

# SHARED VALUE CANVAS BOARD

## GETTING STARTED

Welcome to the Shared Value Action Plan Framework; 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
<b>SOCIAL ISSUE</b> Provide a clear description of the issue.	<b>THE PROBLEM WE'RE TRYING TO ADDRESS</b> Be specific and describe the issue. How does the problem affect the business and why it needs to be addressed?	<b>LEVELS OF SHARED VALUE</b> Consider the level of the business of shared value and how it is created? • How does the business create shared value? • How does the business create shared value? • How does the business create shared value?

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				
<b>LINK TO COMPANY PURPOSE</b> Outline how the issue links to your organization's purpose.	<b>STRATEGIC ALIGNMENT</b> Outline how the project aligns with the overall strategy of your organization.	<b>SUSTAINABLE DEVELOPMENT GOALS</b>				
		<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 the key targets &amp; addressing the specific SDG targets associated with the goals.</td> </tr> </tbody> </table>	GOALS	TARGETS	List goals relevant to the project.	Outline the key targets & 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
<b>WHAT ARE WE GOING TO DO?</b> What is your organization's strategy to address the problem through the project?	<b>HOW ARE WE GOING TO DO IT?</b> Place a plan organization wide to ensure consistency in their commitment to the project.	<b>WHO DO WE NEED TO WORK WITH?</b> INTERNAL STAKEHOLDERS • Customers • Suppliers • Employees • Investors • Community EXTERNAL STAKEHOLDERS • Government • Academia • Industry • Non-Profit • Media • Influencers	<b>WHAT ARE OUR KEY RISKS?</b> The risks and how to mitigate them to ensure the project's success.	<b>IS THE IDEA SCALABLE?</b> How can you ensure the project's impact is sustainable?

UP NEXT Part 4: Measurement and Assessment

### 5 EXPERIMENTATION

**ACTION PLAN FRAMEWORK**  
**PART 5: EXPERIMENTATION**

1	2
<b>WHAT ARE OUR BIGGEST ASSUMPTIONS?</b> List the key assumptions that will be tested through the project.	<b>WHAT ARE OUR NEXT EXPERIMENTS OR ACTIONS?</b> Outline the next steps to test the assumptions and how to measure or validate the assumptions you have made.

### 4 MEASUREMENT AND ASSESSMENT

**ACTION PLAN FRAMEWORK**  
**PART 4: MEASUREMENT AND ASSESSMENT**

1		2	
<b>BUSINESS VALUE CREATION</b>	<b>SOCIAL VALUE CREATION</b>	<b>BUSINESS VALUE CREATION</b>	<b>SOCIAL VALUE CREATION</b>
<b>BUSINESS VALUE GOALS</b> Specify business objectives that should be created through the project.	<b>BUSINESS VALUE MEASUREMENT</b> Proposed or intended systems that should be created through the project.	<b>SOCIAL VALUE GOALS</b> Specify social objectives that should be created through the project.	<b>SOCIAL VALUE MEASUREMENT</b> Proposed or intended systems that should be created through the project.

UP NEXT Part 5: Experimentation

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# SHARED VALUE CANVAS BOARD

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



**UP NEXT** Part 2: Alignment to Company Purpose and Strategy



### 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



# SHARED VALUE CANVAS BOARD

## PART 3: PROJECT DETAILS

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

# SHARED VALUE CANVAS BOARD

## 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





### 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.