

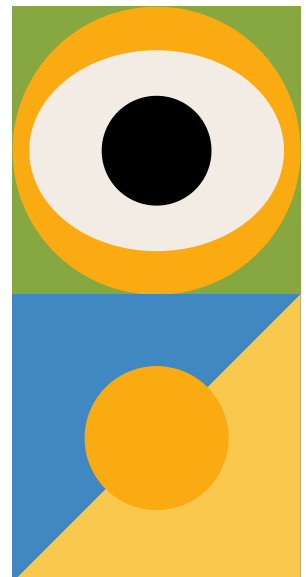


**SHARED
VALUE
PROJECT**

CREATING SHARED VALUE FOR NONPROFITS.

REDESIGNING HOW WE FUND IMPACT.

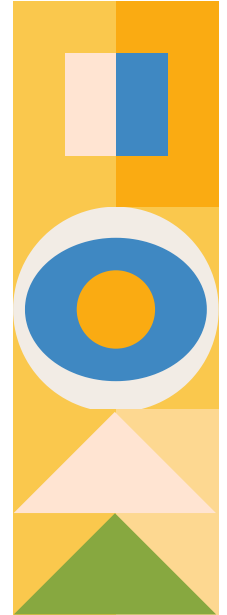
2024/2025 PROGRAM BROCHURE



SHARED VALUE FOR NON PROFITS

Shared Value for Non Profits is a purpose built program designed to increase our collective capacity to meet the big challenges of our time, by:

- Reimagining how we fund impact
- Rethinking established roles and relationships: philanthropic, government, private sector and NFP's
- Re-skilling and up-skilling NFP leaders in shared value strategy
- Remaking markets to address unmet needs
- Responding to the changing corporate landscape and the rise of ESG and purpose.



SHARED VALUE LEVERAGES THE INTERSECTION AND INTERDEPENDENCIES THAT EXIST BETWEEN PRIVATE SECTOR SUCCESS AND SOCIETAL PROGRESS.

By challenging the private sector to rethink its contribution to creating a fairer, more equitable and sustainable world - we can create new models for impact, and importantly solutions that come with inbuilt investment vehicles.

Shared value strategies and principles have been adopted globally for more than a decade. It's time to flip the strategy on its head and arm non profits with the tools to leverage private sector assets and investment to scale their impact.

THE CORPORATE LANDSCAPE IS UNDERGOING A SIGNIFICANT TRANSFORMATION

- Increased emphasis on material ESG issues reshaping what 'responsible business' means
- Aligning investment, grants and community support behind social and environmental issues that realise long term business value
- A growing mandate to meaningfully contribute to society



OUR PROGRAM WILL ENABLE PARTICIPANTS TO:

- Design shared value strategies to unlock sustainable funding sources
- Seek impact-aligned partnerships
- Fund the time and effort needed to solve complex issues
- Use shared value as an innovation strategy and building their entrepreneurial organisational muscle
- Articulate their impact in both economic and social value terms, critical to identify and attract shared value partners (including government)
- Redefine/expand their value proposition

Ultimately to become more self sufficient and finally being able to answer the question 'how will you fund this program once the grant concludes'.



WE ARE SPECIFICALLY INTERESTED IN WORKING WITH NON PROFITS FROM THE FOLLOWING SECTORS (BUT NOT LIMITED TO):

- Employment (inclusion and employment pathways)
- Health (promotion, wellbeing)
- Housing (specialist housing, social housing and affordable housing)
- Arts and Culture
- Australian Indigenous
- Human Services
- Agriculture, fisheries and forestry (nature and biodiversity)
- Community resilience, place-based and social cohesion
- Climate resilience and adaptation

The above list is based on the opportunity to design market solutions and/or define strong economic value and therefore are best placed to benefit from this strategic program.



COMPREHENSIVE PROGRAM

TO UNLOCK SUSTAINABLE IMPACT WITH
SHARED VALUE STRATEGY TRAINING AND TAILORED COACHING.

NFP SHARED VALUE COURSE

- 2 Day NFP Shared Value Course for 2 NFP Leaders
- Equips NFP leaders to design shared value strategies.
- Guides in creating innovative funding streams aligning with corporate partners' strategies.
- Empowers NFPs to articulate their value in both societal and economic value terms
- Expert Academic and Cross Sector Faculty
- Leave ready with a shared value opportunity to embark upon.
- See page 5 for more detail on course concepts.

SHARED VALUE COACHING

- Builds on the course, offering ongoing support and resources.
- Assists in designing, identifying, and delivering sustainable and scalable shared value partnerships.
- Network introductions to test your shared value pitch.
- Provides a collaborative platform, community of practice, knowledge sharing, and expert coaching.
- See Shared Value Project Prospectus for full benefits.

EXECUTIVE EDUCATION 'A PLAYBOOK FOR THE NEW ECONOMY'

- NFP Scholarship for the CEO or NED Director to attend Reinventing Value Creation - Executive Education Course
- Engage with leaders across sectors in reimagining business models that drive social and environmental impact.
- Harvard faculty including Shared Value Co-Creator Mark Kramer and Sustainability Leadership Professor Leith Sharp.
- See SVP Executive Education Course Brochure for details.

COURSE CONTENT SUMMARY



CREATING SHARED VALUE THE THEORY AND PRACTICE

- Creating Shared Value, from its origins in Harvard to a living practice
- The role of the private sector in contributing to a more equitable and sustainable world
- Global and local case studies
- Implications for nonprofits and government partnerships

THE BIG ESG OPPORTUNITY OR THREAT TO NON PROFITS? THE NEW FUNDING ENVIRONMENT

- Shifting corporate landscape
- The 'new' sustainability team and what they are looking for from their community partners
- ESG and what it means for NFP sector
- Changing roles and new skills needed to succeed in this new era (on all sides)
- Private sector in pursuit of double materiality

THE ECONOMICS OF IMPACT YOUR SHARED VALUE PROPOSITION

- Understand how to think about the economics of your impact
- Who benefits when you're successful in achieving your mission
- Articulate your value and it's worth in a shared value framework
- Rethink program design and delivery
- Mapping the need/market continuum

THEATRE OF CHANGE BUILDING CHANGE CAPABILITY

- Introducing the squiggle*
- Entrepreneurial muscle building
- Addressing power dynamics, risk appetite and culture differences needed to create enduring partnerships

*Work of Leith Sharp - Harvard Professor on Sustainability Leadership

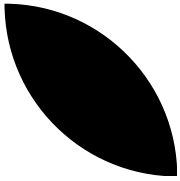
FROM MISSION TO PURPOSE UNLOCKING IMPACT ALIGNED PARTNERS

- Move away from from a mission centric strategy
- Align funding / investment (=philanthropic, commercial, government) against the need/market continuum to locate the commercial plays
- Hear directly from Corporate Leaders - and together challenge your established roles in creating meaningful impact

YOUR SHARED VALUE STRATEGY A NEW FUNDING STREAM/MODEL

Space to design your shared value business case with a shared value coach, within the course and beyond via bespoke shared value coaching.

KEY INFORMATION



Dates:

NFP 2 Day Course: 11th & 12th September 2024

Executive Education 2.5 Day Course: October 22nd - October 24th

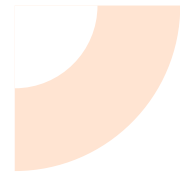
Shared Value Coaching: 6 months



Selection Criteria:

Delegates accepted to the program will be able to demonstrate:

- Willingness to design and action a shared value strategy for their organisation
- Ability to directly influence the strategy / strategic decisions within their organisation
- Commitment to transition their organisation beyond traditional grant/fundraising



Program Cost:

Scholarship places are available thanks to the generous support of our philanthropic partners. Apply below.

Self Funded Options:

\$3,000: Nonprofit Course (for 1 person)

\$5,000: Nonprofit Course (for 2 people)

\$13,500: Nonprofit Course (for 2 people) + Coaching

\$19,500: Full Program - Nonprofit Course (for 2 people) + Coaching + Executive Education Course (1 person)



Application Process:

- Complete the Application Form [Here](#)
- Short listed applications will be interviewed to confirm suitability.
- Applications close when all places are allocated.



Would like a conversation to explore options and suitability?

Reach out to us at info@sharedvalue.org.au

