

Note 2: Better lives

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We believe innovation creates long-term impact when it responds to market and social needs. We are engaging our people ([Note 8](#)) to deliver products ([Note 1](#)) and programs ([Note 11](#)) that improve lives by fulfilling the needs of the societies we work in.

To better understand and quantify our social value creation, we developed a systematic approach in collaboration with EY (see [Value creation](#) and [Managing sustainability](#)). In addition, we actively participate in social impact valuation platforms, such as the Impact Valuation Roundtable and the World Business Council for Sustainable Development's Social and Natural Capital Protocol.

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