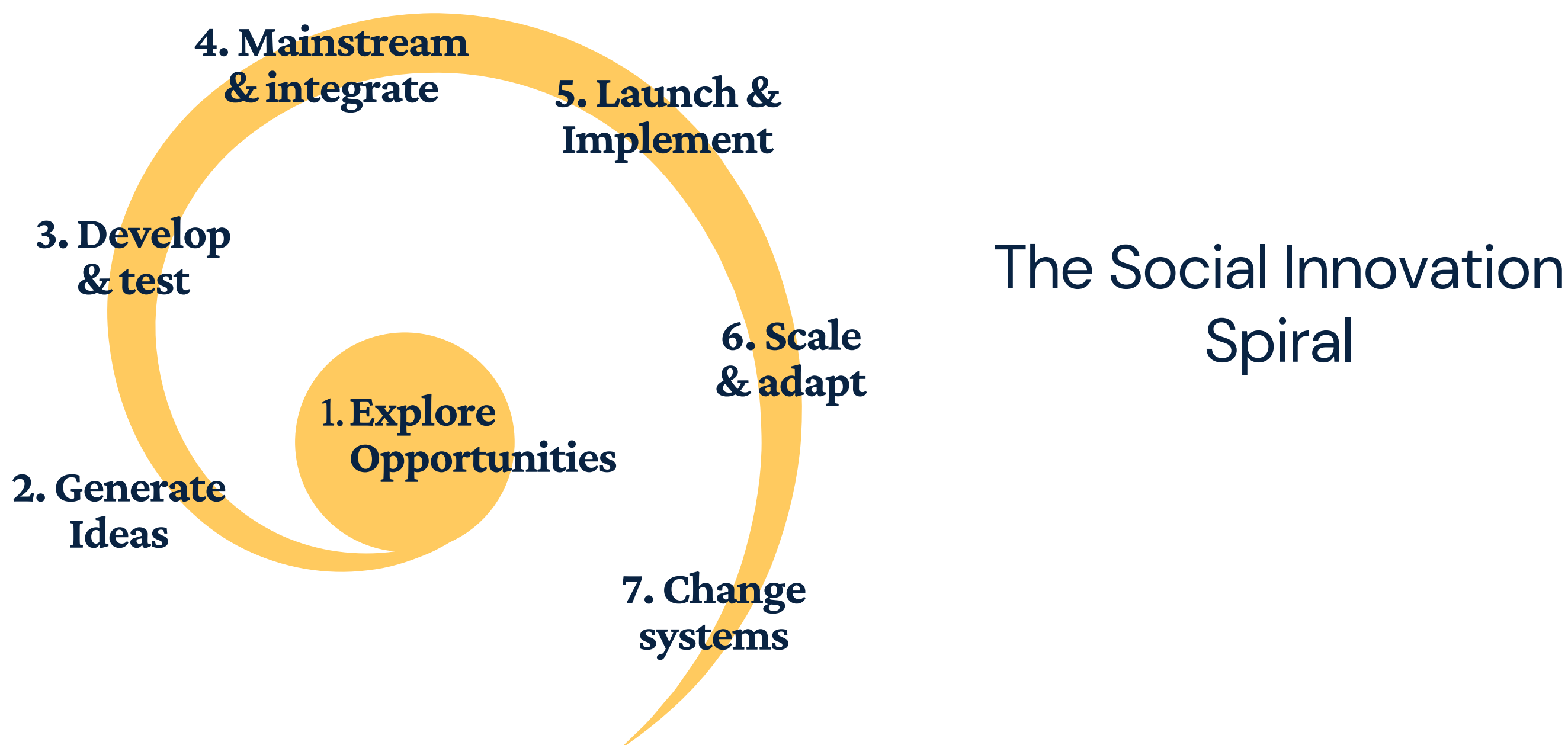


# Social Innovation for Business: What it is & How to do it



A social innovation (SI) is any public or business initiative that supports people in their efforts to flourish and grow. To develop an initiative follow the Social Innovation Spiral steps. It's amazing what can happen once you get started.



## Start Close In

Businesses can introduce SIs for any of their many stakeholders: customers, staff, community members, partners, suppliers, and even to the natural world that we ultimately depend on.

## The Business Tipping Point

SI can unlock how you see the core purpose of your business. Instead of a business model that makes money by using human and natural resources. Tip it over and see how you can invest money to benefit all your social and ecological stakeholders.