Joining the Shared Value Initiative

2020 Partner Prospectus
The SVI is one of three initiatives housed within FSG, a not-for-profit social impact consulting firm founded in 2000 in Boston by Professor Michael Porter and Mark Kramer.


The Shared Value Initiative was established in 2012 to drive the adoption and implementation of shared value strategies by organizations around the world.

There are affiliated efforts in Africa, Australia, Hong Kong and India.

Shared value courses are taught at Harvard Business School (MBA and executive education) and over 500 academic institutions worldwide include HBS shared value case studies in their coursework.
THE ROLE OF SHARED VALUE

- Recognition that the UN Sustainable Development Goals are critical and cannot be achieved without the help of the private sector
- The demand for companies to have a purpose beyond profits is coming from all corners: customers, employees, community and investors
- While corporate leaders believe in the value of a corporate purpose that integrates societal needs, many feel ill-equipped to effectively integrate purpose into their business model and operations
- We believe shared value is the most effective way to deliver on the promise of corporate purpose and to do so at scale
- To help enable companies to more effectively deliver shared value and their purpose potential, the Purpose Playbook is our latest tool for shared value practitioners

Only 37% of global executives agree that their business model and operations are well-aligned with their company purpose

From EY/Harvard Business Review Analytic Services survey conducted in 2015
We are a global platform for leaders seeking to solve societal challenges through business solutions, and to help companies fulfill a purpose beyond profits alone.

We drive and advance the practice of shared value through accessible and actionable ideas that fundamentally change the way business is done.

**WHAT WE DO**

**WE NETWORK**
- SVI Partners
- SV Global Network
- SV Community of Practitioners
- HBS
- FSG

**WE ENABLE**
- Purpose Playbook
- Partners’ Ideas Exchanges
- Workshops
- Co-creation Studios
- Case studies, research and other tools (with FSG)

**WE SHARE**
- Fortune Change the World List
- Annual Summit
- Case studies, research, articles, blog posts (with FSG)
- SVI Website
## EXPERIENCE THE COMMUNITY

### Unexpected Connections

Our Partners build community with other shared value leaders and practitioners in-person and virtually.

- Attendance at the Shared Value Leadership Summit, in-person and virtual Ideas Exchanges, and Initiative-hosted side events held during the United Nations General Assembly and other relevant events
- Tailored introductions to shared value leaders, accelerators and changemakers
- Access to the Initiative’s Global Network (Africa, Australia, Hong Kong, India)

### Co-Creation Opportunities

SVI Partners contribute to the creation of new ideas, practices and tools that will help your practice and the movement.

- Invitations to participate in shared value research efforts
- Opportunities to provide guidance during the development of tools and resources

### Ideas, Knowledge, and Tools

SVI Partners learn together, share knowledge, spark new thoughts and practices, and access useful practitioner tools.

- Exclusive access to the full Purpose Playbook
- Invitations to share knowledge and insights during Ideas Exchanges
SHARED VALUE INITIATIVE PARTNERS

Leadership Council

[Logos of companies: Enel, Discovery, Nestlé, The Rockefeller Foundation, Walmart]

Supporters

[Logos of companies: Abbott, nab, Novo Nordisk]
SHARED VALUE INITIATIVE PARTNERS

Associates

- 21 Invest
- Adobe
- Bayer
- BD
- Blackbaud
- Campbell's
- Cemex
- CJ
- Griffith Foods
- IBM
- Inditex
- Lilly
- Merck
- Novartis
- PayPal
- Pearson
- TecBan

Global Network

- Shared Value Africa Initiative
- Shared Value Initiative India
- Shared Value Project
- Shared Value Project
## Partner Benefits by Level

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Associate $25,000 annually</th>
<th>Supporter $50,000 annually</th>
<th>Leadership Council $100,000 annually</th>
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</thead>
<tbody>
<tr>
<td>Shared Value Leadership Summit Complimentary Seats</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<tr>
<td>(additional discounted tickets available at all levels)</td>
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<tr>
<td>Seats at Shared Value Initiative-hosted UNGA events</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Seats at In-person Ideas Exchanges</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Access to Purpose Playbook, Readiness Assessment, Purpose Workbook, Online Workshops and Webinars</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Customized Purpose Workshops and Purpose Playbook</td>
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<td></td>
<td>✓</td>
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<tr>
<td><em>(additional costs apply for travel and time)</em></td>
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<tr>
<td>Virtual Ideas Exchanges</td>
<td>Unlimited</td>
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<td>Annual Update Call with leadership of SVI</td>
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<tr>
<td>Review of and input on SVI strategic direction and priorities</td>
<td></td>
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<td>✓</td>
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ACCELERATE YOUR SHARED VALUE JOURNEY

Do you want to influence the shared value movement and learn from other shared value leaders?

We’d love to talk with you:

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