

Innovation & Sustainability

Programme outline

Innovation & sustainability have become two of the most pressing global issues for businesses, governments and academic institutions. **Many companies need to make changes to their operations to stimulate growth and address sustainability issues** from climate risk to social cohesion, but they need help achieving their goals.

From tech to retail and financial institutions, business leaders all say similar things, ‘we need new strategies, ideas and initiatives to drive economic recovery and sustainable impact’. This is where innovation comes in. Innovation can help to understand the risks and embrace the opportunities. **Using innovative approaches can help organisations to create new solutions to complex challenges, such as carbon reduction and ensuring supply chains are more sustainable.**

Innovation provides a structured process to get to the root cause of the problem and creatively design new initiatives and services. In addition to this, using innovative techniques can help to design more effective solutions, at a much faster rate and a much lower cost.

As we begin to embrace new ways of working, what we need are the right tools and methodologies to help restructure our companies, communities and economies, to be stronger, more sustainable and inclusive.

This programme will focus on 6 key areas:

1. Sustainability: The current landscape in business

This module will provide an overview of sustainability and the impact this is having on businesses. Key topics covered will include:

- The UN SDG's
- The commercial benefits of sustainability.
- Responsible business, net zero, social impact.
- ESG framework

2. Innovation Project Cycle

Participants will be introduced to the key concepts of innovation. They will learn the seven stages of the innovation project cycle and how this differs to the traditional project cycle. This module will also provide examples of global innovations which have been effective in driving social and environmental impact.

3. Exploring the Challenge

Many companies are heavily focused on driving economic growth and addressing global challenges. In this module participants will select a key social or environmental challenge. They will then be given a series of tools and techniques to apply to their topic, to help understand, contextualise and deconstruct their challenges.

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4. Generating Project Ideas

Once projects teams have a clear understanding of their challenges, they can then begin to generate new ideas. The participants will be introduced to a step-by-step process to help them generate and develop new innovations.

5. Testing

Participants will be introduced to the concepts of prototyping and be taken through 3 key prototyping processes. They will then design a model which can be tested with various stakeholders.

6. Implementation & Scaling

The final stage of innovation is implementation and scaling. Participants will be provided with theories and models of scaling to improve their chances of success. They will also be introduced to an assessment tool which will help them understand whether their model is ready to scale and identify areas which need to be improved.

Participants will learn how to:

- Develop new business models which drive revenue and, at the same time, positive global impact
- Introduce and embed sustainable practices into business operations.
- Tackle specific sustainability issues from climate risk to social impact and inclusion
- Design new innovative ways of working to stay relevant and respond to the needs of customers and communities

The innovation programme will:

- Provide an overview of innovation techniques, skills and tools which have been used globally, to address complex challenges and design new solutions
- Focus on key areas of the innovation project cycle from framing the challenge to designing, testing and scaling solutions
- Draw from real-world global case studies to illustrate how innovation practice can be successfully applied
- Outline the common challenges and lessons highlighted by innovators



Tanya Popeau

Synthesis - Director



Tanya Popeau is the Director of Synthesis – an award-winning agency. She has worked with the world's leading corporates, charities and governments to design breakthrough innovations to address global challenges. Her clients have included Unilever, Lego, HSBC, Jimmy Choo, Amazon, Natwest, Mercedes Benz and the United Nations. Her projects have covered a range of global issues including financial inclusion, urban poverty, sustainable supply chains, food waste, energy efficiency and education.

In 2023, Synthesis won 'Best International Sustainability Consultancy' in the Greater London Enterprise Awards. In 2024, the **Corporate LiveWire Innovation & Excellence Awards** voted Synthesis 'Best Sustainability Consultancy'.

Testimonials

"At the end of the three-day session participants had developed a good foundation for three highly viable projects. More importantly, participants now have a solid grounding in the skills and thought processes needed to innovate practical development projects. Kudos to Tanya for a great job!"

Anne — Mercedes Benz, CSR

Mercedes-Benz

"Tanya offered an excellent programme.... her presentation was clear, easy to follow, and focused. It was interactive and fun. Our team had discussed scaling for a while but needed specific information. This programme helped us understand the terminology, practices and skills needed for scaling our projects. She provided a systematic approach for each stage and the tools were excellent."

Melissa — University of Chicago

"Tanya is incredibly engaging and knowledgeable. She gave our group the perfect amount of theory, inspiration and time to craft our own innovative ideas in break-out sessions. It was a fantastic session."

Lucinda - Unilever



"After just one and a half days of work, colleagues managed to generate five prototypes as solutions to development problems as diverse as sustainable forest management, women's economic empowerment, early warning systems, e-learning, and youth civic engagement."

Kuntheara — UN, Cambodia



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