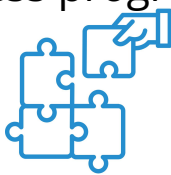


Activity 5

Social Impact Initiatives

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.
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- 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



From 1.5 hours in total

You have 50 minutes to develop your solution and be ready to present it.



Key learnings

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