



## The Rise of the Social Intrapreneurs: Innovating from within

### Overview

Sustainability is now part of the trade conversation, offering businesses in all sectors a wealth of opportunities. But innovating isn't always easy, especially for companies used to specific processes. That's where Sustainability Intrapreneurs come in. Intrapreneurs inspire fresh thinking and help organisations nurture – and implement – innovative new ways of thinking from within.

This session inspired the attendees by exploring how everyone can be a changemaker and unleash positive impact opportunities within their organisation. Attendees were introduced to the concept of the Social Intrapreneur – someone who applies the principles of social entrepreneurship inside a major organization.

The workshop provided practical guidance on developing an entrepreneurial mindset and creating and promoting relevant solutions to social or environmental challenges, supported by a series of success stories.

### Speakers

Moderator: **Adrian Poher**, Position – FTA Capacity Building Coordinator

- **Dominique Barea**, FTA – Manager Capacity Building and Continuous Improvement
- **Katarzyna Dobrogosz**, FTA - Capacity Building Officer
- **Norma Snell**, FTA – Trainer and Netherlands NCG Coordinator

### Session Highlights

- Inspiring stories of Social intrapreneurs: M-Pesa Project from Susie Lonie at Vodafone UK, Affordable housing programme from Francois Perrot at Lafarge, Net-works from Miriam Turner at Interface.
- Workshop used innovation techniques based on Design Thinking, Collective intelligence and co-creation to solve each challenge.
- The challenges of the attendees were: Getting buy-in within your company, Getting buy-in with your business partners and Implementing polluters-pay principle to Carbon emissions.

## Quotes

- „Social Intrapreneurship helps in creating new market opportunities and building resilient, sustainable supply chains” by Adrian Poher
- “The way we work is not only selling the cement but cementing the partnerships to bring a win-win solution” by Francois Perrot
- “If you were Nelson Mandela, what would you do to solve your challenge?” Katarzyna Dobrogosz