

We Value Nature Virtual Office Hour call

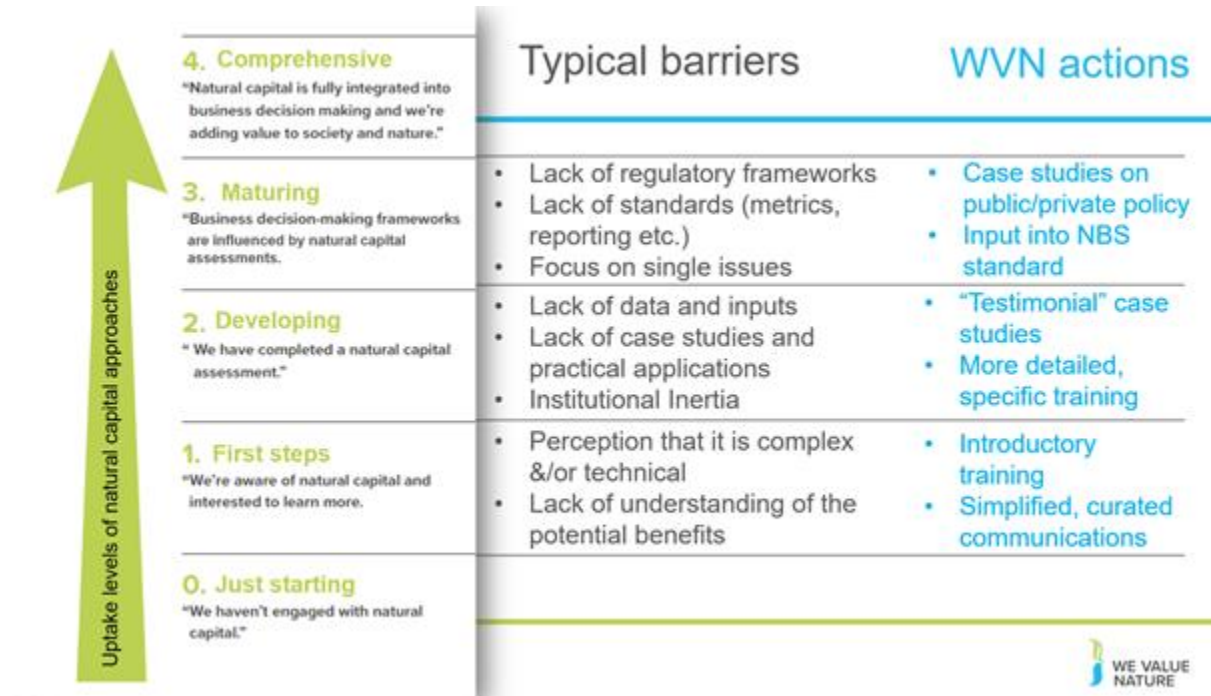
24 September 2020



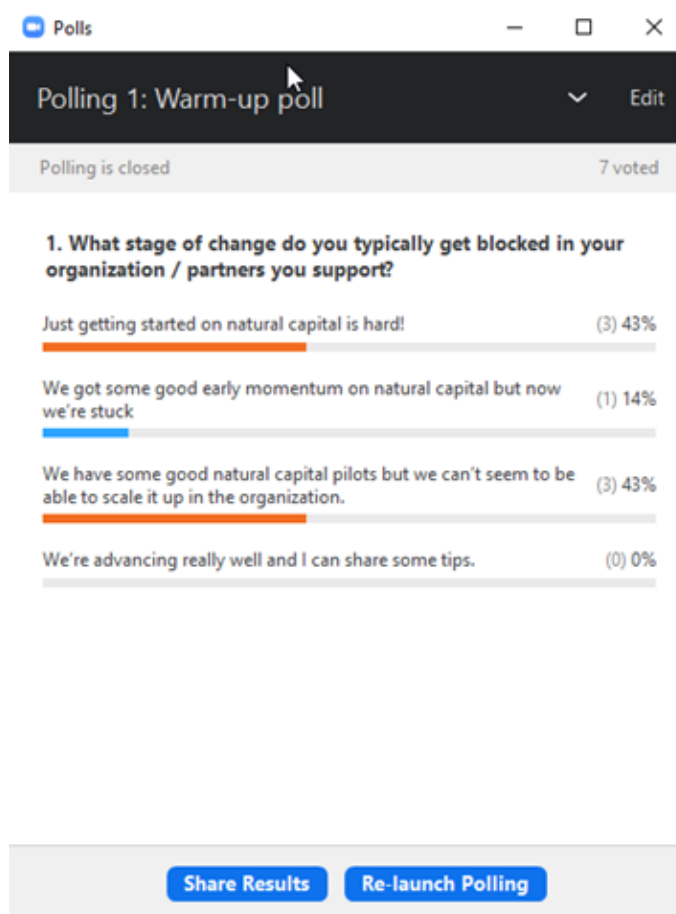
1. Welcome - Check-in question

- Katia Bonga, Associate, Redefining Value Program - WBCSD & Lead for all We Value Nature training / capacity building efforts. Really keen to get practical & concrete tips from John on overcoming institutional inertia as we have been hearing a lot from businesses lately about their struggle to get things moving internally and getting internal buy-in
- Elena Rainey (bp plc): Hi everyone, Elena Rainey, Environmental Policy Advisor at bp
- Guy Duke ICAEW / GD NatCap Ltd: Hi, I'm Project Director for We Value Nature
- Mina Pokuaa Agyemang, A Rocha: Hi I am Mina Pokuaa Agyemang. I am with A Rocha Ghana
- Peter van Kempen, Consultant, IUCN CEC member: Hi, I am a Behavior Designer specialized in change processes for sustainability. I work for governments and NGOs, also for business and for IUCN
- Silvia Scozzafava (Aichi Obiettivo 20 srl, Italy): Hi, I missed the poll! Anyway, I am an ecologist and startup interpreneur therefore I am just starting!
- Andy Duncan, Landscape Manager, Hanson Quarry Products UK: Morning - I'm Landscape and Restoration manager for quarry company Hanson UK, part of Heidelberg Cement Group. Some good global initiatives and good with Carbon, risk of us slipping backwards in UK, having been leading within the Group since mid 2000s!
- Olivier Schär: Hi, I'm Olivier Schär. Self-employed and interested, and totally new, in the social intrapreneur concept.

We Value Nature's uptake framework



Warm-up poll results



2. How to overcome barriers related to institutional inertia

Summary

Many different definitions for the social intrapreneur. Typically people are trying to bring about social and environmental change. Differentiates from CSR as this is NOT business as usual. Innovative change that goes against business norms.

Focus on tensions and experiences by social intrapreneurs in large MNCs, based on 62 deep-dives with social intrapreneurs.

Huge challenges linked to both “innovation” is hard.

Starting

Often people have ideas, but the company didn't decide to take up my idea and so I gave up - whineovators - we're all whineavators at some time!

Need to focus on an idea, really choose an idea and commit to it.

Disembedding

How to get outside of current organisational norms.

A few way to break from their organizational norms:

- Leaders in an organization help give support and legitimacy to your project and also provide tips on how to overcome institutional inertia
- Coalitions & movements where there is space for learning, development of ideas and support - helps for others to say that such project or step is needed

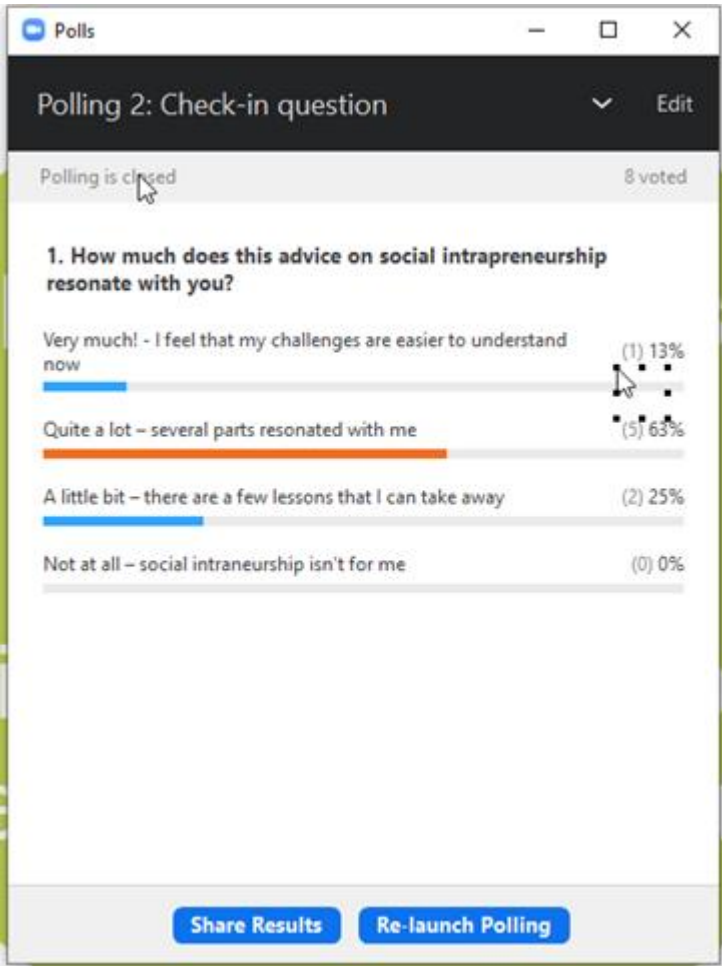
Need to find the right balance between compromising and while ensuring that idea can carry on.

Accept that the project doesn't always have to be perfect.

Should we stay or go and do the project elsewhere is often a question that is asked.

	Comment(s)
1	I have been working for 15 years in public administration of protected areas and been unable to push any innovation through. eventually I switched to part time and decided to start my own business to get round the public administration inertia which is enormous in my country (Italy)
2	Business for Nature is a great example of the call for action/event/movement https://www.businessfornature.org/ with now 560 companies calling for policies to reverse nature loss
3	There is a need to balance persistence and creativity. when you realize something is not working, you should considering changing something, either little or big, in what you do else you stay stuck against a wall, or get crushed

Check-in poll results



3. Group discussion in breakout rooms

Separate live Google document for this part:

[Breakout rooms - Questions to discuss](#)

Summary of key highlights from each group discussion:

- Peter: Inspired by Sylvia's story who tried to change many times the organizations she was working for. But the people in power were not willing to change. Perhaps people are afraid of change
- John: a lot of energy around using case studies of either industries or people doing similar things. Andy in the group talked about creating competitiveness, leveraging fragments of success even if not your own organization to move things forward
- Guy: challenges of bringing municipals together in being innovative to protect areas. Involves a lot of engagement with the communities. Top tips from Olivier to spent a lot of time to strengthen social interactions, be very careful of your communications and what you are expecting, as well as staying flexible.

4. Wrap-up

What is your key takeaway from the call?

- So many great ideas out there - but case studies were a good insight
- The need to focus on one thing and persevere
- Will aim to be a persistivator!
- Good realise I've been a social intreprenuer all my life... :)
- The journey of Social Innovators who decide to leave and make their idea happen on their own.
- My key Learning: build a strong coalition and take of it. Take care of it
- Big change have small beginnings, it all starts with individuals
- Key takeaway is that I'm not alone in experiencing difficulties in injecting change, and that I can learn from others experiences
- Key takeaway: don't give up, don't be afraid to float ideas
- Great idea rebranding troublemakers!! 😊
- I am empowered to push for the green change agenda

Thank you for your participation! :)

- Link to the [feedback Survey](#)
- Reminder the next call will be on
29 September, 11:00-12:00 CET