

Joining the Shared Value Initiative

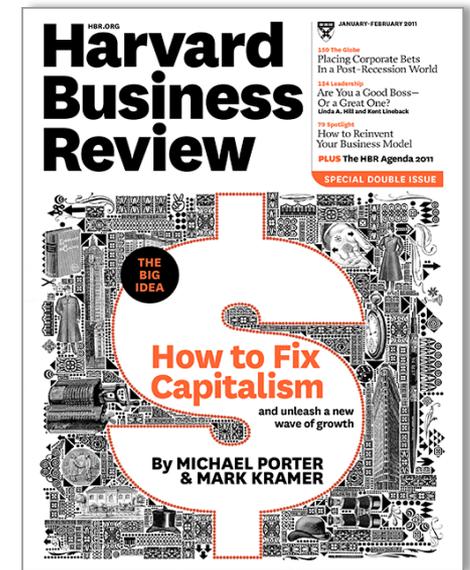
2020 Partner Prospectus



**Shared Value
Initiative**

OUR STORY

- 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
- In 2011, Porter and Kramer co-authored the seminal article “Creating Shared Value” published in the Harvard Business Review
- 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

WHAT WE DO

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

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



Supporters



SHARED VALUE INITIATIVE PARTNERS

Associates



Global Network



PARTNER BENEFITS BY LEVEL

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

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:

Bobbi Silten

Managing Director

Bobbi.silten@sharedvalue.org

Reema Jweied-Guegel

Director, Partner Engagement and Programs

reema.guegel@sharedvalue.org



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