SV
GO

10 shared value ideas ready and waiting for you to make them happen.

Ready?

Heart disease, obesity, key worker housing, transport, aged care, loneliness, climate change, extreme weather, disaster recovery. These are big issues. Could it be possible that with the right people in the room, you could design a solution that could help solve one of them, in just a few hours?

Better still, could it be a profitable business solution? After all, as Mark Kramer says, profit is what makes ideas scalable and sustainable. So if you can create profitable solutions to social problems, the value is shared and everyone benefits.

We laid down that challenge at the 2016 Shared Value Forum and the results were eye-opening. We have take the ten best, as voted by you, and assembled them in this book.

Think of them as inspiration. Or think of them as a catalogue of projects ready to go, for you to take back to your team and make yours.

Whatever the case, hopefully they grow the understanding of what shared value is and how a few determined people could well be the answer to some of the world's curliest problems.

Set.

The ideas are all based on the Shared Value Worksheet, co-designed by Shared Value Project, IAG and Republic of Everyone.

It is anchored in shared value but also brings the concept of Collective Impact to the table.

Collective Impact accepts that most societal problems are too big for any one player to solve, so creates a framework for organisations to work collectively to solve an issue for mutual benefit.

You can see how, together, these two disciplines have the power to bring together industry, government and community to work together to effect positive, profitable change.

Like it? You can find a copy of the Shared Value Worksheet at **http://bit.ly/2lMC9Eq**

SDG

SUSTAINABLE DEVELOPMENT GOAL TARGET DELIVERED ON

PROGRAM NAME

OUR BIG GOAL

IN A SENTENCE

PARTNER   ROLE

PARTNER	ROLE

STEPS TO CREATE THE CHANGE

1.	2.	3.	4.	5.

SOCIAL VALUE CREATED   HOW WE WILL MEASURE IT

BUSINESS VALUE CREATED   HOW WE WILL MEASURE IT

SOCIAL VALUE CREATED	HOW WE WILL MEASURE IT	BUSINESS VALUE CREATED	HOW WE WILL MEASURE IT

CC BY NC SA

iag

The Republic of Everyone

SHARED VALUE PROJECT
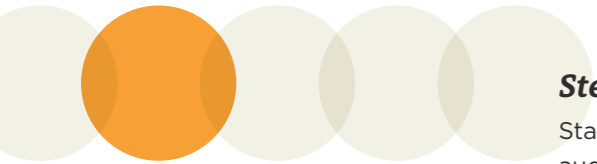
Go.

Choose an idea, make it happen.

HERE'S HOW
IT WORKS:

Step 1 is to choose a goal.

The best way to do this is think big and begin with one of the UN's recently released Sustainable Development Goals. Select a goal. Within each goal is a series of targets. Choose a target. This is the problem you will help solve.

Step 2 is to create a theory of change.

Start by making a mission. Your mission should be time bound and audacious. Next, define your project in a sentence – this is your elevator pitch. Finally, lay out five or so steps you will take to get there.
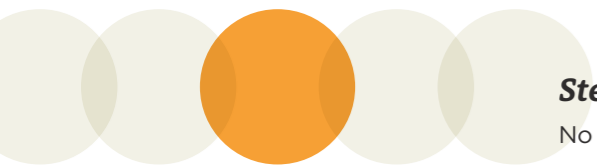
Step 3 is partnerships.

No one ever changed the world on their own. As Mark Kramer says, government gives you reach, business gives you profit and NGOs give you social impact. So start with a cross sector collaboration, then look at other companies and organisations who might join you in the cause.
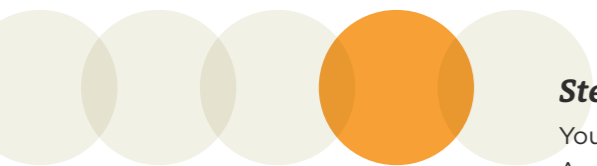
### Step 4 is outcomes and measurement.

Your project is only sustainable and scalable if it generates profit. And it's only good for the world if it creates positive social outcomes. So choose what you will measure, and how you will measure it.

Step 5 is tell us about it.

Some of the greatest ideas in the world started with rapid design – whether in a workshop or a cafe. If you and your team create something you think has legs, email it to hello@sharedvalue.org.au. We just might be able to help you get it off the ground.

These ideas were created by the 300+ clever folk in attendance at the 3rd Annual Shared Value Forum in Melbourne, Australia. They were voted the Top Ten.

10 shared value ideas ready and waiting for you to make them happen.

13 CLIMATE ACTION
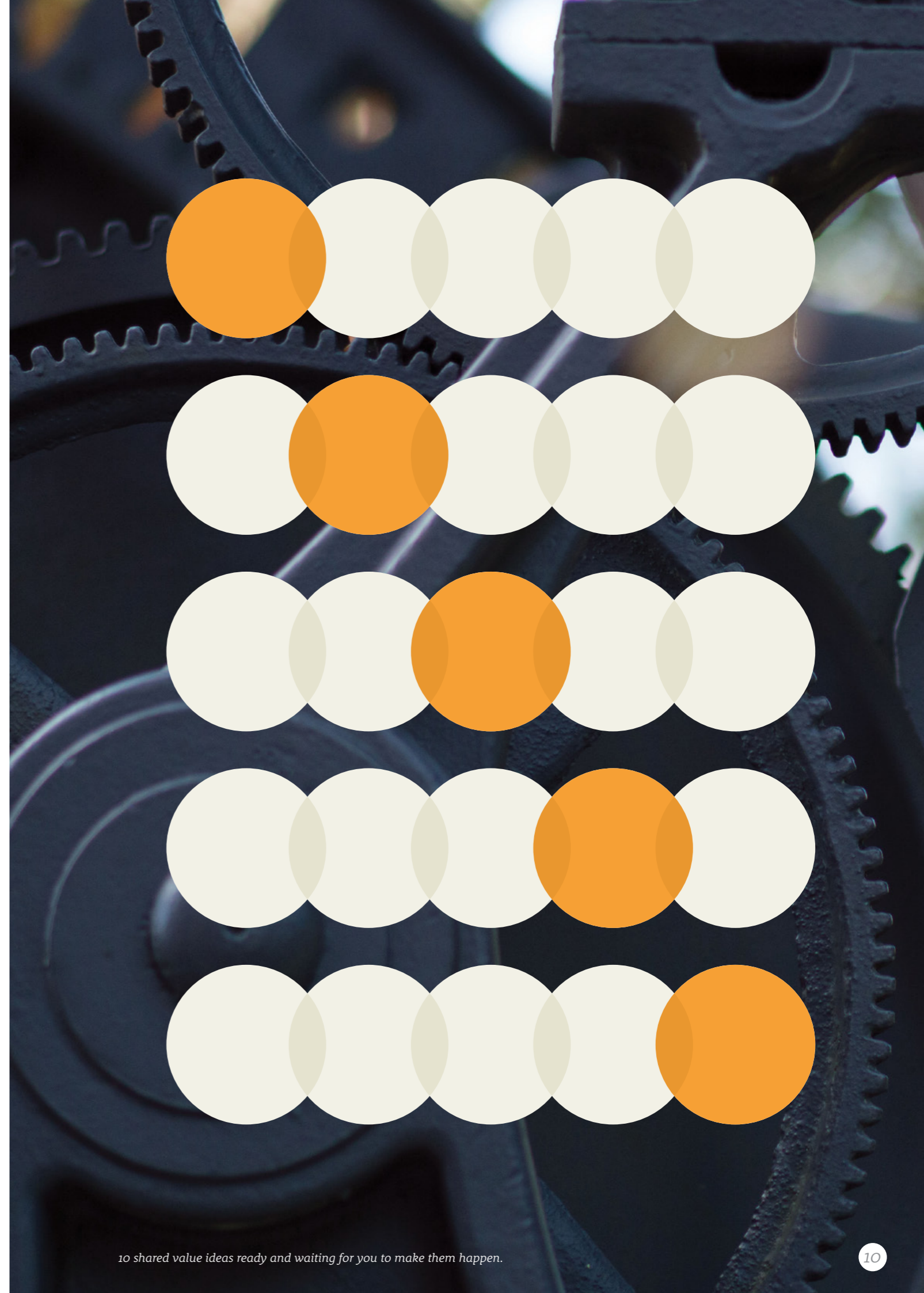
Our big goal

100% of the world's community facilities + public buildings are disaster proof by 2025.

In a sentence

Reduce the impact of natural disasters by building resilient community infrastructure.

Trial in Fiji, expand globally.

STAND STRONG

Steps to create the change

1. Design product + partnership roadmap/agreement
2. Pilot in Fiji
3. Measure value/impact (+learn)
4. Revise and improve
5. Scale

Partners

A GOVERNMENT DEPARTMENT
Contribute development funding.

A CONSTRUCTION COMPANY
Design and prototype low-cost community facility buildings that are storm resilient.

A FIJIAN WOMEN'S NGO
Identify and map the needs to of Fiji's most vulnerable, especially women and children. Ensure that community buildings are placed well for maximum community empowerment and employment building capacity.

Social value created | How we will measure it

Social value created	How we will measure it
Decrease morbidity/ Increase health	• Numbers and long term health
Stronger economic development	• GDP
Increase international relationships	• Trade/migrations • Decreased need for aid funding

Business value created | How we will measure it

Business value created	How we will measure it
Export value	• New sustainable business model
Learnings and expertise	• Media generated
New partnership	

10 shared value ideas ready and waiting for you to make them happen.

ILLUMINATION NATION

13 CLIMATE ACTION

Our big goal

Illuminate the world while reducing carbon emissions.

In a sentence

A sustainable, mobile power source for climate vulnerable communities to build preparedness to hazards and support rescue and recovery from disasters.

Located in schools, this stand-alone system gives off light and charges phones in an emergency situation.

Steps to create the change

1. Design product + partnership roadmap/ agreement
2. Pilot in PNG
3. Measure value/impact (+learn)
4. Revise and improve
5. Scale

Partners

A GOVERNMENT DEPARTMENT
Diplomacy, lobbying and funding.

A RESOURCES COMPANY
Technology, expertise & big data/analytics.

A CLIMATE BASED NGO
Community engagement, cultural capital and social license.

Social value created	How we will measure it
Social, economic + educational benefit of connectivity + illumination	• Number phones connected • Number school graduates • Satellite luminescence
Disaster avoidance, recovery + early warning system	• Fatalities in disasters

Business value created	How we will measure it
Local economic development	• GDP, household income • Number of small business
Sales + revenues of product	• $ sales and profits • Number of customers
Australian business access to new markets through new product	• New business and $ exports

CUT THE CARP

Our big goal
Educate one million children on the early warning indicators of climate change.

In a sentence
Deliver a digital app to educate on early warning indicators of climate change. The app features a mascot (Kelvin the Carp) and jingle.

Steps to create the change

1. Data collection and analysis
2. Understand the hook for kids
3. Gamify it
4. Use education and NGO experts to deliver
5. Social Impact Bond

Partners

A GOVERNMENT DEPARTMENT
Create a channel to children and schools.

A CLIMATE BASED NGO
Ensure quality of information, assist with delivery and content, add credibility & passion.

A TECHNOLOGY OR COMMUNICATIONS COMPANY
Provide the skill set of gaming and technical expertise. Provide funding.

Social value created	How we will measure it
Increase use of renewable energy	• Uptake data • Number schools getting solar panels
Decrease impact of climate change	• Displacement number reduction • Less impact on lost land

Business value created	How we will measure it
Reduction of infrastructure loss	• Before and after
More customers through incentives	• Number of customers • Greater market share • More renewal energy into market

WASTE NOT, WANT NOT.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Our big goal

Zero food waste from supermarkets.

In a sentence

Set up of clearing house which facilitates the matching of wasted supermarket food with NGO needs. Useable food feeds people, unusable food is composted for food production.

Steps to create the change

1. Engagement of stakeholders
2. Set up clearing house and online app
3. Pilot
4. Measure
5. Set up next one

Partners

A LEAD SUPERMARKET
Set up the clearing house.

OTHER SUPERMARKETS
Join the clearing house.

FARMERS OR A FARM SUPPLY COMPANY
Buy compost.

LOCAL GOVERNMENT
Assist in collection and selling of compost to local gardeners.

A TECHNOLOGY COMPANY
Help create the digital clearing house.

A FOOD WASTE NGO
Ensure efficient delivery of useable food.

Social value created

Reduction of waste (Environment)

Useable food to those in need

Job creation – Jobs for low skilled workers

How we will measure it

- Before and after in participating supermarkets
- Tonnes delivered
- Jobs generated

Business value created

Cost savings of disposal

Sales of fertiliser product

How we will measure it

- Before and after in participating supermarkets
- Revenue and sales

THE GOOD FOOD PROJECT

Steps to create the change

1. Create social enterprise
2. Create education campaign to explain the problem
3. Create food waste product (frozen meals) to solve the problem
4. Distribute product
5. Measure outcomes

Partners

A FOOD WASTE NGO
Build social enterprise to collect, process and distribute food.

GOVERNMENT
Support the project at a local level, by encouraging take-up.

A SUPERMARKET CHAIN
Provide still good food waste then sell end product frozen meals.

CAFES AND RESTAURANTS
Provide still good food waste then sell end product frozen meals.

Social value created	How we will measure it
Better use of our food resources	• Waste diverted
More food redistributed to people (in need)	• Take-up of frozen easy meals
Jobs created by social enterprise	• Employment numbers

Business value created	How we will measure it
Reduce waste cost	• Waste reduction across participating organisations
New product revenue stream	• Revenue and sales
Community goodwill	• Reputation survey

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Our big goal

Redistribute retail food waste through commercial frozen ready-made food products.

In a sentence

Take still-good food waste from supermarkets, cafes and restaurants and fast-process it into a range of frozen ready-meal food products that can be sold back through the original collection points.

Our big goal

5% off all new properties in Melbourne will have liveable & socially inclusive housing.

In a sentence

Creating liveable & diverse communities for all by building properties at varied entry-level prices, which provide low-income communities housing opportunities and give wealthier communities opportunities to live in a more diverse community.

Communities are co-designed by all those who will live there.

11 SUSTAINABLE CITIES AND COMMUNITIES

Steps to create the change

1. Community consultation
2. Government incentives
3. Design test community
4. Measure impacts
5. Rollout as templates model

Partners

A CRISIS AND HOUSING SUPPORT NGO
Involve buyers of new developments in the design process to create long term passion and commitment.

A TIER ONE DEVELOPER
Build sustainable housing which accommodates diverse population.

A CITY COUNCIL
Provide incentives, support and regulation.

Social value created / How we will measure it

Social value created	How we will measure it
Social cohesion	• Increase in community connection
Affordable housing	• Increase in affordable housing
Reduce homelessness	• Reduction in 'hidden homeless'
Improve cost of living	• Measure cost of living metrics in Next Genhousing communities
Create a diverse city	• Map diversity in Next Genhousing communities

Business value created / How we will measure it

Business value created	How we will measure it
New market opportunity	• Sales and revenue
Access to building sites	• Increased tender wins

NEXT GENHOUSING

10 shared value ideas ready and waiting for you to make them happen.

AIR HOMES

Our big goal

Providing shelter & security for victims of domestic violence.

In a sentence

AirBNB for victims of domestic violence.

Create a platform that matches victims of domestic violence with spare rooms that provide safe shelter.

11 SUSTAINABLE CITIES AND COMMUNITIES

Steps to create the change

1. Formalise agreement

2. Create framework that provides:
   - Social bonds
   - Tax incentives
   - Insurance incentives

3. Create platform

4. Work with NGO to create first trials

5. Adapt and rollout nationally

Partners

A TECHNOLOGY COMPANY
Provide the digital platform.

A DOMESTIC VIOLENCE NGO
Provide services/support for victims of domestic violence and spread the word.

FEDERAL GOVERNMENT
Help fund initiative/support services for victims of domestic violence.

AN INSURANCE COMPANY
Assist with insurance for domestic violence victims during stay.

Social value created	How we will measure it
Reduce homelessness	• Department of Housing figures decrease
Providing security, emotional & physical support	• Surveys with domestic violence victims/school grades (families, schools, children)
Reduce dependency on welfare & increase financial inclusion	• Decreased welfare needs of victims of domestic violence

Business value created	How we will measure it
New revenue stream	• Part of each payment forms a revenue stream
Improved reputation	• Feedback surveys from existing customer

EMPOWER HOUSE

11 SUSTAINABLE CITIES AND COMMUNITIES

Our big goal

Ensuring all elderly Australian women are safe, empowered & participating

In a sentence

A new development that provides elderly Melbourne-based females, who want/can live independently but are on a low income, safe, sustainable housing options.

After all, if empowered people are given the chance to work together to support each other, it's good for them and society.

Steps to create the change

1. Find a suitable place for development
2. Co-design the development with potential residents and social service providers
3. Bring in first residents 'off the plan'
4. Construct and prove model
5. Replicate

Partners

A MAJOR BANK
Finance & financial empowerment through education.

AN AGED SERVICES NGO
Supply services.

A DEVELOPER
Create and sell/lease the development.

A CITY COUNCIL
Planning and regulation support - reduced barriers and faster approval for such developments.

Social value created

Less reliance on support services

Better mental and physical wellbeing

Greater community participation

How we will measure it

- Decreased welfare reliance among residents
- Decreased need for health care among residents
- Increase income, workforce participation, financial resilience & family/community participation among residents.

Business value created

New revenue stream

Social license to operate

How we will measure it

- Rental and sales income
- Improved corporate reputation

POWER OF OLDER

Our big goal

5 million Australians over 50 in the workforce by 2030.

In a sentence

An online marketplace and training support that matches skills to employer needs.

Over 50s can list their skills and then up-skill to match employer needs.

Steps to create the change

1. Identify skills gap and locations
2. Match potential staff to roles
3. Grow incentives and networks
4. Measure and refine
5. Scale up to other industries

Partners

A RESOURCES COMPANY
List jobs and offer skills training.

AN AGED SERVICES NGO
Spread word and provide additional support services.

FEDERAL GOVERNMENT
Policy incentives.

A TRAINING ORGANISATION
Design and provide extra training modules.

Social value created

Change the norm around 50+ year old employment

Build self esteem of 5 million 50+ year olds

Less welfare dependencies and more government $ to spend elsewhere

How we will measure it

- NGO developed milestones
- Pre employment and employment surveys
- Reduced government payouts

Business value created

Skilled workforce, reliable, productive

Growing economy and increased spend

Social cohesion/wellbeing

How we will measure it

- Participation
- Impact on participating local economies - especially regional
- Decrease social isolation
- Increase health / decreased reliance on the health system

10 shared value ideas ready and waiting for you to make them happen.

MY BIG FAT GAY WEDDING

10 REDUCED INEQUALITIES

Our big goal
Establish Australia as the world's leading gay marriage destination.

In a sentence
Currently same sex marriage is not legal in Australia. Perhaps if there was a business incentive, this would change.

Steps to create the change

1. Mobilise support
2. Change legislation
3. Industry coordination
4. Marketing & promotion

Partners

A GOVERNMENT DEPARTMENT
Promotion overseas.

A LGBTI NGO
Advocacy for legislative change.

A HUMAN RIGHTS NGO
Advocacy for legislative change.

A HOTEL CHAIN
Package creation.

FEDERAL GOVERNMENT
Legislative change.

Social value created	How we will measure it
Increase social capital	• Change in public opinion
Human rights	• Reduced discrimination cases

Business value created	How we will measure it
Increase tourism revenue	• Revenue generated • Same sex marriage tourism numbers

The creators.

This project is a collaboration between the Shared Value Project, IAG and Republic of Everyone.

SHARED VALUE PROJECT

The **Shared Value Project** is a regional community of practice committed to driving adoption and implementation of shared value strategies among leaders and companies, civil society, and government organisations in Australia. The Shared Value Project is the exclusive Regional Partner of the Shared Value Initiative, and as the local peak practice body supports the development of shared value in Australia via a membership program, the creation of knowledge, skills and social networks, and facilitating engagement among leaders who are looking for a better method of generating economic and social returns.

iag

IAG is the parent company of a general insurance group (the Group) with controlled operations in Australia, New Zealand, Thailand, Vietnam and Indonesia. The Group's businesses underwrite over $11 billion of premium per annum, selling insurance under many leading brands, including: NRMA Insurance, CGU, SGIO, SGIC, Swann Insurance and WFI (Australia); NZI, State, AMI and Lumley Insurance (New Zealand); Safety and NZI (Thailand); AAA Assurance (Vietnam); and Asuransi Parolamas (Indonesia). IAG also has interests in general insurance joint ventures in Malaysia and India.

For further information, please visit www.iag.com.au.

The Republic of Everyone

Republic of Everyone is half consultancy and half creative agency. It's a strange mix, but one that works.

Our tools are CR and sustainability strategy, as well as creativity and digital communications. We combine them to bring together corporate responsibility and sustainability with brand and marketing to create shared value strategies and initiatives that make doing good, good for business.

Republic of Everyone is best known for our strategic work with Mirvac, NAB and News Corp, and for helping create some of Australia's leading shared value projects such as the 202020 Vision and the Garage Sale Trail.

We're always looking for like minded individuals and companies to join us on the journey.

Disclaimer: The ideas in this book are 'blue sky' as imagined by 2016 Shared Value Forum participants. They are designed as thought starters. As such, listed organisations and government departments have not been approached and their participation is neither agreed nor presumed.

**SHARED
VALUE**
PROJECT