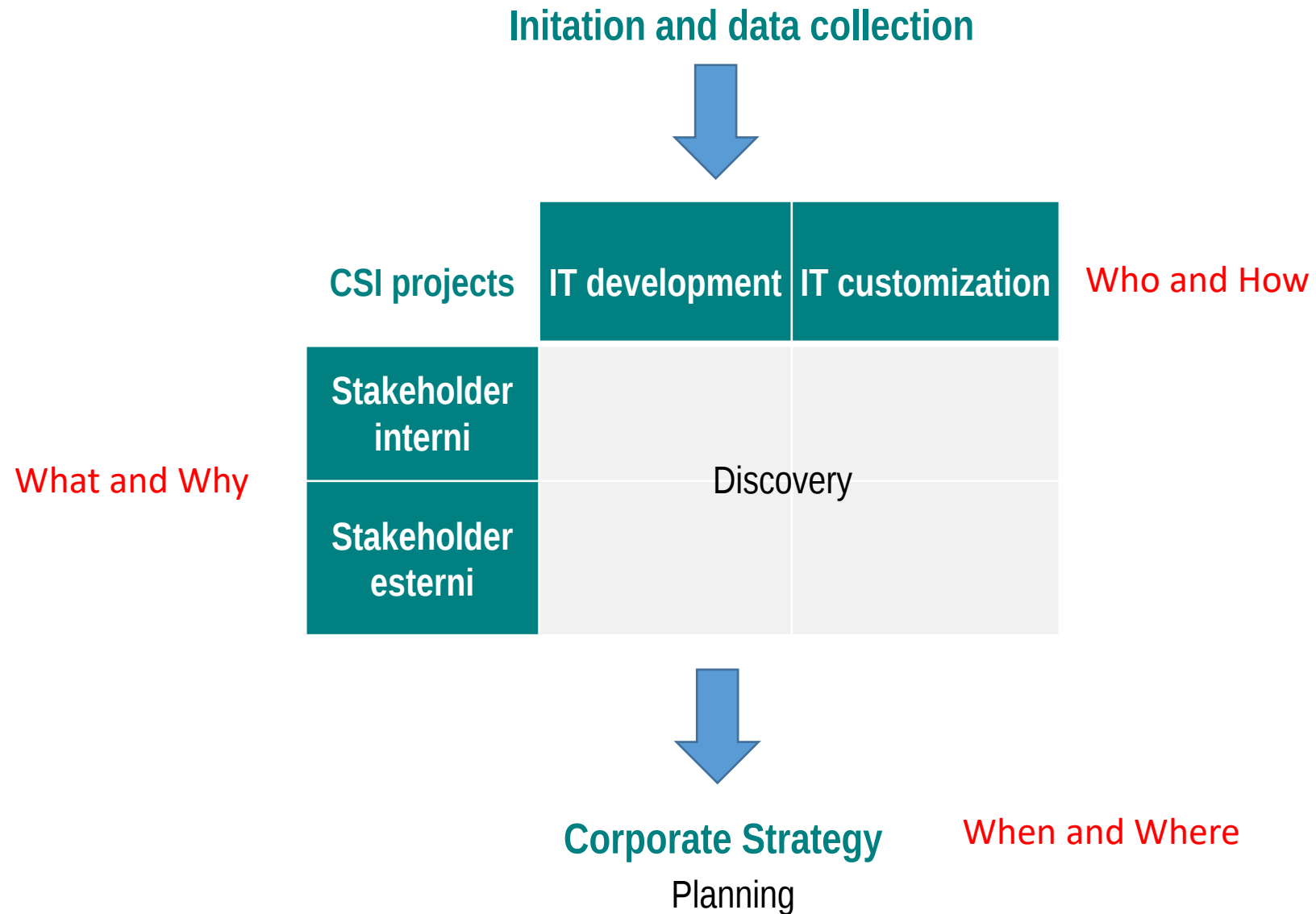


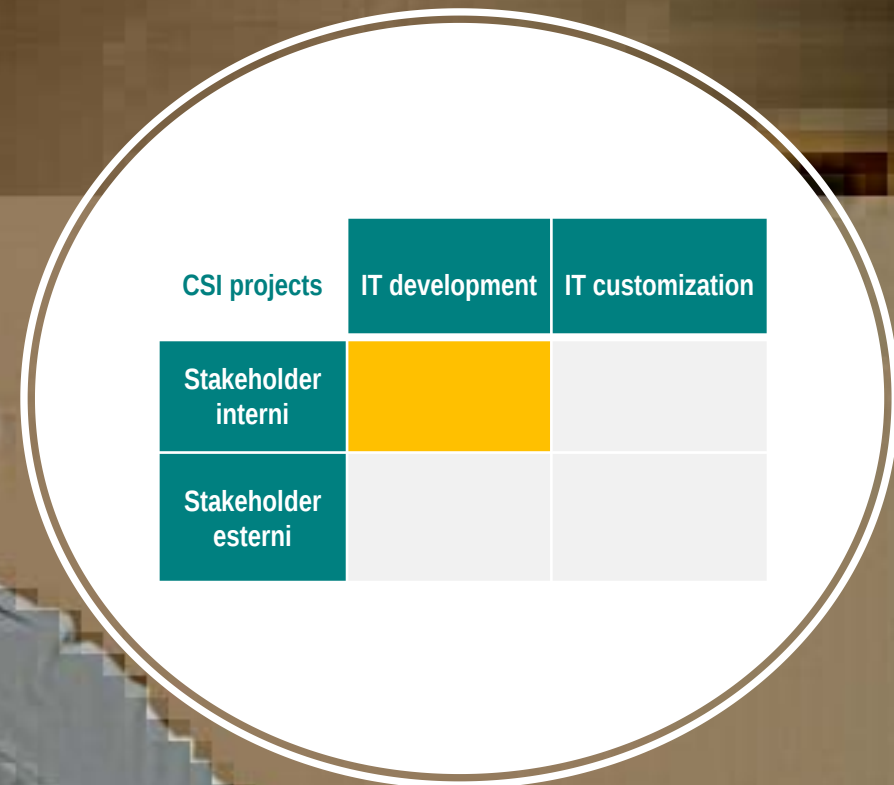
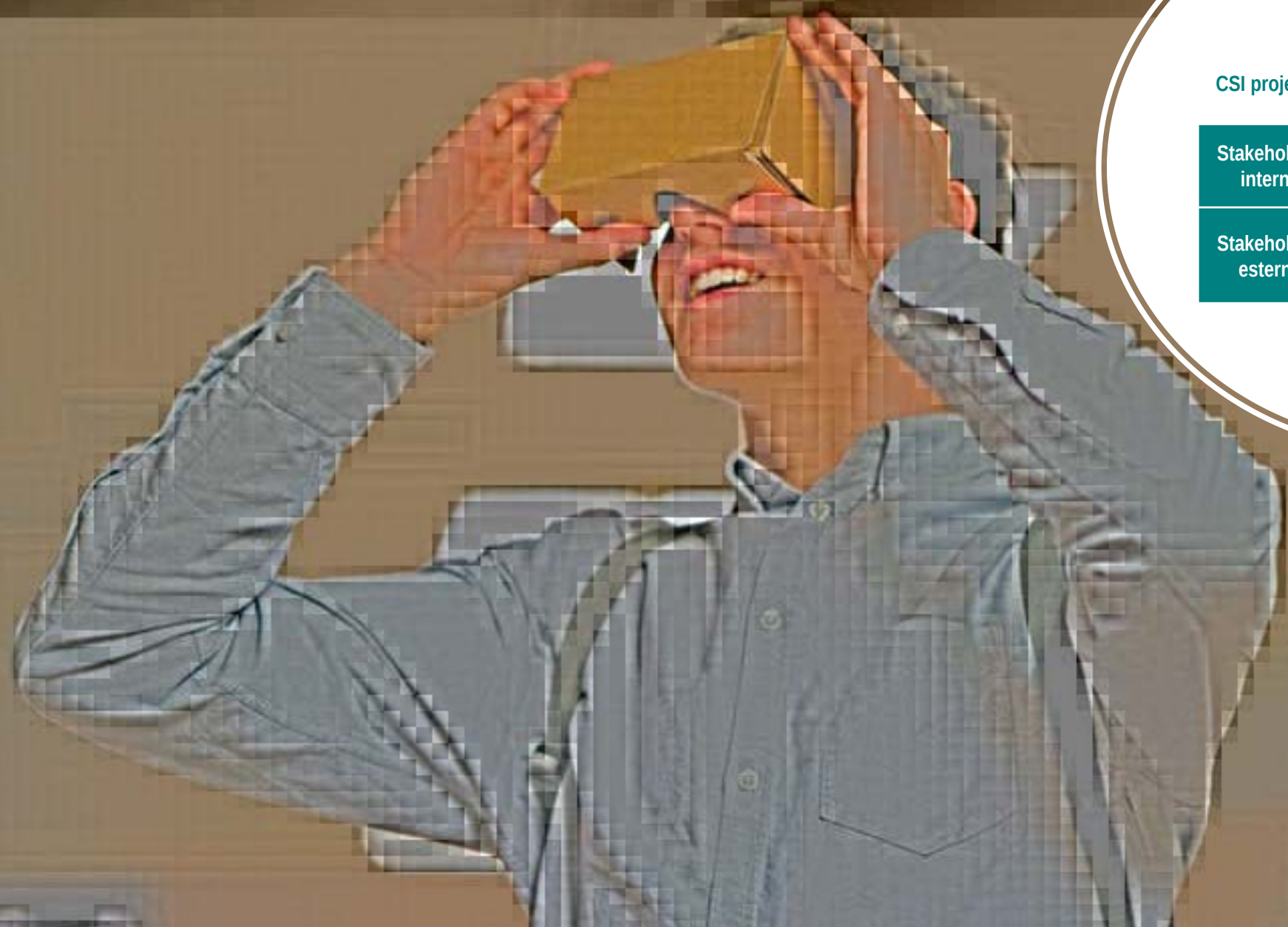
Customization



CSI projects	IT development	IT customization
Stakeholder interni		
Stakeholder esterni		

CSI projects and technology: the process



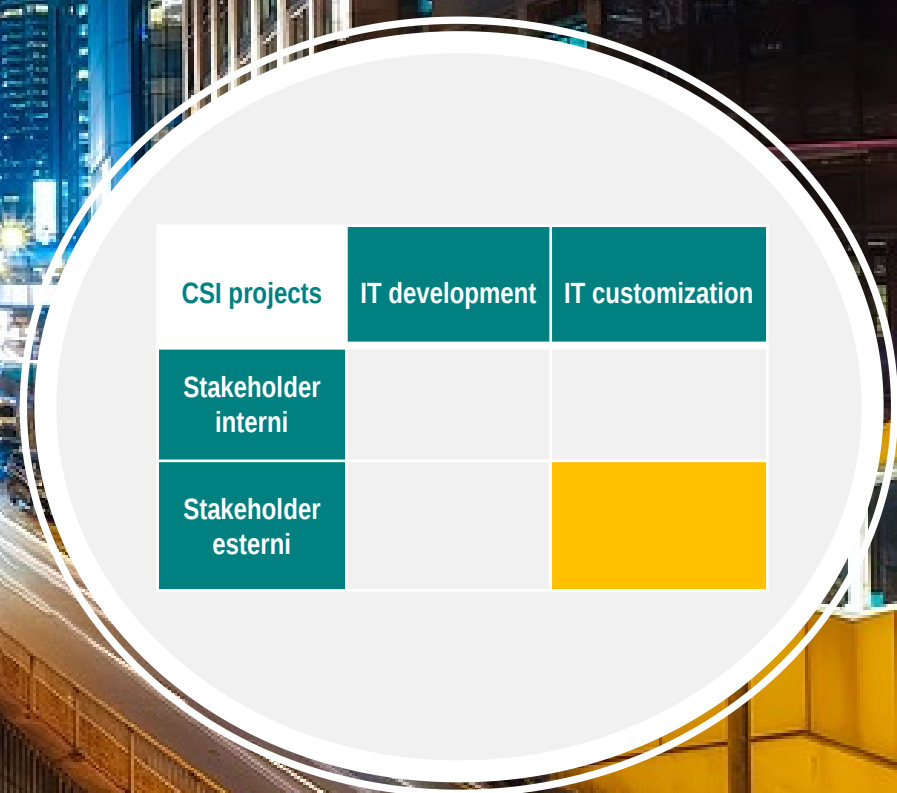




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Projects need champions ...

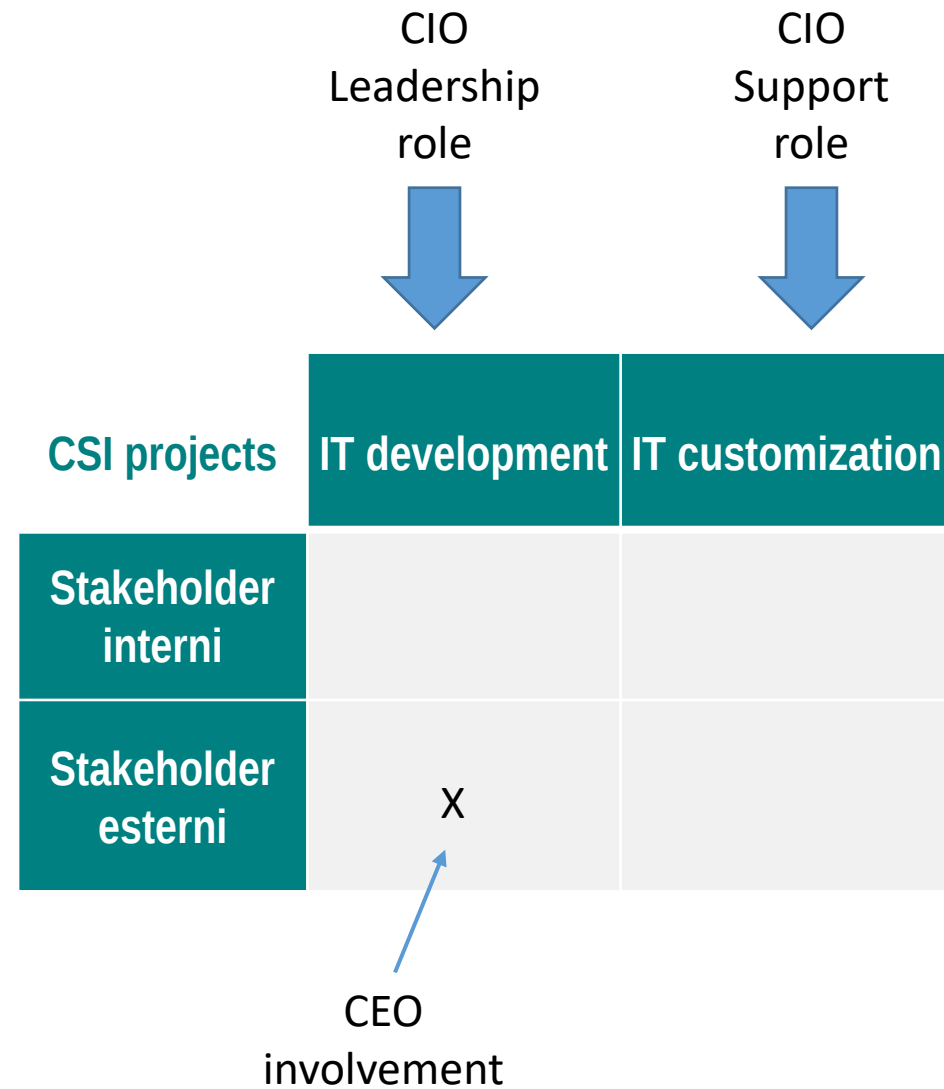
CIO or CSR/CSI manager?



Chief Information Officer



CSI projects: the role of the CIO



A green rectangular highway sign with rounded corners is mounted on a metal pole. The sign features the text "What's Next?" in a large, white, sans-serif font. The background of the image is a bright blue sky filled with fluffy white clouds. The sign is positioned horizontally across the middle of the frame.

What's Next?



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Grazie per l'attenzione!

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