

ACTION PLAN FRAMEWORK

GETTING STARTED

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.

1 THE PROBLEM

ACTION PLAN FRAMEWORK
PART 1: THE PROBLEM

1	2	3
SOCIAL ISSUE	THE PROBLEM WE'RE TRYING TO ADDRESS	LEVELS OF SHARED VALUE
Outline how your business and business	Describe the problem or issue you want to address with the business and why it needs to be addressed	Consider how each of the three levels of shared value can be created through the project • Economic value: productivity, efficiency, and profitability • Environmental value: resource conservation and waste reduction • Social value: employee well-being and community development

UP NEXT Part 2: Alignment to Company Purpose and Strategy

2 ALIGNMENT TO COMPANY PURPOSE AND STRATEGY

ACTION PLAN FRAMEWORK
PART 2: ALIGNMENT TO COMPANY PURPOSE AND STRATEGY

1	2	3						
LINK TO COMPANY PURPOSE	STRATEGIC ALIGNMENT	SUSTAINABLE DEVELOPMENT GOALS						
Outline how the issue links to your organization's purpose	Outline how the project aligns with the overall strategy of your organization	<table border="1"> <thead> <tr> <th>GOALS</th> <th>TARGETS</th> </tr> </thead> <tbody> <tr> <td>List goals relevant to the project</td> <td>Outline how the project is addressing the specific SDG targets associated with the goals</td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	GOALS	TARGETS	List goals relevant to the project	Outline how the project is addressing the specific SDG targets associated with the goals		
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UP NEXT Part 3: Project Details

3 PROJECT DETAILS

ACTION PLAN FRAMEWORK
PART 3: PROJECT DETAILS

1	2	3	4	5						
WHAT ARE WE DOING TO GET IT?	HOW ARE WE GOING TO DO IT?	WHO DO WE NEED TO WORK WITH?	WHAT ARE OUR KEY RISKS?	IS THE IDEA SCALABLE?						
What is your first initiative? What responsibility will you have to own through the project?	How is your organization going to ensure consistency in their commitment to the project?	<table border="1"> <thead> <tr> <th>INTERNAL STAKEHOLDERS</th> <th>EXTERNAL STAKEHOLDERS</th> </tr> </thead> <tbody> <tr> <td>List internal stakeholders and their roles in the project</td> <td>List external stakeholders and their roles in the project</td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	INTERNAL STAKEHOLDERS	EXTERNAL STAKEHOLDERS	List internal stakeholders and their roles in the project	List external stakeholders and their roles in the project			What initiatives and risks are relevant to the project?	How can your business have the scale to impact?
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UP NEXT Part 4: Measurement and Assessment

4 MEASUREMENT AND ASSESSMENT

ACTION PLAN FRAMEWORK
PART 4: MEASUREMENT AND ASSESSMENT

1		2													
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UP NEXT Part 5: Experimentation

5 EXPERIMENTATION

ACTION PLAN FRAMEWORK
PART 5: EXPERIMENTATION

1	2
WHAT ARE OUR BIGGEST ASSUMPTIONS?	WHAT ARE OUR NEXT 3 EXPERIMENTS OR ACTIONS?
Outline your biggest assumptions and what you will do to test them	Outline the next 3 experiments or actions you will take to test or validate the assumptions you have made

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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:

1. Reconciving needs, products and customers
2. Redefining productivity in the value chain
3. Improving the local ecosystem surrounding your business environment





LINK TO COMPANY PURPOSE

Outline how this issue links to your organisation's purpose



STRATEGIC ALIGNMENT

Outline how this project aligns with the overall strategy of your organisation



SUSTAINABLE DEVELOPMENT GOALS

GOALS

List SDGs relevant to this project

TARGETS

Outline how the project is addressing the specified UN targets associated with this SDG



ACTION PLAN FRAMEWORK

PART 3: PROJECT DETAILS

 <p>WHAT ARE WE GOING TO DO?</p> <p>What is your organisation's broad commitment to action through the project?</p>	 <p>HOW ARE WE GOING TO DO IT?</p> <p>How is your organisation going to approach delivering on that commitment?</p>	 <p>WHO DO WE NEED TO WORK WITH?</p>		 <p>WHAT ARE OUR KEY TIMINGS?</p> <p>Key milestones and timings to deliver this project</p>	 <p>IS THE IDEA SCALABLE?</p> <p>How can your business take this idea to scale?</p>
<p>INTERNAL STAKEHOLDERS</p> <p>List relevant expertise needed to activate this activity</p>			<p>EXTERNAL STAKEHOLDERS & PARTNERS</p> <p>List relevant customer groups, suppliers and partners required</p>		

ACTION PLAN FRAMEWORK

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



ACTION PLAN FRAMEWORK

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.