

The triple win

Why is Procurement so well positioned to drive social impact and what are the benefits for buyers, suppliers and society?

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Social Procurement at Zurich Insurance Group



Zurich is committed to supporting a fairer, more open and sustainable society through socially focused and inclusive procurement practices.

Zurich has been awarded platinum status by the Catalyst Business Commitment in recognition of its Social Procurement initiative and for ongoing involvement with not-for-profit and social enterprise businesses

Our journey at Zurich

Creating a positive social impact by changing our buying behavior

Zurich's Social Procurement Ambassador Training and support to Buy Social Europe B2B

Zurich UK becomes a founding member of BSCC - SEUK



Zurich UK wins British Insurance Award in recognition of our Social Procurement initiative



Buy Social Corporate Challenge expansion initiative: Germany, Switzerland, Ireland and Netherlands



Match making event in Brazil with the support from Yunus Social Business



Procurement is well positioned to boost social impact...



For every \$1 spent on CSR, \$400 are spent on indirect goods and services to run operation. Redirecting some of it to social causes allows to drastically scale impact



Procurement budgets worldwide amount to trillions of dollars. Even a 0.1% spend on social business could generate a multibillion-dollar impact



...while creating additional value for the company

Brand Perception



Increase brand visibility and differentiation towards your customers.

Introduce price premium as 82% of clients are willing to pay more for sustainable Products.

Win new customer and open up new markets as 58% say they bought something because of sustainable features.

Employee Engagement



>80% of companies engaged in social procurement state that it improved employee engagement and employee skills.

Talent attraction & retention: ~40% of millennials factor sustainability into their job choice.

Innovation



Become 'customer or choice' status from Social Enterprises.

Develop new innovative approaches in collaboration with Social Enterprises as underlined by 55% of corporates.

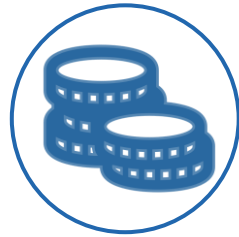
Boost innovation as 86% perceive a company with Social Impact initiatives more innovative.

Buy Social Corporate Challenge UK – SEUK

Like-minded corporates aiming to spend £1b with social enterprises



30 companies and
1400+ social enterprises



£355 millions spent



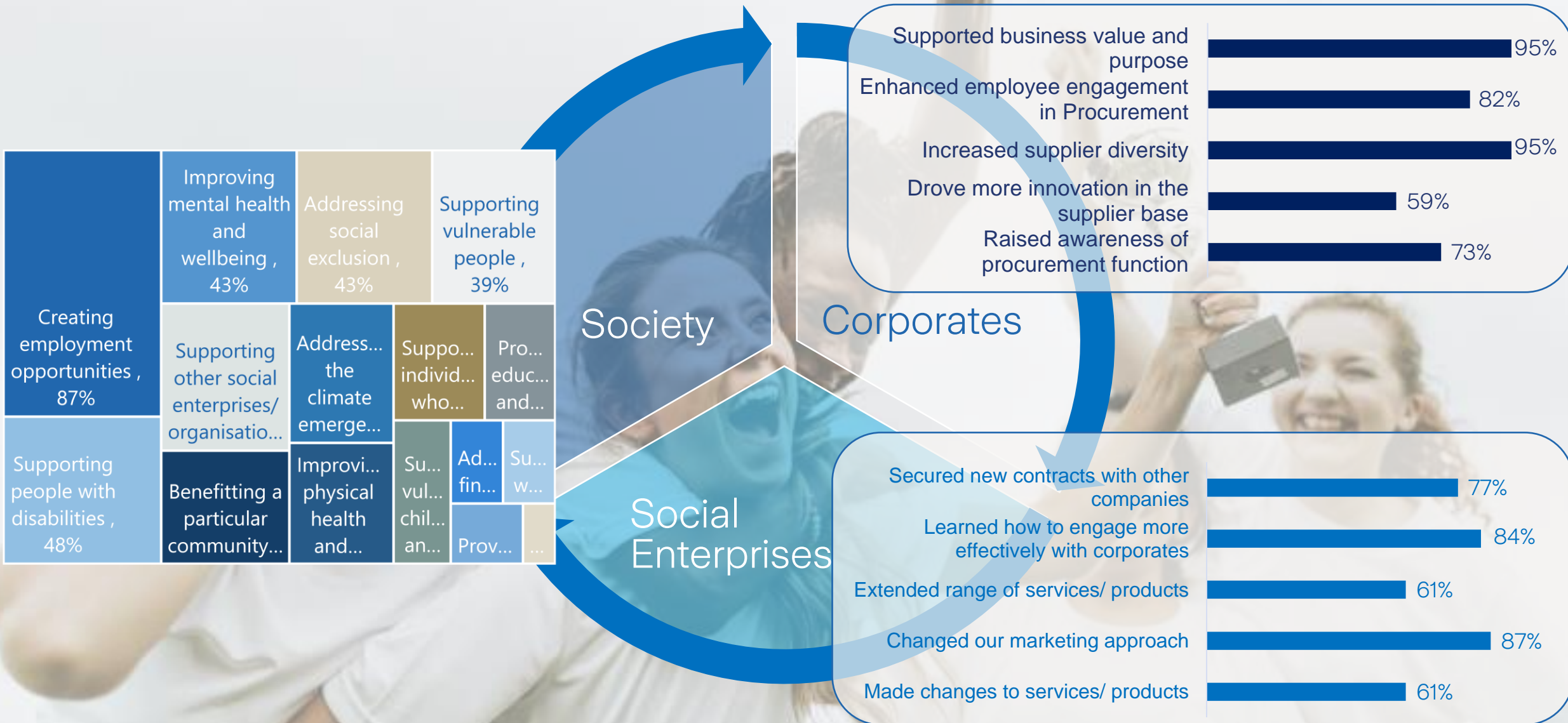
£32 millions total profits
reinvested into social or
environmental missions



Over 3400 jobs directly or
indirectly created



The triple win: Corporates, social enterprises and society profit together



Five key learnings



Our companies can create social impact by redirecting part of our spend to social enterprises



Procurement must take a lead role, working with intermediaries and like-minded companies to identify, develop and embed social enterprises into our supply chain



Neither charity nor compromising quality or cost



Be prepared to invest time on social enterprises in order to embed them in you supply chain



Social procurement can generate additional value for your company, and society

Where to find out more



The Social Entrepreneurship Network Deutschland represents, connects and supports social enterprises in Germany and is building important bridges to politics, civil society and businesses.



New Social Enterprise UK venture supporting big businesses to buy from social enterprises across EMEA region through the Buy Social Europe programme.



Yunus Social Business is a leading social innovation organization that supports companies to integrate positive social impact through their operations, including social procurement.



international bottom-up and non-profit organization for procurement professionals, academics and practitioners, driving awareness and knowledge on responsible sourcing practices and empowering people in procurement.



Social procurement is a powerful tool for sustainability, uniting purpose and profit for a better tomorrow. Buy Social Europe empowers mainstream and social enterprises to build sustainable trade partnerships for greater impact.



Thank You

This presentation reflects the personal view of the author and not necessarily that of Zurich Insurance Group

