



TSIC Fuse Elements

At The Social Investment Consultancy (TSIC) we believe that whatever the specific talent or proficiency of a business, it can be creatively applied to social change as much as it can to making profit. Businesses can have a transformative social impact, whilst also benefiting their brand and key stakeholders. By working with TSIC, your organisation can create shared value and integrate profit with purpose into your business strategy.

In 2012, we launched *TSIC Fuse*, a pioneering methodology to help businesses to define core business strengths and opportunities, around which meaningful partnerships and social change platforms are built and delivered. 3 years later, the UN announced the global Sustainable Development Goals (SDGs), recognising the critical contribution businesses can make in overcoming the world's biggest challenges. The *TSIC Fuse* methodology provides businesses with the opportunity to participate in this global call to action. We help businesses map their core assets with community needs to develop platforms for change that disrupt traditional thinking and create shared value.

Our approach envisions balancing the talents of a business with some of the most critical challenges facing society — revealing areas of convergence where the business can best effect change. The outcome is a strategy for community engagement that leverages

assets across the business to build platforms and partnerships that are meaningful to the community, transformative to the business and authentic to consumers.

TSIC Fuse Elements

We understand that many leading businesses have already invested in expertise and resources to tackle social issues in the communities, and therefore do not need to apply the full *TSIC Fuse* approach from beginning to end. *TSIC Fuse Elements* is a collection of tools, derived from the original methodology, to fit the specific circumstances of businesses that have already embarked on their journey of social change.

We recognise that by combining profit with purpose we can create shared value. Our solutions have fundamental strategic and operational impact. They help to create new markets, improve profitability and strengthen competitive positioning, whilst also allowing the business to respond to society's challenges, integrating the business into the local community. By offering a structured, well-tested approach to building meaningful social change platforms, we aim to provide businesses with the expertise and confidence to deliver stakeholder value – for their consumers, employees, investors and the communities at large.

TSIC works with businesses to make social change simple. We provide tailored, understandable and actionable consultancy that allows your business to 'do well' whilst 'doing good'.

Our past and current clients include:





TSIC Fuse Elements: CREATE

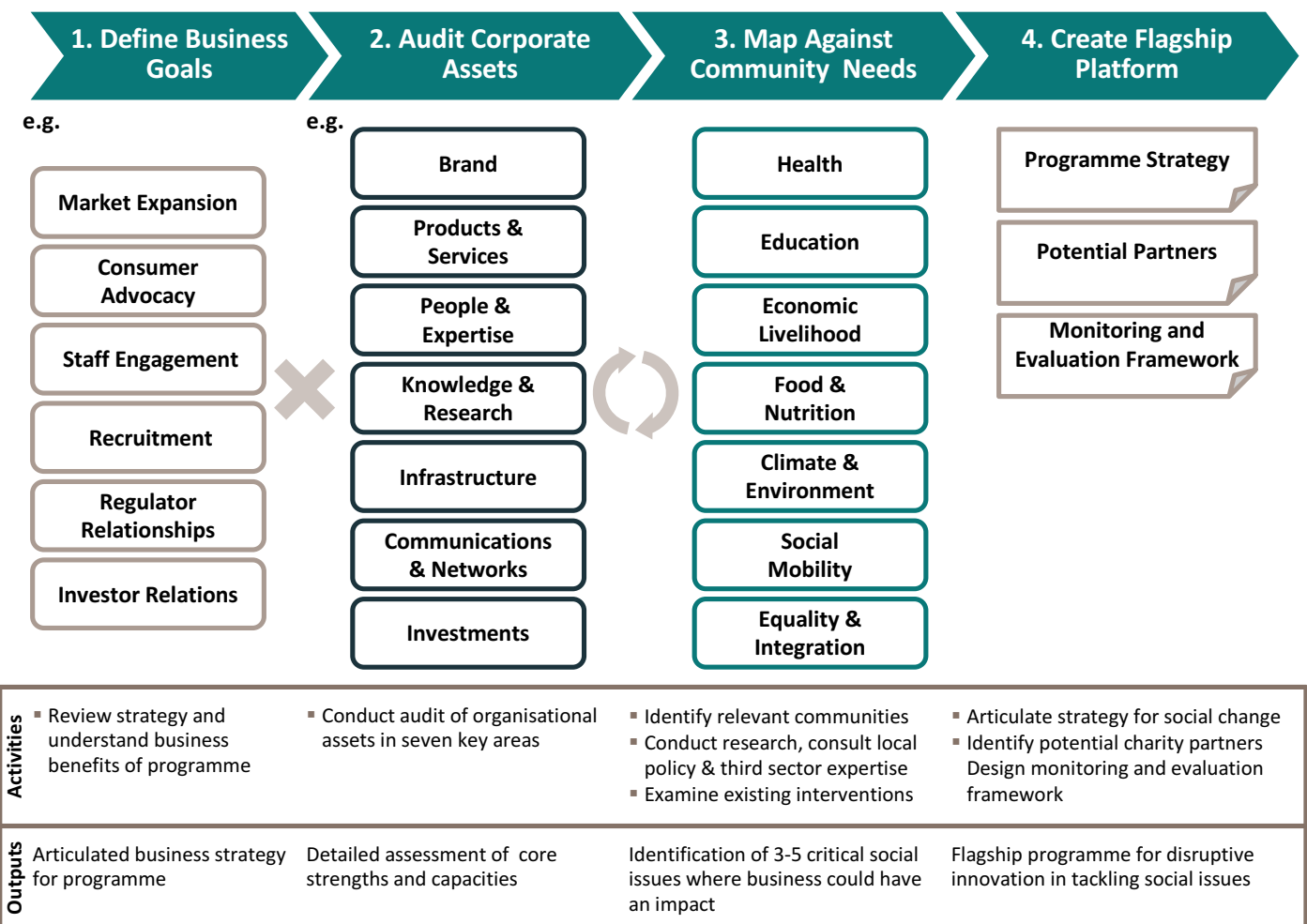
CREATE is for businesses who want to operate at the point of convergence between business goals, corporate assets and community needs – the point where the business can have the greatest impact.

Too often businesses begin their social change journey by announcing a charitable partnership and then retrofitting their organisational goals and assets into the cause. At TSIC we take a more strategic approach – identifying the areas where the business can make the greatest difference to the most critical problems, before deciding on what they can achieve and who they should partner with.

The Create approach takes businesses through a comprehensive four-stage process as outlined in the diagram below.

The result of this process is a flagship social change platform that speaks uniquely to the strengths of the business, and delivered through inclusive partnerships that span across charities, social enterprises, policy makers and other private donors in the space.

In the end, it is all about demonstrating that a business' strengths have commercial as well as a social value attached to it – and forward-thinking enterprises are equally creative and considered in serving their customers as well as their community.





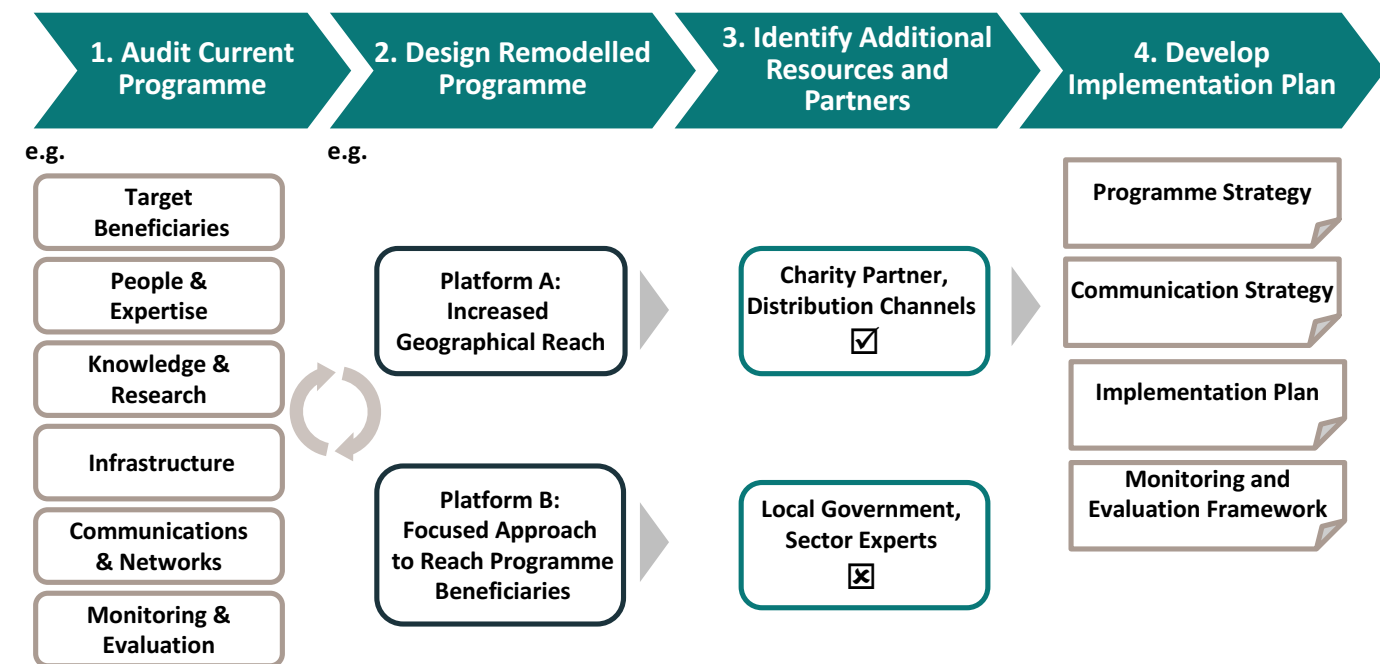
TSIC Fuse Elements: AMPLIFY

AMPLIFY provides businesses with the expertise and additional resources it requires to strengthen existing social change initiatives to create unique programmes that are aligned with business strengths and community needs.

While businesses are often very strategic about the areas of their organisation which directly affect their bottom line or where external scrutiny may be placed, the corporate social investment is often neglected once a programme is established. This leads to outdated programmes and partnerships being “implemented” year after year, serving the company’s social aims at the lowest level.

Amplify seeks to shake up these programmes, identifying their core strengths and the ways in which these can be amplified to take advantage of business and community opportunities, creating truly sustained social value.

The comprehensive four stage process audits and remodels the social programme to ensure it meets the needs of all of the stakeholders. By understanding where the opportunities to add value to the programme may lie, leveraging on other, existing business assets or building strategic partnerships, Amplify creates a truly asset-led, transformational social change programme for the business. Together, we build innovative approaches that support a sustainable business model, whilst integrating the business into the community. An outline of our methodology can be found below:



Activities	<ul style="list-style-type: none"> Conduct audit of current social platform in six key areas 	<ul style="list-style-type: none"> Brainstorm potential platform extensions with leadership 	<ul style="list-style-type: none"> Identify additional partners and resources needed for each platform Assess receptivity of partners Assess additional investments required 	<ul style="list-style-type: none"> Develop programme strategy and implementation plan Conduct risk assessment Develop monitoring framework Design communications strategy required
Outputs	Complete assessment of core strengths and capacities of current programme	Outline of 2-3 remodelled potential platforms	Identification of key opportunity for business to make a unique and meaningful impact	Flagship programme for disruptive innovation in tackling social issues

Case Studies



TSIC has helped a number of business clients to align their social impact initiatives with the overall purpose of the business. Below is a selection of case studies:

Designing Signature Community Engagement Initiative

Kettle Foods is an international potato chip company that prides itself on producing authentic snack foods for over 25 years. Kettle Foods appointed TSIC to develop a signature community initiative that aligns with the brand's trusted relationship with its customers and the community, and positions Kettle as a distinctive corporate leader. TSIC produced a thorough report of the challenges faced by five identified stakeholder groups and the underlying root causes that have hindered progress. TSIC interviewed community leaders across multiple sectors to gain a nuanced perspective of the current interventions in place. After discussing the complexity of each social group in relation to the existing assets of Kettle Foods, TSIC identified possible options for the initiative that had both local impact and national scalability.



Corporate Social Responsibility Strategy for a Global Bank



Societe Generale is one of the largest financial services groups in Europe, with expertise in the UK ranging from corporate and investment banking to asset management and equipment finance. In 2017, the Societe Generale UK Group Charitable Trust appointed TSIC to support the design and launch of a new flagship charitable programme. TSIC used the Fuse methodology to identify how the bank's significant expertise and infrastructure could be leveraged in addition to financial donations of up to £3.5m to create long lasting and sustainable impact. Based on our analysis, the Trust has decided to focus the flagship programme on the area of Climate Entrepreneurship, supporting business solutions to the world's most pressing climate challenges. TSIC is now supporting the Trust to identify and select suitable partners for this ambitious project, which is due to launch in mid-2018.

Designing Grants Strategy and Measuring Impact

In 2013 Oxford University Press (OUP) set up a £2m fund to support the advancement of education in sub-Saharan Africa. With direct experience of initiating and scaling educational interventions as well as working with private foundations, TSIC was commissioned to help the publisher focus its donation on high-impact programmes, work in coordination with other donors and government initiatives, and deliver a lasting-change that responds to a critical need in communities. TSIC worked with OUP to map challenges in education, current approaches and opportunities to support innovation across eight key geographies. TSIC then ran a competitive grants process which ended in OUP committing to four grants across East and Southern Africa. OUP commissioned TSIC again in 2014 to review the performance of the grants after one year and report to OUP stakeholders on the social impact achieved to date.



Impact Reporting and Evaluation Processes for a UK-based Corporate

Tata Consultancy Services (TCS) is an IT services, consulting and business solutions organisation that delivers to global business, through a consulting-led, integrated portfolio of information technology, business service solutions, infrastructure, engineering and assurance services.



In 2017 TSIC was appointed to support TCS in developing a new impact reporting system for their CSR initiative, IT Futures, designed to collect evidence of impact from all their partners, systematise their reporting processes and demonstrate the impact of their work. The project included designing a new Theory of Change, outcomes and indicator frameworks, developing data collection tools for partners and internal use and putting in place procedures and systems to ensure the smooth running of the complete process. This was augmented by the drafting of a toolkit and guide for internal use with sections to share with partners to support consistency across the board, including guidance on the tools and methodologies within the system.