

# Impact Innovation Brainfields

Inspiration to generate ideas  
for impact innovations



Green  
&  
Social  
Growth

# Objective

## The Impact Innovation Brainfields

- are aimed in particular at **innovation and sustainability managers**
- provide **inspiration for innovation and business model ideas**
- help to combine **economic success with social or environmental impact.**



# Brainfield #1

## Make materials and components of your product more sustainable

- Which **materials** of the product and the packaging can you make more sustainable?
- Which **components** can you remove or make more easily replaceable?
- How can you design the product to make disposal and **recycling** easier?
- How can you design the product to use less **resources** and produce less waste?



# Brainfield #2

## Rethink the product lifecycle of your product

- Can you improve the sustainability of your **value chain**?
- Can you make your product more **durable**?
- Can you offer services like **repair and maintenance**?
- Can you **take back, refurbish and resell** your product?
- Can you close the complete **product loop**?



# Brainfield #3

## Make your business model more social

- How can you **integrate** people into your business model who otherwise have it harder to find suitable and well-paid work?
- How can you make your products and services more **inclusive**?
- Which **social challenge** can you help to solve with the competencies and resources of your company?



# Brainfield #4

## Help with sustainable switch

- How can you make the sustainability of different offers in the market more **transparent**?
- How can you make it easier to **switch** to a more sustainable offer?
- How can you **help** the **providers** to become more sustainable?



# Brainfield #5

## Help with sustainable living

- How can you communicate **knowledge** about sustainability in everyday life in a way that is easy to understand?
- How can you make it easier to **act sustainably**, for example in terms of food and travel?
- How can you help people to **buy, self-produce, repair or reuse** sustainable products?



# Brainfield #6

## Help with sustainable work

- How can you communicate **knowledge** about sustainability in companies in an understandable way?
- How can you help companies to **act** more sustainably and offer **sustainable solutions**?
- How can you help companies to consider **diversity and inclusion** more intensively, both internally and with regard to external target groups?





# Brainfield #7

## Offer solutions for the regeneration of the planet

- How can you help **climate, air, water, soil, plant and animal life** to regenerate?
- How can you help **individuals, organizations, and society** to regenerate?
- How can you **empower** others to support regeneration?
- How can **technology and digital solutions** help with this?



# Brainfield #8

## Use technologies to put people at the center

- How can you use technologies and digital solutions to contribute to **human-centered education**?
- How can you use technologies and digital solutions to contribute to **human-centered healthcare**?
- How can you use technologies and digital solutions to support good **communication** and human **relations**?



# Brainfield #9

## Strengthen existing impact businesses and systems

- How can you **increase** the **impact** of existing impact businesses?
- How can you **connect** existing impact businesses?
- How can you sustainably strengthen an existing **ecosystem** or **region**?



# Brainfield #10

## Co-create between impact business and larger company

- How can you help an impact business to **increase sales**?
- How can you help an impact business to **scale** using your structures?
- Which products and services can you offer in **cooperation** with the impact business?

