



**Shared Value
Initiative**

SHARED VALUE INITIATIVE

2021 PARTNER PROSPECTUS

The Evolution of a Movement

2011

The Big Idea

Michael Porter and Mark Kramer publish "[Creating Shared Value](#)" in Harvard Business Review

2011

Convening of Leaders

FSG hosts the first annual [Shared Value Leadership Summit](#).

2012

Commitment to Action

The Shared Value Initiative officially launches as a Clinton Global Initiative Commitment to Action

2014

A Global Network

The Shared Value Project Australia launches as the SVI's first global partner. Shared Value Initiative India followed in 2015 and Shared Value Project Hong Kong & Africa Shared Value Initiative in 2017

2015

Doing Well by Doing Good

Fortune publishes the inaugural "[Change the World](#)" list

2016

Shared Value in Action

FSG launches [Talent Rewire](#), a community of employers piloting strategic approaches to investing in frontline talent, as an example of shared value in action

2017

The Ecosystem of Shared Value

FSG publishes "[The Ecosystem of Shared Value](#)" in Harvard Business Review which provides the framework businesses need to foster and participate in multi-sector coalitions that can advance shared value efforts

2019

From Shareholders to Stakeholders

The US Business Roundtable announced an evolution of its principles on the role of a corporation, calling on companies to shift from creating value for shareholders only to creating value for all stakeholders

2020

Introducing the Purpose Playbook

FSG and the Shared Value Initiative publish the [Purpose Playbook](#) to help companies better understand what it means to have a purpose-led organization & how to deliver on the promise of that purpose with shared value

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 cross-sector collaborations that 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	WE ENABLE	WE SHARE
<ul style="list-style-type: none">• SVI Partners• SV Global Network• SV Community of Practitioners• SV Thought Leaders, including co-founders Michael Porter and Mark Kramer• Harvard Business School• FSG	<ul style="list-style-type: none">• Purpose Playbook• Partners' Ideas Exchanges• Workshops & Learning Cohorts• Co-creation studios• Case studies, research and other tools (with FSG)	<ul style="list-style-type: none">• Fortune <i>Change the World</i> List• Annual Summit• Virtual Speaker Series• Case studies, research, articles, blog posts (with FSG)• sharedvalue.org

Experience the Community

UNEXPECTED CONNECTIONS	CO-CREATION OPPORTUNITIES	IDEAS, KNOWLEDGE, & TOOLS
<p>SVI Partners build community with other shared value leaders and practitioners, currently meeting virtually until we are able to reconvene in-person gatherings.</p> <ul style="list-style-type: none">• Attendance at the Shared Value Leadership Summit, Ideas Exchanges, and Initiative-hosted special events• Tailored introductions to shared value leaders, accelerators and change-makers• Access to the Initiative's Global Network (Africa, Australia, Hong Kong, India)	<p>SVI Partners contribute to the creation of new ideas, practices and tools that will help your practice and the movement.</p> <ul style="list-style-type: none">• Invitations to participate in shared value research efforts• Opportunities to provide guidance during the development of tools and resources• Ability to help shape and provide input on SVI's research agenda	<p>SVI Partners learn together, share knowledge, spark new thoughts and practices, and, access useful practitioner tools.</p> <ul style="list-style-type: none">• Exclusive access to the full suite of Purpose Playbook tools and walk-through sessions• Playbook workshops included• Invitations to share knowledge and insights during Ideas Exchanges• Opportunities to contribute shared value stories on web, in blogposts, and other tools for peer-to-peer learning• Partners-only access to special diagnostic tools and research

Shared Value Initiative Partners

LEADERSHIP COUNCIL



SUPPORTERS



Shared Value Initiative Partners

ASSOCIATES



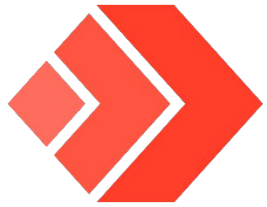
GLOBAL NETWORK



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
Attendance at Shared Value Initiative-hosted in-person special events	1	2	3
Attendance at in-person Ideas Exchanges and Partners-only Webinars	1	2	3
Participation in the Purpose Playbook Learning Cohort & Coaching	2	2	2
Access to Purpose Playbook, Readiness Assessment, Purpose Workbook, Walk-through orientation, Online Workshops and Webinars	✓	✓	✓
Customized Purpose Workshops and Purpose Playbook (<i>additional costs apply for travel and time</i>)		✓	✓
Virtual Ideas Exchanges	Unlimited	Unlimited	Unlimited
Quarterly convenings, private briefings, and input on SVI strategy and thought leadership			✓
Annual Update Call with Leadership of SVI	✓	✓	✓

** Leadership Council is by Invitation Only and limited to seven seats*



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Connect with Fellow Shared Value Thought Leaders

For more information about joining the partners that shape and influence the shared value movement, contact:

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