SHARED VALUE

GETTING STARTED

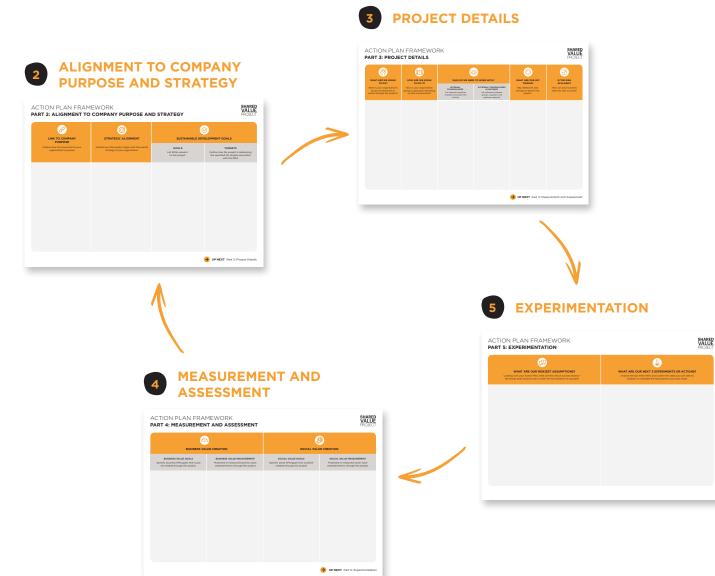
THE PROBLEM

ACTION PLAN FRAMEWORK

PART 1: THE PROBLEM



Welcome to the Shared Value Action Plan Canvas; a tool to help you ideate and work through some of the key considerations required to implement a shared value project. There are 5 interconnected canvases that make up the canvas.



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PART 1: THE PROBLEM





SOCIAL ISSUE

Priority social issue impacting your business



THE PROBLEM WE'RE TRYING TO ADDRESS

Background information as to how the social issue intersects with the business and why it needs to be addressed



LEVELS OF SHARED VALUE

Consider how each of the three levels of shared value are relevant to this project:

Reconceiving needs, products and customers
 Redefining productivity in the value chain
 Improving the local ecosystem surrounding your business environment

PART 2: ALIGNMENT TO COMPANY PURPOSE AND STRATEGY



LINK TO COMPANY PURPOSE	STRATEGIC ALIGNMENT	SUSTAINABLE DEVELOPMENT GOALS	
Outline how this issue links to your organisation's purpose	Outline how this project aligns with the overall strategy of your organisation	GOALS List SDGs relevant to this project	TARGETS Outline how the project is addressing the specified UN targets associated with this SDG

PART 3: PROJECT DETAILS





WHAT ARE WE GOING TO DO?

What is your organisation's broad commitment to action through the project?



HOW ARE WE GOING TO DO IT?

How is your organisation going to approach delivering on that commitment?



WHO DO WE NEED TO WORK WITH?

INTERNAL STAKEHOLDERS

List relevant expertise needed to activate this activity



EXTERNAL STAKEHOLDERS

List relevant customer groups, suppliers and partners required

& PARTNERS



WHAT ARE OUR KEY TIMINGS?

Key milestones and timings to deliver this project



IS THE IDEA **SCALABLE?**

How can your business take this idea to scale?

PART 4: MEASUREMENT AND ASSESSMENT



BUSINESS VALUE CREATION		SOCIAL VALUE CREATION	
BUSINESS VALUE GOALS Specific business KPIs/goals that could be created through this project	BUSINESS VALUE MEASUREMENT Projected or measured business value created/metrics through this project	SOCIAL VALUE GOALS Specific social KPIs/goals that could be created through this project	SOCIAL VALUE MEASUREMENT Projected or measured social value created/metrics through this project

PART 5: EXPERIMENTATION





WHAT ARE OUR RISKIEST ASSUMPTIONS?

Looking over your Action Plan, what are the critical success factors - the things that must be true in order for this initiative to succeed?



WHAT ARE OUR NEXT 3 EXPERIMENTS OR ACTIONS?

Choose the top three items and outline the steps you can take to validate or invalidate the assumptions you have made.