



# STONE SOUP CONSULTING

## CASE STUDY: Support to the creation Of Itinerarium's social strategy



# CASE STUDY

### The challenge

Itinerarium is a for-profit company specialised in digital technology based on mobile device or GPS. Its founder, Narcis Vives, is also an Ashoka Fellow for a social project that it had developed within an associative framework, linking education and technology (called Atlas de la Diversidad). Eager to combine the best of both worlds, Narcis had started working on social impact related project via Itinerarium's structure, combining social and commercial initiatives which resulted in a complex and confusing identity for its main stakeholders. In order to clarify those relations and strengthen its social mission, Itinerarium contracted Stone Soup Consulting to support the formulation of Itinerarium's social strategy.

### The process

Following **Stone Soup's** approach favouring interactivity and empowerment, a team of two consultants, with different backgrounds, involved the Itinerarium team in a strategic reflexion process around the social aspects of its mission, vision and values. Simultaneously, our legal expert conducted a comparative study on different legal options for the new social branch to be implemented by Itinerarium. The study considered both internal options (i.e. corporate responsibility programs, re-think the business to create a "social business") and external options (i.e. create a Foundation), in Spain and abroad. When Itinerarium's strategic goals were clarified, Itinerarium senior executives decided on the formal structure to adopt, and worked with

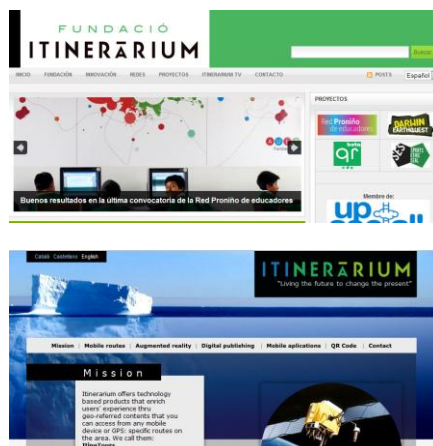


Stone Soup towards defining a more detailed strategic and operational framework for the newly created Fundación Itinerarium.

### The results

At the end of the process a new structure was born: Fundación Itinerarium (<http://www.fundacioitinerarium.org>), with a clear social mission and concrete goals for 2011-2013. This way, Itinerarium could fully concentrate on its commercial strategy.

### The future



The challenge for Itinerarium is now to make sure that both entities strive in their respective sector:

- Fundación Itinerarium as a reference for social projects promoting new educational methods, most of them based on ICTs.
- Itinerarium, as a leading company in Cataluña, in its sector of activity (mobile application, georeferencing, QR codes and other integrating technologies).