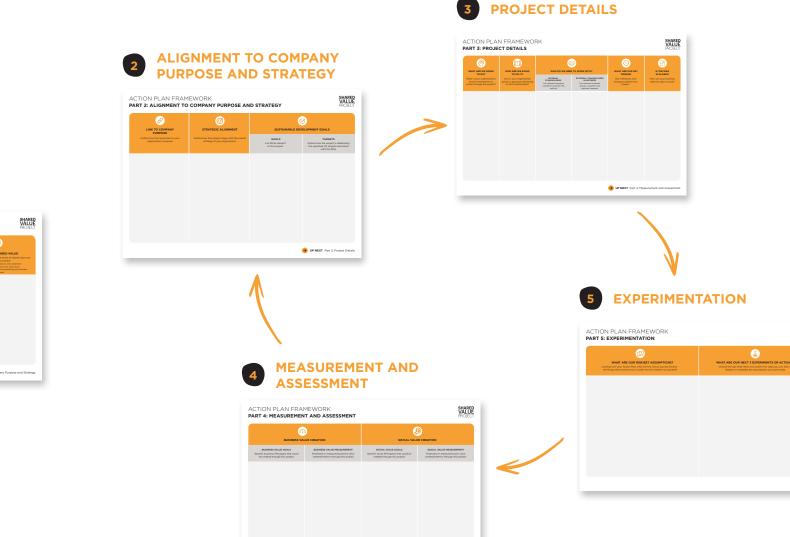
ACTION PLAN FRAMEWORK GETTING STARTED



SHARED VALUE

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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SOCIAL ISSUE Priority social issue impacting your business	THE PROBLEM WE'RE TRYING TO ADDRESS Background information in to have the social issue intervents with the business and why it needs to be addressed	LEVELS OF SHARED VALUE Consider have each of the three levels of datand when reterants to the projects: . Remaining meets, enablish each extension . Remaining meets, and the statement . Remaining the land exception to remaining your isolatere exception.
	🔶 up next	Part 2: Alignment to Company Purpose and St

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ACTION PLAN FRAMEWORK 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



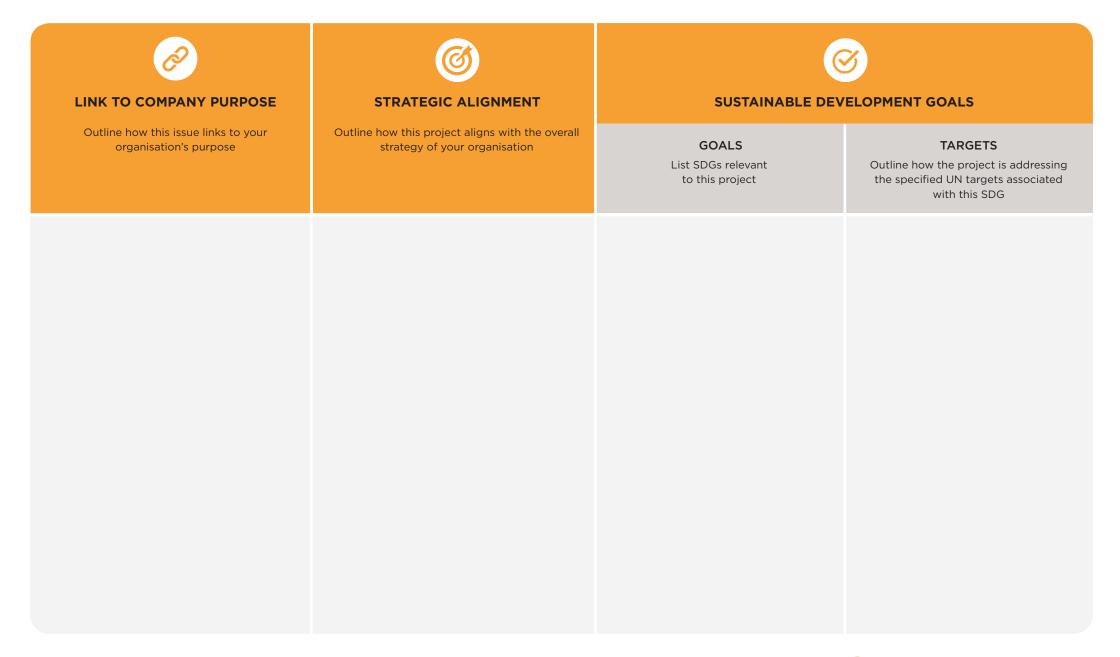
LEVELS OF SHARED VALUE

Consider how each of the three levels of shared value are relevant to this project: 1. Reconceiving needs, products and customers 2. Redefining productivity in the value chain 3. Improving the local ecosystem surrounding your business environment



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

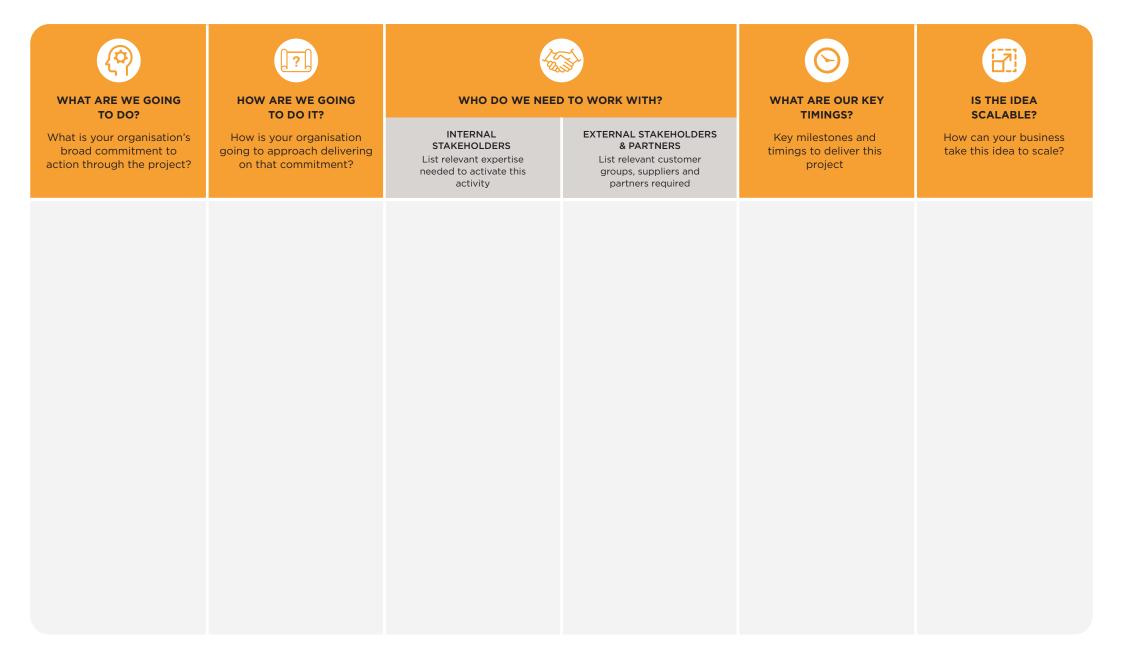






ACTION PLAN FRAMEWORK
 PART 3: PROJECT DETAILS







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.