



CSM Open Innovation Workshops

Addressing sustainability issues on a corporate level is a challenging task. Problems are often complex, interdisciplinary and require a large number of different internal and external stakeholders to be considered in the process.

To help your company with breaking down potential barriers to success in the area of sustainability, IMD's Forum for Corporate Sustainability Management (CSM) has created the CSM Open Innovation Workshops. An Open Innovation Workshop is a structured technique, which in the past has been successfully applied to solve large-scope, large-impact business challenges. It draws on a unique framework and a coordinated team effort to solve difficult problems within a short period of time. As an example, with the help of an Open Innovation Workshop, E.ON UK managed to design an effective responsible procurement program on a shoestring budget.

In the CSM Open Innovation Workshop you will;

- Learn the open innovation process underlying the CSM workshop, which enables you to tackle more problems faster, using less money.
- Immediately apply the workshop technique to tackle one of your toughest corporate sustainability management challenges, one that is essential to moving forward with better sustainability performance in your company.

The results? First, you get an effective solution to a pressing corporate sustainability management challenge together with a robust action plan ready for your team to implement on the Monday morning after the event. Second, you will have a committed team of people ready to make the changes happen. Third, you and the team will have learned a tried-and-tested innovation process that can be implemented over and over again to bring you ever closer to mainstreaming corporate sustainability management throughout your organization.

If you are interested in participating in the CSM Open Innovation Workshop, please contact

Dr. Aileen Ionescu-Somers
Deputy Director, Forum for Corporate Sustainability Management (CSM)
Tel: +41 21 618 03 89
Email: aileen.somers@imd.ch

