

A Guide for Private Companies

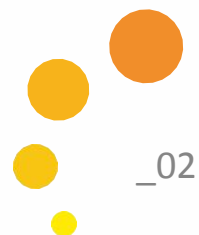
How Impact Businesses Can Be a Pathway for Medium and Large Companies to Be Protagonists in Innovative Solutions That Generate Positive Socio-Environmental Impact

Co-realisation



Strategic Partnership





_02

**Entrepreneurship is
not all the same.**

**Private companies can
make a difference.**

Private companies are at the forefront of innovation and can lead significant changes in the market and society. They play a vital role in promoting sustainable business practices and supporting initiatives that generate positive socio-environmental impact.

Doing business is not all the same, so private companies can be leaders in socio-environmental transformation by integrating impact businesses in their strategies and operations.

This guide was developed to help companies navigate this transformation journey, providing insights, strategies and practical examples of how to approach impact businesses in their daily operations.

Enjoy your journey!

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(COMETRANSFORM)**

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What Will You Find Here?

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Businesses with Positive Socio-Environmental Impact

CONTEXT

- Brazil has serious, recurring environmental and social challenges, which affect people and territories disparately.
- Public policies and the third sector already deal with these challenges directly but cannot resolve them.
- It is necessary to commit more people and resources to resolving these challenges.
- There is an opportunity to stimulate a new economy that rethinks market logic to combine entrepreneurship, technology and innovation to solve social and environmental problems.

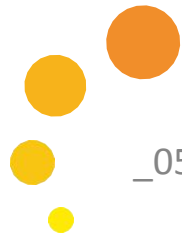
PROPOSAL

- It is necessary to stimulate and strengthen more business models committed to solving social and environmental problems.

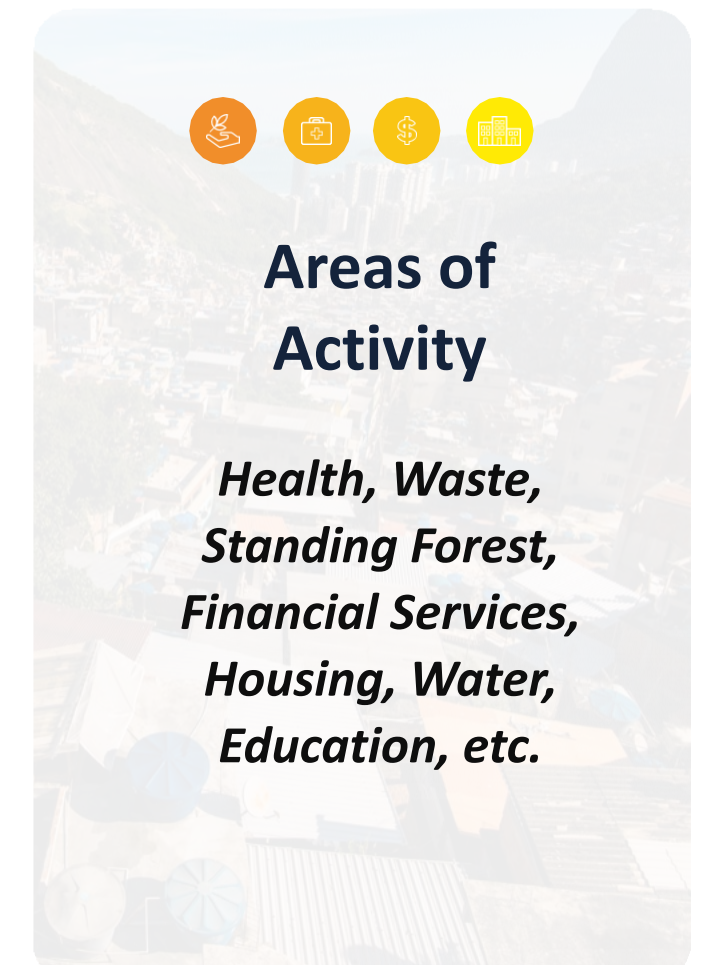
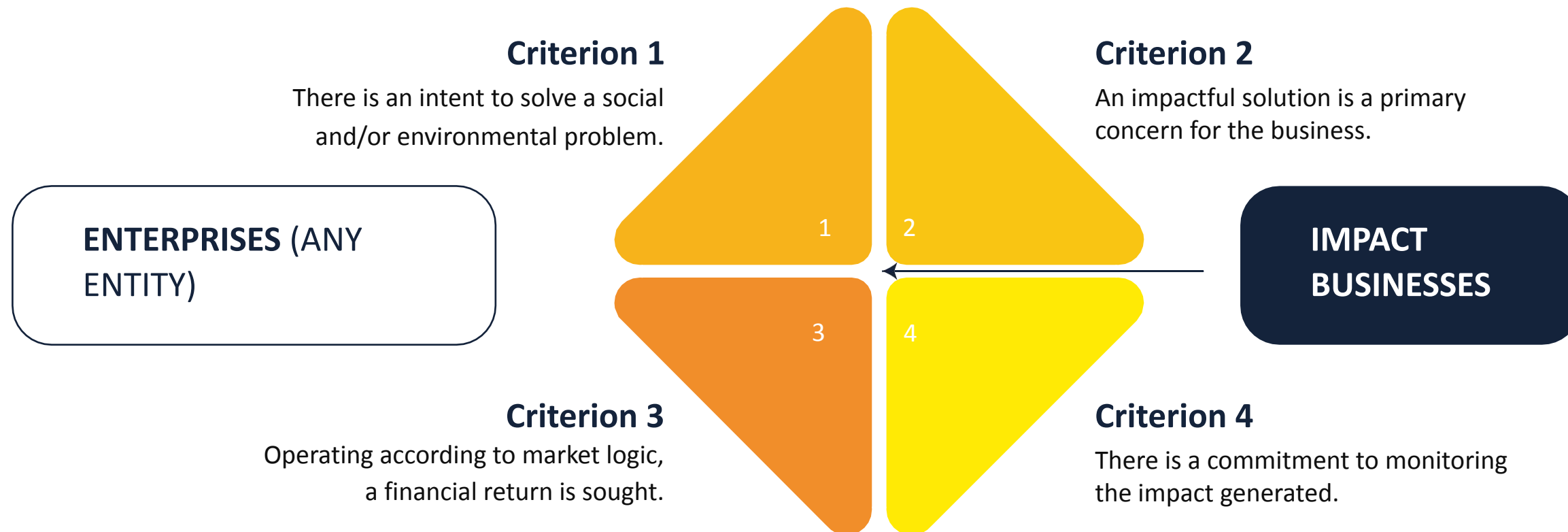
IMPACT BUSINESSES ARE ENTERPRISES THAT USE BUSINESS LOGIC TO IMPROVE THE LIVES OF PEOPLE AND THE PLANET.

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Businesses with Positive Socio-Environmental Impact



About the Coalition for Impact



R\$34 Million – 4 Strategic Objectives

Strengthen Local Infrastructure Supporting Impact Businesses

Provide technical and financial support to dynamising organisations.

Promote Impact Businesses

Indirectly promote at least 600 impact businesses.

Generate Investments in Impact Businesses

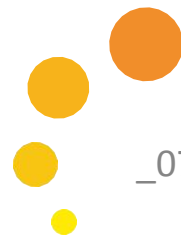
Stimulate public and private investments of R\$15 million for impact businesses.

Generate Financing for Dynamising Organisations

Stimulate financing of R\$15 million from outside the Coalition for dynamising organisations.

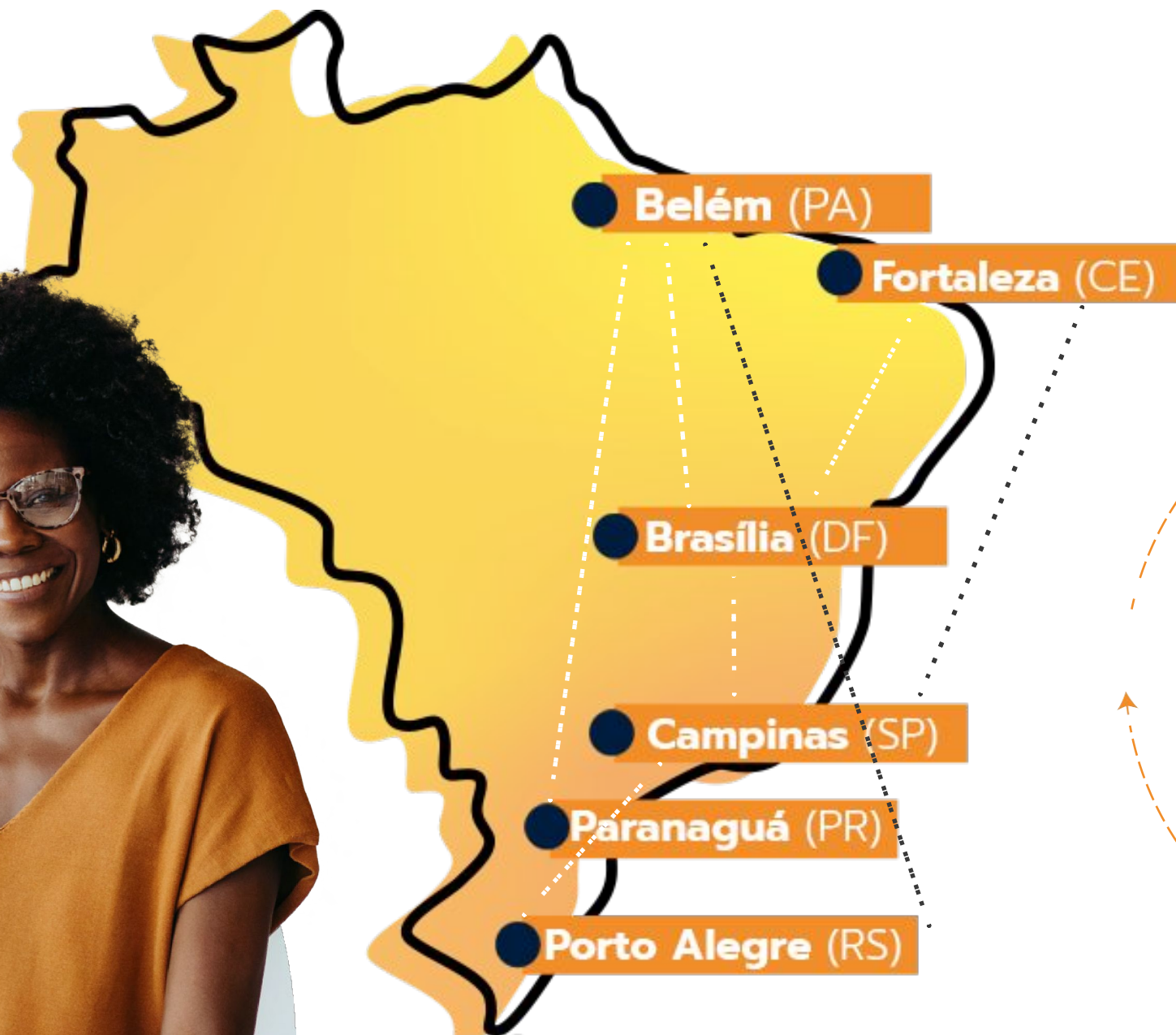
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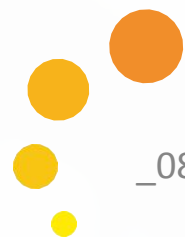


It's a Coalition of Cities

Each city has local coordination and governance.



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Impact Businesses and Large Companies

Companies face management and operational challenges.

Responding to these challenges can represent cost reductions or opportunities for new revenue for them.

Impact businesses **can help** them think about these challenges from the perspective of positive socio-environmental impact.



Internal Challenges

A

HR
Team

B

Supply
Chain

C

Internal
Processes

D

Strategic
Positioning

E

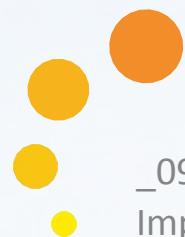
Community

F

Consumer
Market

External Challenges

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_09 What Positive Socio-Environmental
Impact Has to Do with Large Companies

What Positive Socio-Environmental Impact Has to Do with Large Companies



In the future, financial capital
will be **directed to
businesses that can combine
lower risk, higher profits and
more positive
socio-environmental impact.**

The operations of all companies generate an
impact on society and the planet.

We have spent the last few decades discussing **sustainability**
primarily to create new standards for how the private sector
should mitigate the negative effects generated by its
production and supply chain.

We need to advance the debate and discuss how large
companies can be protagonists in solutions that effectively
improve the lives of people and the planet.

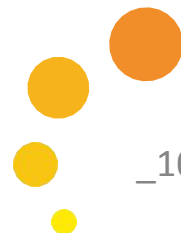
Impact businesses are a
**pathway for large
companies** to generate
positive social and
environmental impact.

Large companies need to qualify their performance in
ESG criteria, and the **innovation and impact ecosystem**
may introduce partners, solutions and innovations to
help them with these challenges.

On the other hand, large companies have financial
resources, mentors and connections with the market that
can support the development of impact businesses. The
important thing is to **ensure a win-win perspective** for
corporations and impact businesses.

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_10 Why Look at Impact

Why Look at Impact

Talent Attraction

A importância do ESG para a atração e manutenção de talentos

Preocupados com questões ambientais, sociais e de governança, os candidatos abordam esses temas já nos processos seletivos. Entenda o impacto

Por **leis Borge**, colunista de VOCE RH 1 out 2021, 08h32

Investment Options

COLUNA DO JOJO

Se não for por consciência, que seja pelo lucro: o ESG pede passagem na sua carteira de investimentos

Goste ou não, o fluxo de dinheiro está mudando; veja quatro excelentes opções para entrar agora e ser beneficiado

31 de agosto de 2021 12:38

Market/Customer

Home > Revista Exame

Lucro consciente: a aposta para proteger a reputação e conquistar clientes

As empresas encontram na responsabilidade social e ambiental uma forma de proteger a reputação e conquistar consumidores e investidores

Access to Credit

Apresentado por GRUPO BOTICÁRIO

Home > Negócios

Grupo Boticário: linha de crédito para fornecedores atrelada a metas ESG

Criado em parceria com o Itaú BBA, produto inédito no segmento é destinado a parceiros que se destaquem em atributos ambientais, sociais e de governança

Market/Customer

ESG vira foco da comunicação nas empresas

Segundo especialistas, comunicação clara sobre pautas de questões ambientais, sociais e de governança deve ser determinante para conquistar mercado

Investment Options

ESG deixou de ser apenas politicamente correto e já é bom caminho para garantir lucros; veja como investir

Fundos, ETFs e carteiras recomendadas estão disponíveis para quem quer fazer investimentos com foco em aspectos sociais, ambientais e de governança; conheça uma forma prática de ingressar no mercado ESG

Seu Dinheiro

7 de março de 2022 10:00

Talent Attraction

83% dos profissionais levam práticas de ESG em consideração antes de aceitar oferta de emprego

Segundo pesquisa da consultoria Robert Half, a agenda deve moldar o futuro do trabalho a partir do critério dos colaboradores.

Robert Half Redação

21 de junho de 2021 Atualizado há 10 meses

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Impact Businesses and Large Companies

Connection Examples

Challenge	Opportunity		Impact Businesses	Large Companies
Increase efficiency in processes related to the use of energy, water, and soil	Sustainable technologies to reduce water costs	→		 Pilot contract generated average water savings of 42%
Offer additional benefits to employees that translate into productivity gains for the company	A platform that gives access to mental health and supports people in their emotional wellness journey	→		 Acquisition added new mental health services and a base of 250,000 customers
Reduce the cost of material inputs	Technology for biodegradable packaging made of agricultural waste such as corn husks	→		 Pilot contract with 25% savings in electricity and 80% in water use, compared to cardboard

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The Journey of **Large Companies** through the Lens of Positive Socio-Environmental Impact



They don't consider sustainability and have no idea of the impacts they generate.

They know the **negative impacts** of their operations and have plans to mitigate them (taking into account legal compliance).

They know the negative impacts of their operations and invest in research and development to **mitigate, compensate and avoid** those impacts.

They appropriate the **positive impacts** that they can generate and invest in innovation for **regenerative processes** and projects with shared value.

They make **commitments** and participate in alliances and ecosystems that promote networked action for a new economy with more positive impact.

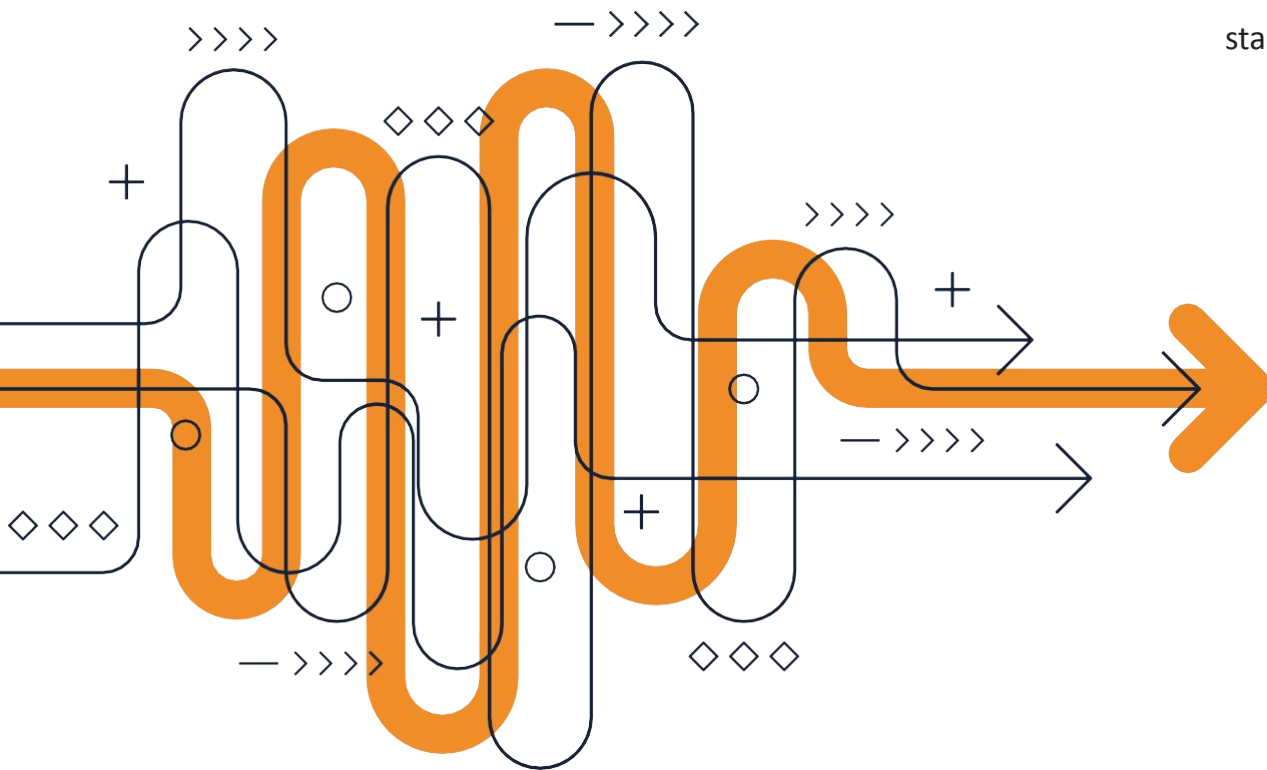
ESG as an agenda item

ESG as part of the process

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Pathways for Connection between Large Companies and Impact Businesses



Innovation and New Business for the Company

New products and services, new types of relationships and benefits to stakeholders, and market expansion



Performance Improvement in ESG and Sustainability

Best management practices, aligning social and environmental impact with company growth



Social Responsibility and Corporate Philanthropy

Participation in causes, territorial development, and the development of the ecosystem and sector

Open Innovation Programs with Impact Businesses

Implementation of solutions in the company's operations and/or acceleration programs with impact businesses

Territorial Development Programs with Impact Businesses

Implementation of IB solutions in the territories or IB development of the territories

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Next Steps on Your Journey with the Coalition for Impact

AWARENESS

Individual and group meetings to present the potential of the socio-environmental impact agenda combined with open innovation practices

DEEP DIVE

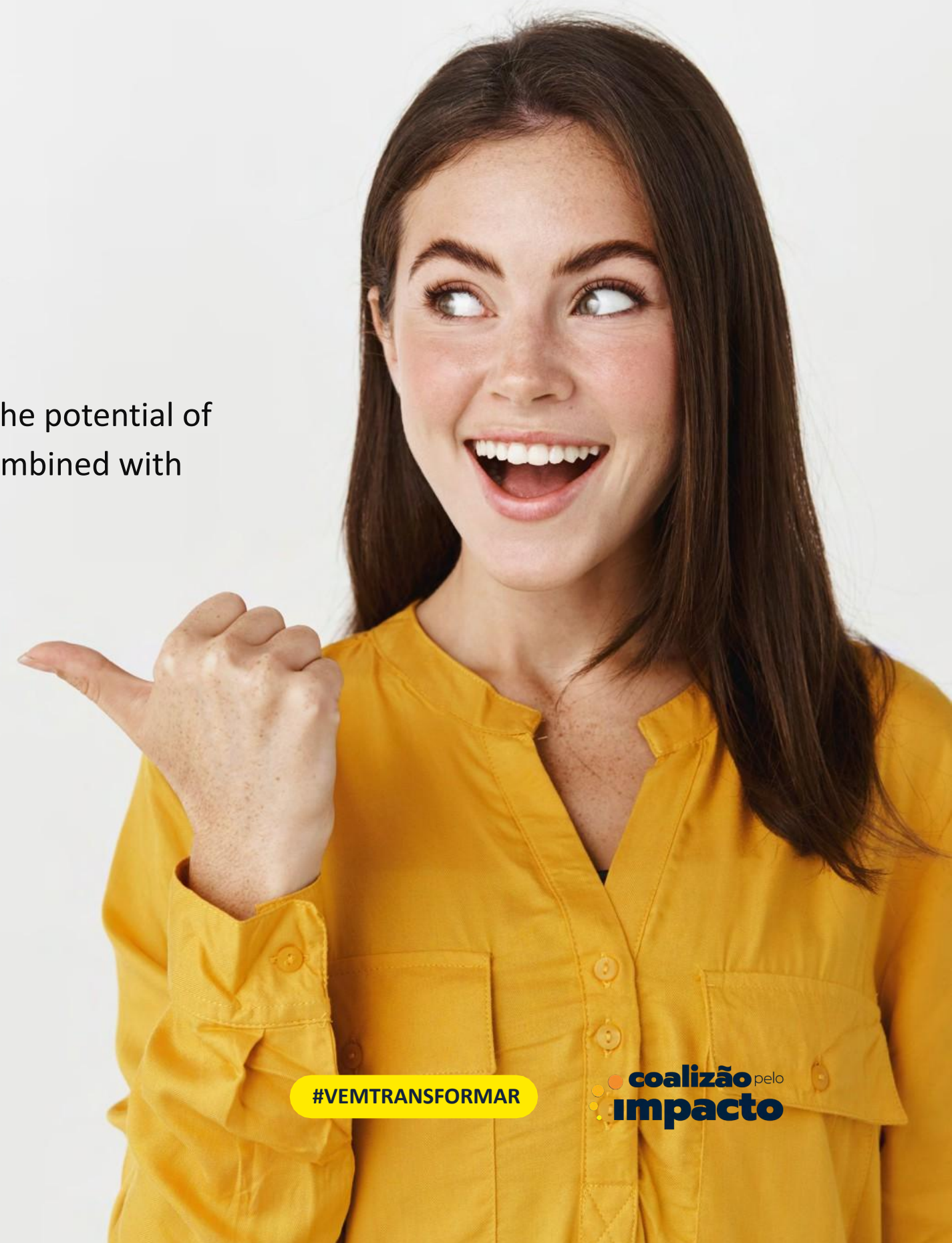
Rounds of interviews to capture the company's business challenges and opportunities for action

ACTION

Presentation of concrete proposals for the company to act on in 2025

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_15 Find out More—Publications on the Topic

Find out More—Publications on the Topic

ESG Connection

Quintessa and Pipe Social - 2023

This publication discusses the intersection between the ESG challenges of large companies and solutions with positive socio-environmental impact.

[Access here](#)



Opportunities for Large Companies: Rethinking How to Do Business and Solve Social Problems

Sense Lab – 2018

This publication provides examples of large companies' internal and external challenges in their connections with impact businesses.

[Access here](#)



Guide to Innovating with Impact

Quintessa - 2021

This is a step-by-step guide to structuring initiatives that actively seek solutions to companies' challenges in generating positive socio-environmental impact.

[Access here](#)



Pathways to Positive Impact

Quintessa - 2022

This publication presents the intersection between the ESG challenges of large companies and solutions with positive socio-environmental impact.

[Access here](#)

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**For more
information,
contact the
Coalition's
local
coordinator in
your city.**

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