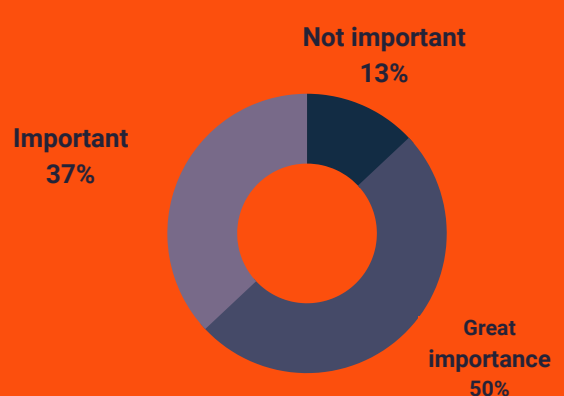


## IS CSR AT THE HEART OF COMPANIES' INNOVATION STRATEGIES ?

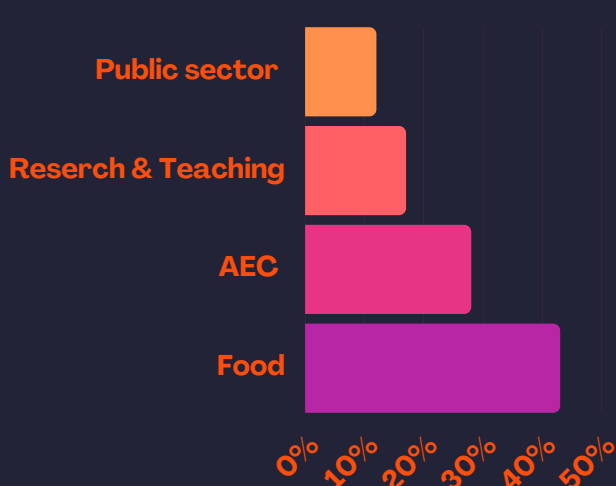
### IMPORTANCE, PRIORITIZATION AND OBSTACLES OF THE CSR POLICY

Organizations give a great importance in the integration to CSR into their innovation strategies. However, the commitment is different depending on the sector. Without any doubts, the most involved sector in CSR is the **food industry**, due to the massive awareness of consumers to be a more responsible consumer.

#### IMPORTANCE OF CSR IN AN INNOVATION STRATEGY



#### CSR PRIORISATION BY SECTOR



Some sectors are already trying to move towards sustainability. Innovation in AEC sector is strongly influenced by environmental regulations and objectives of the Paris agreements on decarbonization. However Teaching and research sector shows a lack of interest for CSR being more focused on business. Shouldn't innovation, CSR and sustainability be **their main driver to irradiate other sectors?**

#### MAINS BARRIERS OF CSR INTEGRATION IN INNOVATION STRATEGIES

These results mean that we need to phase the integration of these topics in the **business models to achieve a paradigm shift** and find the right approach to **coordinate R&D**, which drives business innovation, and **corporate level**, which drives CRS principles.



Regarding the integration of sustainability goals (CSR), the survey highlights that the importance of sustainability and CSR is growing and is expected to grow in the coming years.

More specifically, the role of the CSR department is **gaining maturity** and is gradually **considered to be strategic**. In all sectors of our sample, CSR departments are increasingly involved in business development and operational performance goals with the need to document their value by sharpening and measuring the impact of CSR initiatives. The survey also stresses **the importance of collaboration with external stakeholders** to share knowledge and best practices not only to explore sustainable innovation but also to implement sustainable practices.

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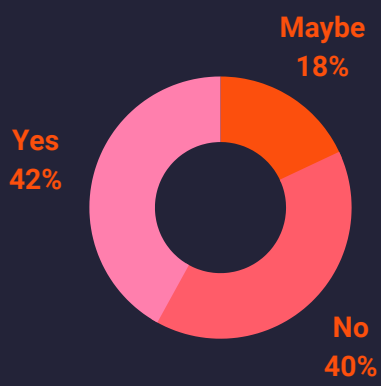
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## IS CSR AT THE HEART OF COMPANIES' INNOVATION STRATEGIES ?

### CSR IN INNOVATION STRATEGIES AND PRACTICES

#### SDG INTEGRATION IN INNOVATION STRATEGIES



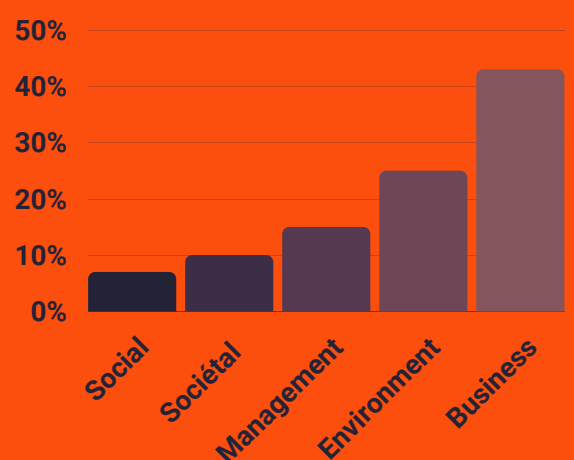
Surprisingly, some respondents said that **they never heard about UN's SDG\*** and mostly are **unaware of their existence in innovation strategy**.

The 17 UN's SDGs\* remain a common roadmap for the 2030 Agenda for Sustainable Development and provide a blueprint for integrating sustainability and CSR into the organizations' strategies.

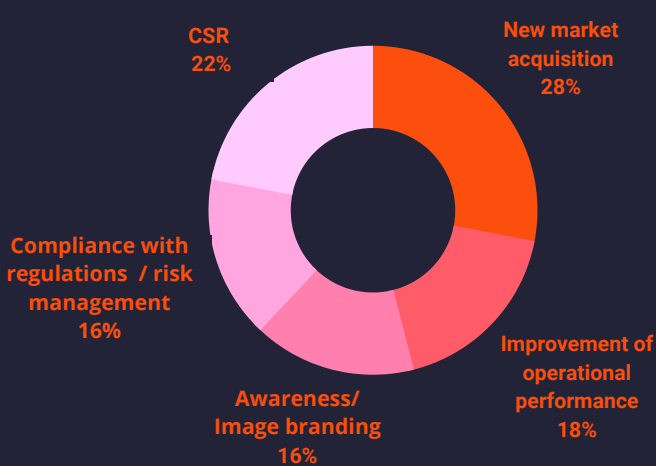
\*Sustainable Development Goals  
\*\*<https://sdgs.un.org/fr/goals>

Business is predominant, but it is worth noting that the Environment sector holds a solid second position on the impact of innovation. If we add social and societal issues to environment to integrate an holistic perspective of the sustainability, we observe that **Sustainability reaches the same level as Business in terms of innovation priorities**

#### INNOVATION PRACTICES GREATEST IMPACT AREAS



#### LEADERS PERSPECTIVES



Most of the time, organizations regard innovation as an **existing business optimizer** more than a game-changer.

C-level and leadership focus primarily on market acquisition and Support-Operations in the operational performances's framework. Is Corporate Social Responsibility ( CRS ) for top managers **simply viewed as another source of external constraints** or **create relevant synergies between CRS and Innovation ?**

In terms of innovations priorities, the results of the survey show that innovation is **still mainly business-driven**.

Apart from NGOs, corporate innovation projects are declared as developing at a **dizzying speed** with the dominant objective to **safeguard business and profitability**.

Sustainable innovation was thus **not considered as a priority** for companies at the time of the study, even if it was acknowledged as a **potential business driver**.

The **concept of sustainable innovation was actually rarely mentioned as such and seemed unknown for most of the respondents**.



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