



Activity 5

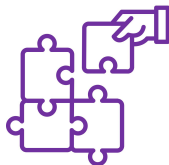
Social Impact Initiatives Challenge

Welcome to the Social Impact Initiatives Challenge!

Teams must develop a social impact initiative that their company can implement.

The focus is on creating positive societal or environmental change while also ensuring the initiative aligns with their company's brand values and business goals.

Examples of Social Impact Initiatives could be charity partnerships, community development programmes, employee wellness programmes or awareness campaigns.



Material

- Reusable printed instructions
- Printed templates for each section



~ 1.5 hours in total

You have 1 hour to develop your solution and be ready to present it.



Key learnings

- Social responsibility
- Strategic planning
- Persuasion
- Oral presentation skills
- Creativity
- Team work