



Socially Responsible Innovation[®]

Seeking long-term growth at the intersection of corporate social responsibility and breakthrough new product and category innovation

Sustainable. Green. Environmentally conscious. With Wal-Mart's revolutionary stance on sustainability, a powerful consumer trend toward personal health and wellness, and front page articles in Newsweek, BusinessWeek and other mainstream media on corporate accountability, many forward-looking companies are quickly recognizing the challenges – and the opportunities – of socially responsible innovation.

These companies are now wrestling with several critical topics: tapping into “green” technologies to rethink product/packaging formulation and manufacturing processes; consumer demands for non-toxic, family-friendly products; open accountability and transparent communications about their organization's environmental impact; competitors' “green” claims (whether real or unfounded); and compliance with Government legislation and Wal-Mart standards.

Putting the rhetoric aside, “walking the talk” of socially responsible innovation is the most compelling proof point for consumers and the ultimate competitive weapon for visionary companies.

Questions that keep you awake at night:

- What emerging, socially responsible technologies can we leverage to create long-term competitive advantage?
- How can we overcome perceptions that socially responsible products are more expensive and less effective?
- What kinds of domestic and international research institutions, companies and other potential partners should we engage with to develop new technologies, products and solutions?
- How can we successfully migrate towards a future that includes socially responsible innovation? How can we invest in our future without abandoning our past?

InnovationPoint works with forward-looking organizations to create socially responsible growth strategies that are visionary yet actionable, and that demonstrate to consumers, customers and partners a true commitment to “walking the talk” of Socially Responsible Innovation[®].

We help our clients identify and prioritize opportunities driven by the powerful trends of corporate social responsibility, emerging technologies and consumer health and wellness. We also help tackle the tough implementation issues involved in taking these new innovations to market, from defining your roadmap for growth, to building stakeholder support, to balancing resource allocation between core businesses and new investments, and to creating organizational structures that allow these new efforts to grow and succeed.

About InnovationPoint

InnovationPoint is a non-traditional consulting firm that helps its Fortune 1000 clients take a strategic approach to innovation. InnovationPoint blends traditional and unconventional methodologies to identify breakthrough opportunities, develop growth strategies and consumer-inspired new products, and to align organizational strategy and design in a way that supports sustainable innovation. InnovationPoint's clients include Hewlett-Packard, Kimberly-Clark, PepsiCo, Frito-Lay, Philips, Dial Corporation, Charles Schwab, Microsoft, Yahoo!, SRI, Alegent Health, Genentech, SK Telecom (South Korea) and Nestlé.