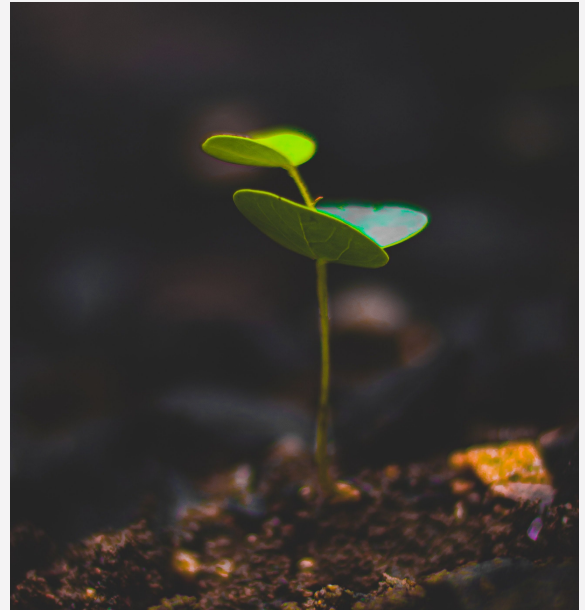


Sustainability in Innovation

There isn't a more pressing global issue to address than that of sustainability. Where once business efforts in this area were seen as solely a way of achieving good publicity, sustainability programs now form essential components of how organizations operate and improve.

For this reason, innovation in this area is also incredibly important. Recognizing sustainability shortcomings is one thing, knowing how to change them is another. Having spent the last decade running Challenges in this area, Wazoku has been at the forefront of a lot of progress in sustainability.

In this guide, we'll look at some of the changes in how businesses approach sustainability innovation and the reasons behind these shifts.

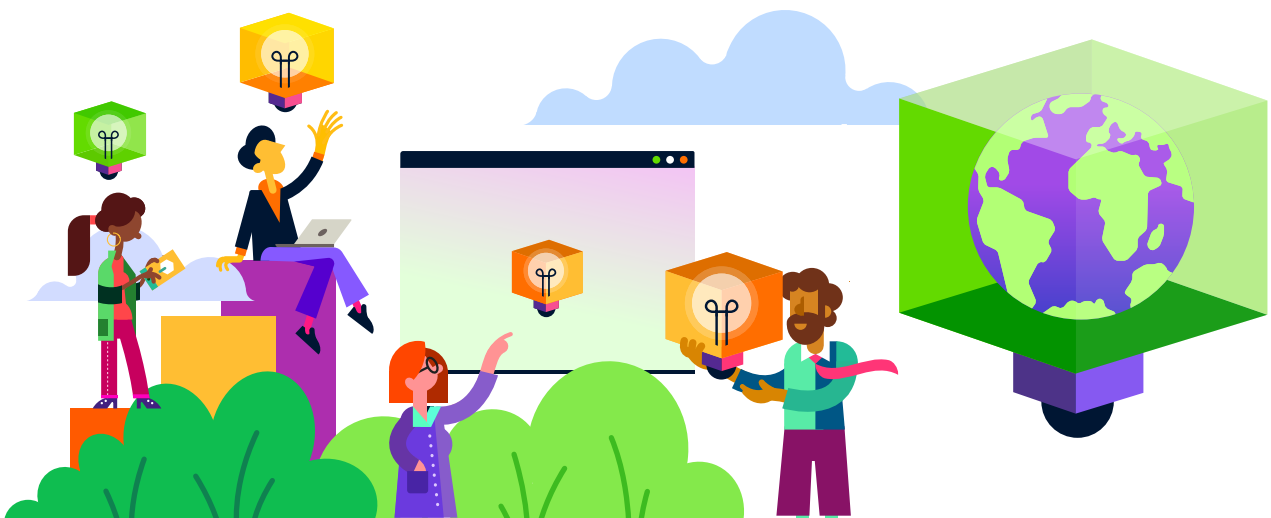


A Changing Landscape:

As the significance of sustainability has increased, companies have changed the entire approach to the topic.

→ [Some research by Deloitte](#) found that over half of organizations surveyed had a Head of Sustainability, but only 15% had a Chief Sustainability Officer in place. As a result of this reality, sustainability practice remains relatively confined to its own silo.

Though incremental and limited, this change has been influenced by many different pressures. As sustainability increases in relevance and more companies begin to institute changes to react, these pressures will likely underpin any action taken.



These pressures include:

- > **1 Regulation** – as governments receive increasing amounts of pressure to act on climate issues, regulations around omissions and waste are enforced on business.
- > **2 Capital** – the focus on sustainability makes it a deciding factor of many investments. Failure to consider and implement sustainable practices can lead to a lack of investment from customers and investors alike.
- > **3 Reputation** – with climate change becoming a more important topic, businesses with a good reputation for sustainability will be better suited to changing market, regulatory, and technical shifts.
- > **4 Technical Change** – sustainable technology will only continue to improve with time. Businesses should seek to adopt these new technologies so as not to be caught out by out-of-date and unsustainable practices.
- > **5 The Planet** – outside of the business world, in which all the above pressures can be found, the sustainable pressures from the planet itself – highlighted by the recent Coronavirus pandemic – should give businesses enough reason to operate more sustainably.

As shown above, sustainability is influencing companies to make changes in a multi-faceted and growing way – in both scope and force. If a business is just beginning to explore this area of innovation, these pressures make the process even more daunting.

At Wazoku, we have been a part of many sustainability overhauls with our partners and customers. In our work with [Waitrose](#) use of our enterprise-grade innovation platform led to a complete remodelling of the company's innovation infrastructure. With [A2A](#) a leading energy company, running a Challenge through Wazoku delivered an innovation that will become an industry-wide gamechanger.

We're uniquely positioned to provide insights and technology to help any business streamline and improve innovation processes, with sustainability solutions being just one area of our offering.



Using Innovation to Solve Sustainability Issues:

As diverse as the pressures are on companies to find more sustainable ways of working, they all push organizations towards one end goal. The challenge for a business is how it goes about making these changes.

Solutions are sourced from a variety of different areas of a company's ecosystem. These include:

Competitions – these are often used as a starting point for a company seeking to engage a crowd. Often, competitions are internal as these are easier to manage.

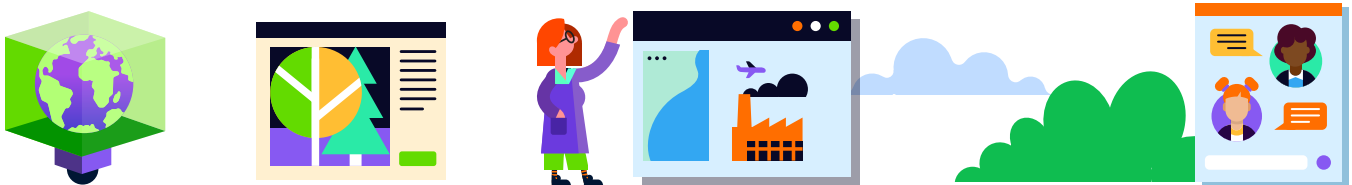
Supplier Community – companies that have succeeded in delivering sustainability-focused innovation often look at relationships with suppliers and how that can be an area of improvement.

Open R&D – sourcing ideas from outside an immediate network offers businesses the opportunity to connect with a crowd that isn't constrained by internal frameworks.

Engaging customers – taking note of the opinions of customers gives companies an insight into areas in which sustainability practices currently fail.

Businesses have also changed timeframes to achieve better results from sustainability innovations. Where once these programs were run around a single event, now companies are finding always-on approaches to produce greater outcomes.

Wazoku's platform offers a time-sensitive and cost-effective solution, as it can be easily customized to run Challenges over any period of time. This affords organizations the ability to better monitor sustainability efforts, whilst also allowing for the ability to react as and when problems arise.



In this guide, we've covered some of the changes in how businesses approach sustainability innovation and the reasons that have informed these shifts. After that, we've looked at how any company can begin to gather ideas on sustainability efforts and how to move towards continuous innovation. This all feeds into the principles underpinned by Wazoku's Challenge-Driven methodology and our ability to support Challenges that run in an always-on manner.

About Wazoku:

Wazoku is a pioneer in open innovation, crowdsourcing, and innovation at scale. For more than two decades, we've been helping our clients deliver sustainable and scalable innovation practices. As both for-profit and for-purpose, our software and expertise have been used to gain competitive advantage and overcome humanitarian crises around the globe, all of which is underpinned by the belief that anyone can be an innovator.