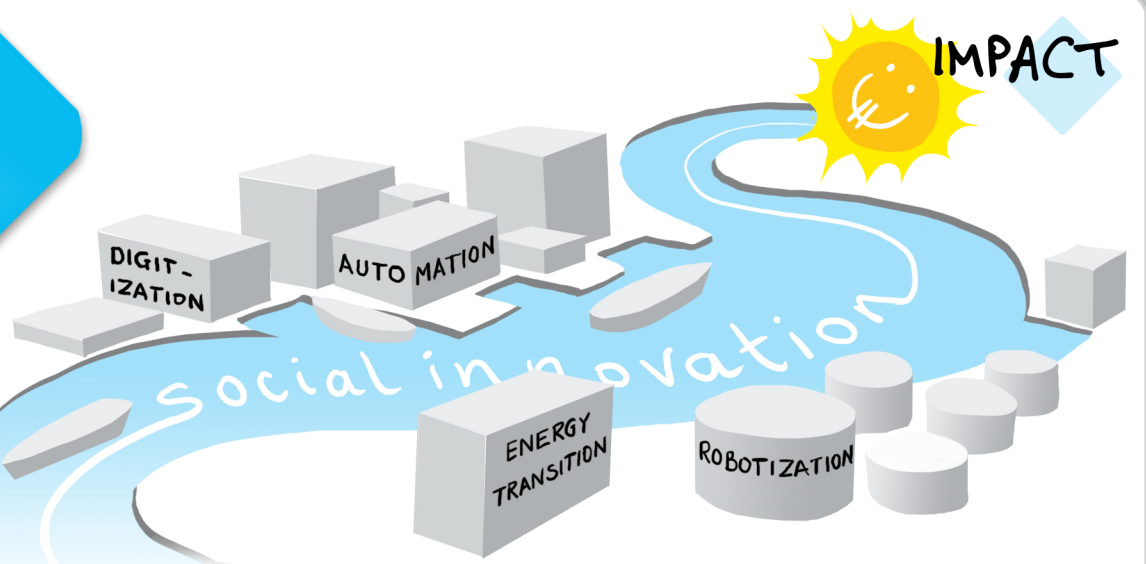


SOCIAL INNOVATION



investing in employees as an asset



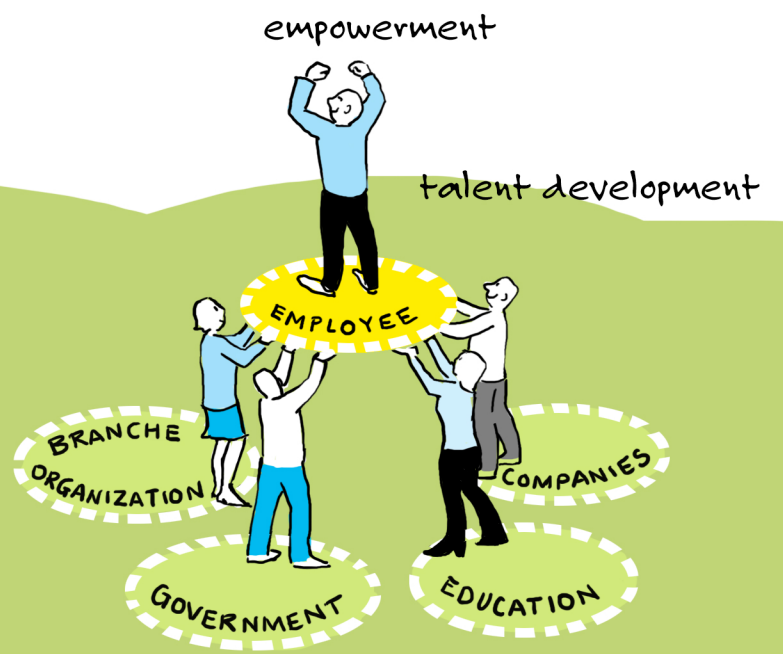
Companies that invest in both TECHNICAL and SOCIAL innovations are the real game changers and best equipped for the future

OPPORTUNITIES



positive influence of employees on company policy

easy switch from one company to another and everyone benefits



RESEARCH

HOW TO INCREASE THE NUMBER OF GAME-CHANGING FIRMS?



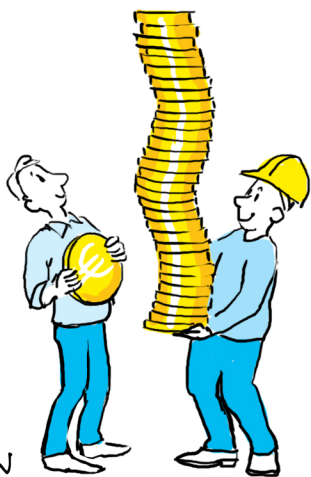
THE HUMAN FACTOR MAKES THE DIFFERENCE!



investing in TECHNICAL and SOCIAL innovation: 22%

CHALLENGES

TO SHOW RETURN OF INVESTMENTS OF SOCIAL INNOVATION



SUPPORTING NEWCOMERS TO STAY GAMECHANGING



Port of Rotterdam

PARTNERS



Deltalinqs



City of Rotterdam

researcher: RENÉE ROTMANS



UNIVERSITY OF AMSTERDAM



ERASMUS UNIVERSITY ROTTERDAM

SMART PORT