

PROSPECTUS 2023

“Building on the ambition to move from reducing negative impact to creating a positive one, the Shared Value model will become the business-driven model pervading sustainable global business and capital.”

**SHARED
VALUE
PROJECT**

- Marga Hoek *“The Trillion-Dollar Shift: Business for Good is Good Business”*
Chapter 2, *The Business of Building a Better World, The Leadership Revolution*
That is Changing Everything”; Edited by David Cooperrider and Audrey Selian, 2022



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*We exist to
help transform
business to
build a
better world*

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**SHARED
VALUE
PROJECT**

The Shared Value Project (SVP) exists to help *transform business to build a better world*, and stands at the intersection where urgent societal need and business opportunity meet.

It's here we find an unprecedented moment in time, for business to embrace a shared value strategy, and not only rethink how it generates profits, but change the very nature of what we've come to understand as capitalism. Resulting in value shared more equitably, more sustainably, and at a more scalable level than ever before.

The biggest economic opportunity of our time.

Reimagining business will not only benefit society, it will unearth previously untapped economic opportunities for business itself. Make no mistake. The effort to reimagine and rebuild a more socially responsible and impactful economic model is a huge job.

But the size of the prize is even bigger.



WHO WE ARE

SVP Australia is a community of practice which is highly active, and interactive in the field of shared value.

Members - many of whom have been with us since our inception - hail from a broad range of businesses, including both large and medium size companies, Not for Profit Organisations and Government.

All are committed to the common goal of business delivering a profitable result for themselves and the community, and bring diversity of thought, experience and practical strategies to the SVP round table.



*There is no reversing
the fundamental
recognition that
managing business
as a force for good
is a winning strategy*

- Mark Kramer



**SHARED
VALUE
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WHERE WE'RE FROM

The Shared Value Project began in Australia in 2014, some three years after Mark Kramer and Professor Michael Porter, won the McKinsey award for their seminal paper 'Creating Shared Value' - in the Harvard Business Review. Their thinking set off rumblings within the business community regarding the role it could, and should, play in contributing to a more sustainable and equitable world.

Over time, and after a lot of hard work, those rumblings have since turned into a crescendo, and companies are now examining their role and societal purpose like never before.

Shared value is not for everyone, it's not a talent acquisition tool (although it will attract top talent), it's not a marketing campaign (although it will provide you with genuine stories to tell) and it's not a reporting framework (although it will give you tangible data). It is a fundamental commitment to use your business - your products and services, operations and value chain, to generate value for you and society.

SHARED VALUE PROJECT

WHAT WE OFFER

2023 MEMBER'S BENEFIT TABLE

BENEFITS	Professional	Associate	Gold	Platinum
ADVANCING PRACTICE AND IMPACT (workshops & coaching)				
The design and delivery of a 2 hour member initiation workshop and member goal setting	-	-	✓	✓
Regular member check-ins with SVP strategist to advance member goals and objectives	-	-	✓ Quarterly	✓ Monthly
Opportunity to join our Shared Value Leadership Council	-	-	-	By Invitation
Embedding the Practice: workshops and coaching Example products you can access: <ul style="list-style-type: none"> Align ESG & purpose as a united strategic focus Explore, What If? (identify the opportunity) Get closer. Unlock the societal problem Coaching. Design your shared value solution Closer Together: Unlocking a problem for collective impact Tailored workshop or training (to be scoped and quoted) 	-	Available as fee for service	\$3,000 credit to use against workshops or coaching (no refund/rollover)	\$10,000 credit to use against workshops or coaching (no refund/rollover)
LEADERSHIP				
C-Suite/Board internal briefings to support member's shared value leadership dialogue and engagement (to be agreed between SVP and member)	-	-	-	✓
Opportunities to contribute thought leadership to the advancement of better business both locally and globally	-	-	By Invitation	By Invitation
Invitations to relevant senior leaders within member organisation to attend SVP Non-Executive Director roundtables and CEO events	-	-	By Invitation	✓
Consideration for featured platforms and speaking opportunities	-	-	✓	✓
Access to thought leaders for speaking or consulting engagements (additional fees may apply)	-	-	✓	✓
Case study co-development to profile and promote shared value activities (internally or publicly)	-	-	✓	✓
EDUCATION & COLLABORATION				
Peer to peer knowledge building opportunities through the member network (local & global)	✓	✓	✓	✓
Invitation to participate in Shared Value Practitioner led Mentoring Circles	✓	✓	✓	✓
Invitation to lead Shared Value Practitioner led Mentoring Circles	-	-	-	By Invitation
The opportunity to co-design and co-host a networking event and/or design and lead an in practice class to promote your work and engage the shared value community	-	By Invitation	✓	✓
The opportunity to sponsor and contribute to key SVP events & forums Invitation only	-	By Invitation	✓	✓
Invitations to member-only programs and event	✓	✓	✓	✓
Complimentary or discounted tickets to SVP events including In Practice events, Speaker Series, Insight Events, Masterclasses, and Education program (specific events vary year to year)	Complimentary Masterclass ticket 20% discount on tickets	Complimentary Masterclass ticket plus discounted event prices 20% discount on tickets	Complimentary Mentoring Circle & Speaker series ticket plus discounted event prices 20% discount on tickets	Limited complimentary tickets for all events, then discounted prices apply Complimentary Ticket(s) + 20% Discount for additional tickets
Shared value introductory e-Module - organisational wide access (delivered on member LMS)	Complimentary single use access	Discounted prices	Discounted prices	Unlimited access
Promotion of member's relevant events and activities to SVP network (at the discretion of SVP)	-	✓	✓	✓

MEMBER PROFILE				
Recognition as an SVP member on the SVP website and communication channels	-	✓	✓	✓
Right to use the SVP member logo* on your website and communication channels	-	✓ *Associate member logo	✓	✓
Right to contribute content to SVP communication channels e.g. e-newsletter, social media and website	-	By Invitation	✓	✓
ADDITIONAL PLATINUM BENEFITS				
One complimentary NFP Gold membership for a member's community partner to support their shared value partnership development	-	-	-	✓ Second year benefit

2023 SHARED VALUE PROJECT MEMBERSHIP PRICING

MEMBERSHIP TYPE	Professional	Associate	Gold	Platinum
	Individual	Organisation		
Individual	\$650	N/A	N/A	N/A
Not for Profit/ Social Enterprise	-	\$1500	\$7500	\$27,500
SME/ Under 100 employees	-	\$2500	\$10,000	\$30,000
Corporate/ Government	-	\$3000	\$20,000	\$40,000
All prices are as at 1st January, 2023, and are for 12 months. Fee for service options are available on request				

For further information about shared value or The Shared Value Project please visit sharedvalue.org.au

To become a member or for further information, please contact the team at info@sharedvalue.org.au