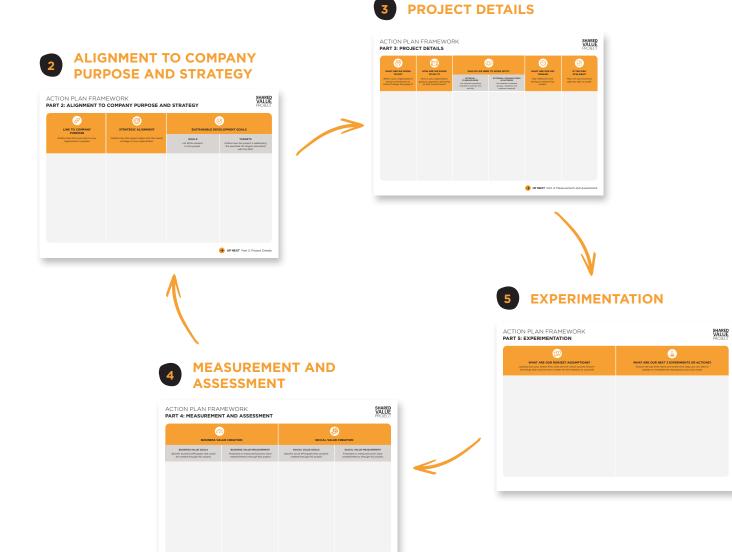
### SHARED VALUE CANVAS BOARD GETTING STARTED



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.



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1 THE PROBLEM

(2)	- I	
SOCIAL ISSUE Priority social issue impacting your business	THE PROBLEM WE'RE TRYING TO ADDRESS Reclapsond information as in how the decidin sales interacts, with the business and why it needs to be addressed	LEVELS OF SHARED VALUE Consider how which of the types bywait of chared value 3. Incurrently preserve prediction and exclusioners. 3. Restorements preserve prediction and exclusioners. 3. Representing the local exceptions executing proor buckness and and and and and and and and and and

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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



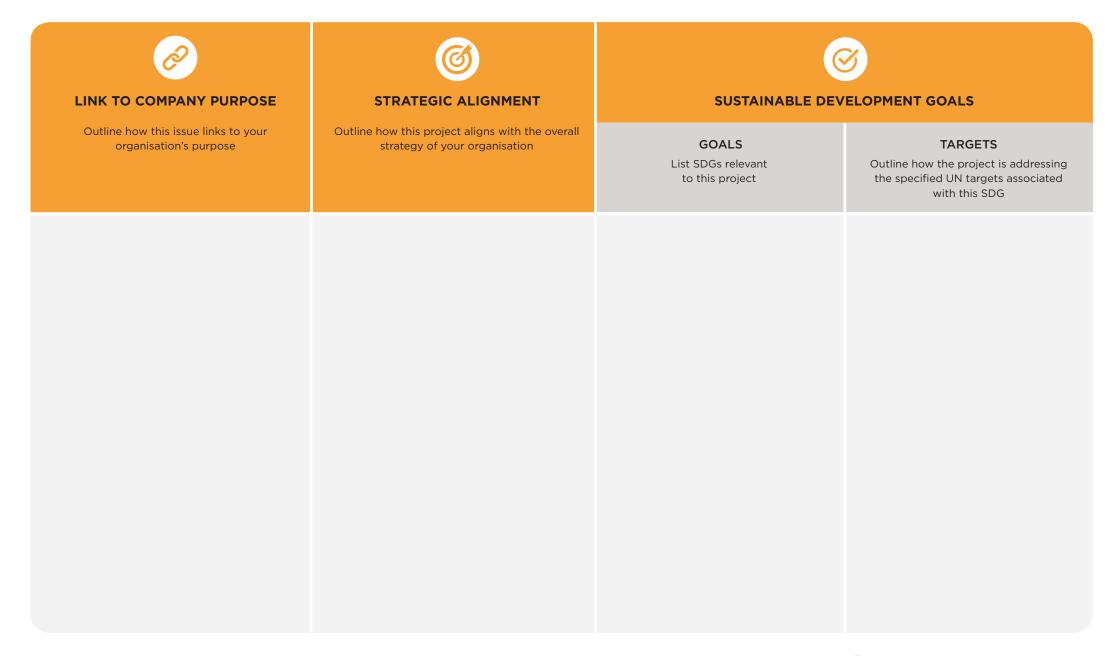
### LEVELS OF SHARED VALUE

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



### SHARED VALUE CANVAS BOARD PART 2: ALIGNMENT TO COMPANY PURPOSE AND STRATEGY

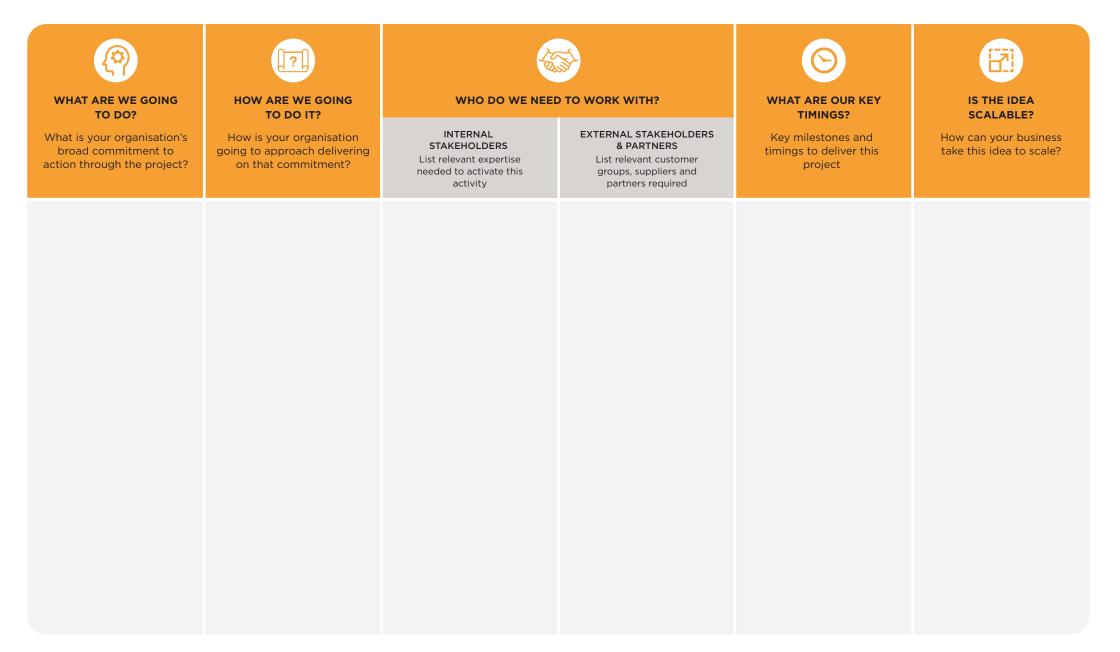






### SHARED VALUE CANVAS BOARD PART 3: PROJECT DETAILS







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



## SHARED VALUE CANVAS BOARD<br/> 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.