



sv GO

*10 shared value
ideas ready and
waiting for you to
make them happen.*



Ready?

Heart disease, obesity, key worker housing, transport, aged care, loneliness, climate change, extreme weather, disaster recovery. These are big issues. Could it be possible that with the right people in the room, you could design a solution that could help solve one of them, in just a few hours?

Better still, could it be a profitable business solution? After all, as Mark Kramer says, profit is what makes ideas scalable and sustainable. So if you can create profitable solutions to social problems, the value is shared and everyone benefits.

We laid down that challenge at the 2016 Shared Value Forum and the results were eye-opening. We have take the ten best, as voted by you, and assembled them in this book.

Think of them as inspiration. Or think of them as a catalogue of projects ready to go, for you to take back to your team and make yours.

Whatever the case, hopefully they grow the understanding of what shared value is and how a few determined people could well be the answer to some of the world's curliest problems.



Set.

The ideas are all based on the Shared Value Worksheet, co-designed by Shared Value Project, IAG and Republic of Everyone.

It is anchored in shared value but also brings the concept of Collective Impact to the table.

Collective Impact accepts that most societal problems are too big for any one player to solve, so creates a framework for organisations to work collectively to solve an issue for mutual benefit.

You can see how, together, these two disciplines have the power to bring together industry, government and community to work together to effect positive, profitable change.

Like it? You can find a copy of the Shared Value Worksheet at <http://bit.ly/2IMC9Eq>

SDG #

SUSTAINABLE DEVELOPMENT GOAL TARGET DELIVERED ON

PROGRAM NAME

OUR BIG GOAL

IN A SENTENCE

PARTNER

ROLE

PARTNER	ROLE

STEPS TO CREATE THE CHANGE

1.	2.	3.	4.	5.
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SOCIAL VALUE CREATED

HOW WE WILL MEASURE IT

BUSINESS VALUE CREATED

HOW WE WILL MEASURE IT





Go.

Choose an idea, make it happen.

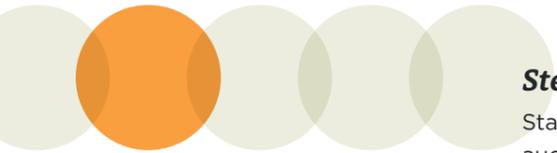


HERE'S HOW IT WORKS:



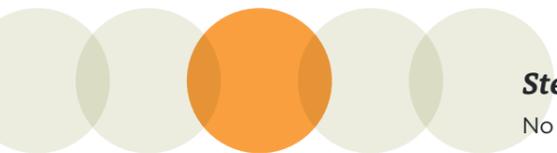
Step 1 is to choose a goal.

The best way to do this is think big and begin with one of the UN's recently released Sustainable Development Goals. Select a goal. Within each goal is a series of targets. Choose a target. This is the problem you will help solve.



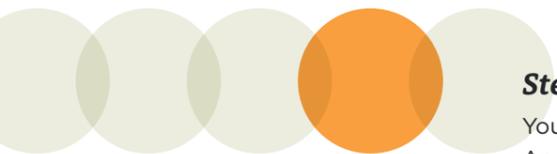
Step 2 is to create a theory of change.

Start by making a mission. Your mission should be time bound and audacious. Next, define your project in a sentence - this is your elevator pitch. Finally, lay out five or so steps you will take to get there.



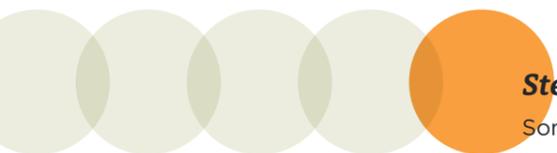
Step 3 is partnerships.

No one ever changed the world on their own. As Mark Kramer says, government gives you reach, business gives you profit and NGOs give you social impact. So start with a cross sector collaboration, then look at other companies and organisations who might join you in the cause.



Step 4 is outcomes and measurement.

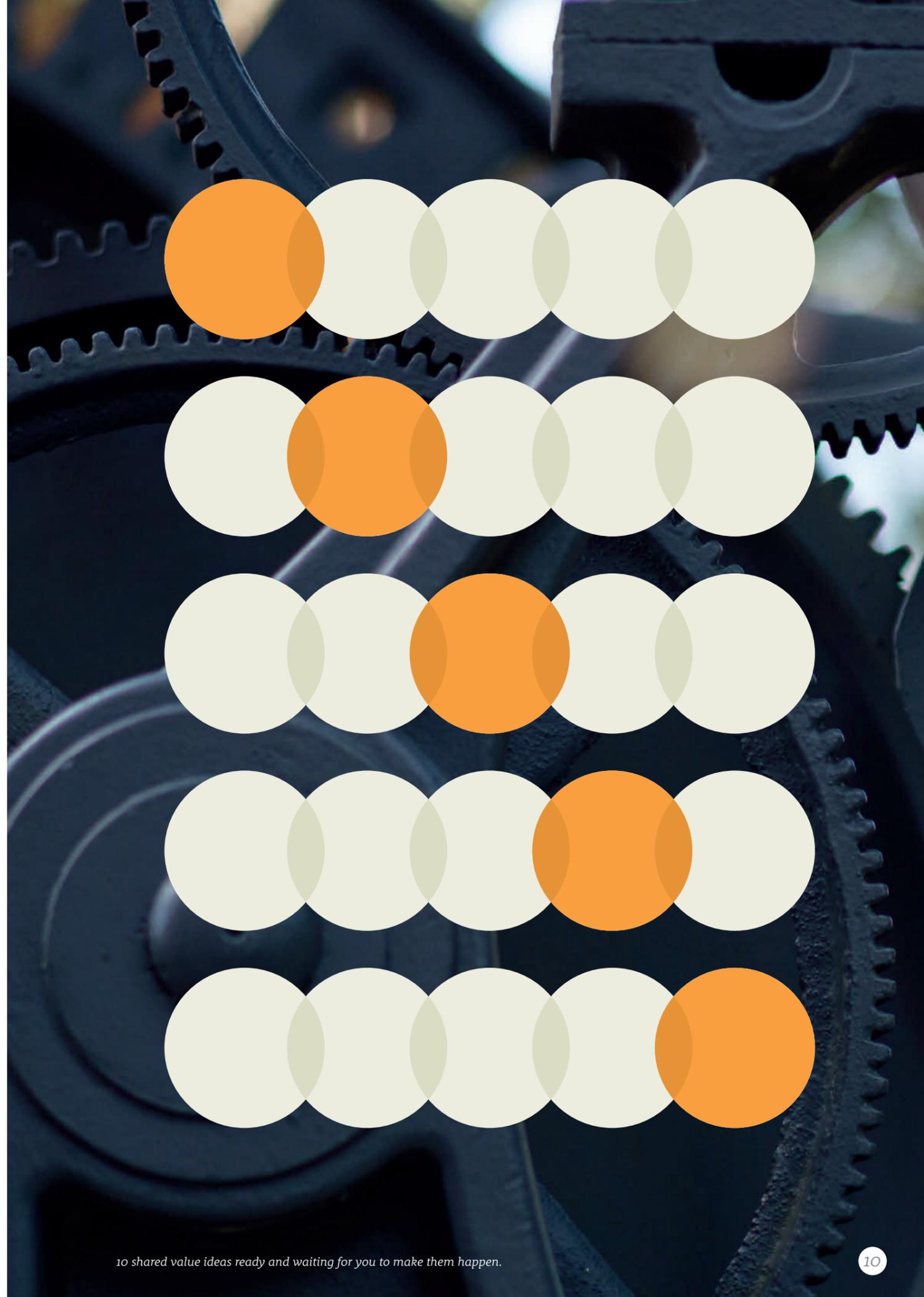
Your project is only sustainable and scalable if it generates profit. And it's only good for the world if it creates positive social outcomes. So choose what you will measure, and how you will measure it.



Step 5 is tell us about it.

Some of the greatest ideas in the world started with rapid design - whether in a workshop or a cafe. If you and your team create something you think has legs, email it to hello@sharedvalue.org.au. We just might be able to help you get it off the ground.

These ideas were created by the 300+ clever folk in attendance at the 3rd Annual Shared Value Forum in Melbourne, Australia. They were voted the Top Ten.



STAND STRONG



Our big goal

100% of the world's community facilities + public buildings are disaster proof by 2025.

In a sentence

Reduce the impact of natural disasters by building resilient community infrastructure.

Trial in Fiji, expand globally.

Steps to create the change

- 1 Design product + partnership roadmap/ agreement
- 2 Pilot in Fiji
- 3 Measure value/impact (+learn)
- 4 Revise and improve
- 5 Scale

Partners

- A GOVERNMENT DEPARTMENT**
Contribute development funding.
- A CONSTRUCTION COMPANY**
Design and prototype low-cost community facility buildings that are storm resilient.
- A FIJIAN WOMEN'S NGO**
Identify and map the needs to of Fiji's most vulnerable, especially women and children. Ensure that community buildings are placed well for maximum community empowerment and employment building capacity.

Social value created

- Decrease morbidity/ Increase health**
- Stronger economic development**
- Increase international relationships**

How we will measure it

- Numbers and long term health
- GDP
- Trade/migrations
- Decreased need for aid funding

Business value created

- Export value**
- Learnings and expertise**
- New partnership**

How we will measure it

- New sustainable business model
- Media generated

ILLUMINATION NATION



Our big goal

Illuminate the world while reducing carbon emissions.

In a sentence

A sustainable, mobile power source for climate vulnerable communities to build preparedness to hazards and support rescue and recovery from disasters.

Located in schools, this stand-alone system gives off light and charges phones in an emergency situation.

Steps to create the change

- 1 Design product + partnership roadmap/agreement
- 2 Pilot in PNG
- 3 Measure value/impact (+learn)
- 4 Revise and improve
- 5 Scale

Partners

A GOVERNMENT DEPARTMENT

Diplomacy, lobbying and funding.

A RESOURCES COMPANY

Technology, expertise & big data/analytics.

A CLIMATE BASED NGO

Community engagement, cultural capital and social license.

Social value created

Social, economic + educational benefit of connectivity + illumination

Disaster avoidance, recovery + early warning system

How we will measure it

- Number phones connected
- Number school graduates
- Satellite luminescence

- Fatalities in disasters

Business value created

Local economic development

Sales + revenues of product

Australian business access to new markets through new product

How we will measure it

- GDP, household income
- Number of small business

- \$ sales and profits
- Number of customers

- New business and \$ exports

CUT THE CARP



Our big goal

Educate one million children on the early warning indicators of climate change.

In a sentence

Deliver a digital app to educate on early warning indicators of climate change. The app features a mascot (Kelvin the Carp) and jingle.

Steps to create the change

- 1 Data collection and analysis
- 2 Understand the hook for kids
- 3 Gamify it
- 4 Use education and NGO experts to deliver
- 5 Social Impact Bond

Partners

A GOVERNMENT DEPARTMENT

Create a channel to children and schools.

A CLIMATE BASED NGO

Ensure quality of information, assist with delivery and content, add credibility & passion.

A TECHNOLOGY OR COMMUNICATIONS COMPANY

Provide the skill set of gaming and technical expertise. Provide funding.

Social value created

Increase use of renewable energy

- Uptake data
- Number schools getting solar panels

Decrease impact of climate change

- Displacement number reduction
- Less impact on lost land

How we will measure it

Business value created

Reduction of infrastructure loss

- Before and after

More customers through incentives

- Number of customers
- Greater market share
- More renewal energy into market

How we will measure it

WASTE NOT, WANT NOT.



Our big goal

Zero food waste from supermarkets.

In a sentence

Set up of clearing house which facilitates the matching of wasted supermarket food with NGO needs. Useable food feeds people, unusable food is composted for food production.

Steps to create the change

- 1 Engagement of stakeholders
- 2 Set up clearing house and online app
- 3 Pilot
- 4 Measure
- 5 Set up next one

Partners

A LEAD SUPERMARKET

Set up the clearing house.

OTHER SUPERMARKETS

Join the clearing house.

FARMERS OR A FARM SUPPLY COMPANY

Buy compost.

LOCAL GOVERNMENT

Assist in collection and selling of compost to local gardeners.

A TECHNOLOGY COMPANY

Help create the digital clearing house.

A FOOD WASTE NGO

Ensure efficient delivery of useable food.

Social value created

Reduction of waste (Environment)

Useable food to those in need

Job creation – Jobs for low skilled workers

How we will measure it

- Before and after in participating supermarkets

- Tonnes delivered

- Jobs generated

Business value created

Cost savings of disposal

Sales of fertiliser product

How we will measure it

- Before and after in participating supermarkets

- Revenue and sales

THE GOOD FOOD PROJECT



Our big goal

Redistribute retail food waste through commercial frozen ready-made food products.

In a sentence

Take still-good food waste from supermarkets, cafes and restaurants and fast-process it into a range of frozen ready-meal food products that can be sold back through the original collection points.

Steps to create the change

- 1 Create social enterprise
- 2 Create education campaign to explain the problem
- 3 Create food waste product (frozen meals) to solve the problem
- 4 Distribute product
- 5 Measure outcomes

Partners

A FOOD WASTE NGO

Build social enterprise to collect, process and distribute food.

GOVERNMENT

Support the project at a local level, by encouraging take-up.

A SUPERMARKET CHAIN

Provide still good food waste then sell end product frozen meals.

CAFES AND RESTAURANTS

Provide still good food waste then sell end product frozen meals.

Social value created

Better use of our food resources

- Waste diverted

More food redistributed to people (in need)

- Take-up of frozen easy meals

Jobs created by social enterprise

- Employment numbers

How we will measure it

Business value created

Reduce waste cost

- Waste reduction across participating organisations

New product revenue stream

- Revenue and sales

Community goodwill

- Reputation survey

How we will measure it



Our big goal

5% off all new properties in Melbourne will have liveable & socially inclusive housing.

In a sentence

Creating liveable & diverse communities for all by building properties at varied entry-level prices, which provide low-income communities housing opportunities and give wealthier communities opportunities to live in a more diverse community.

Communities are co-designed by all those who will live there.

Steps to create the change

- 1 Community consultation
- 2 Government incentives
- 3 Design test community
- 4 Measure impacts
- 5 Rollout as templates model

Partners

A CRISIS AND HOUSING SUPPORT NGO

Involve buyers of new developments in the design process to create long term passion and commitment.

A TIER ONE DEVELOPER

Build sustainable housing which accommodates diverse population.

A CITY COUNCIL

Provide incentives, support and regulation.

Social value created

Social cohesion

How we will measure it

- Increase in community connection

Affordable housing

- Increase in affordable housing

Reduce homelessness

- Reduction in 'hidden homeless'

Improve cost of living

- Measure cost of living metrics in Next Genhousing communities

Create a diverse city

- Map diversity in Next Genhousing communities

Business value created

How we will measure it

New market opportunity

- Sales and revenue

Access to building sites

- Increased tender wins

NEXT GENHOUSING



AIR HOMES



Our big goal

Providing shelter & security for victims of domestic violence.

In a sentence

AirBNB for victims of domestic violence.

Create a platform that matches victims of domestic violence with spare rooms that provide safe shelter.



Steps to create the change

- 1 Formalise agreement
- 2 Create framework that provides:
 - Social bonds
 - Tax incentives
 - Insurance incentives
- 3 Create platform
- 4 Work with NGO to create first trials
- 5 Adapt and rollout nationally

Partners

A TECHNOLOGY COMPANY

Provide the digital platform.

A DOMESTIC VIOLENCE NGO

Provide services/support for victims of domestic violence and spread the word.

FEDERAL GOVERNMENT

Help fund initiative/support services for victims of domestic violence.

AN INSURANCE COMPANY

Assist with insurance for domestic violence victims during stay.

Social value created

Reduce homelessness

How we will measure it

- Department of Housing figures decrease

Providing security, emotional & physical support

- Surveys with domestic violence victims/school grades (families, schools, children)

Reduce dependency on welfare & increase financial inclusion

- Decreased welfare needs of victims of domestic violence

Business value created

New revenue stream

How we will measure it

- Part of each payment forms a revenue stream

Improved reputation

- Feedback surveys from existing customer

EMPOWER HOUSE



Our big goal

Ensuring all elderly Australian women are safe, empowered & participating

In a sentence

A new development that provides elderly Melbourne-based females, who want/can live independently but are on a low income, safe, sustainable housing options.

After all, if empowered people are given the chance to work together to support each other, it's good for them and society.

Steps to create the change

- 1 Find a suitable place for development
- 2 Co-design the development with potential residents and social service providers
- 3 Bring in first residents 'off the plan'
- 4 Construct and prove model
- 5 Replicate

Partners

- A MAJOR BANK**
Finance & financial empowerment through education.
- AN AGED SERVICES NGO**
Supply services.
- A DEVELOPER**
Create and sell/lease the development.
- A CITY COUNCIL**
Planning and regulation support - reduced barriers and faster approval for such developments.

Social value created

- Less reliance on support services**
 - Decreased welfare reliance among residents
- Better mental and physical wellbeing**
 - Decreased need for health care among residents
- Greater community participation**
 - Increase income, workforce participation, financial resilience & family/community participation among residents.

How we will measure it

Business value created

- New revenue stream**
 - Rental and sales income
- Social license to operate**
 - Improved corporate reputation

How we will measure it

POWER OF OLDER

10 REDUCED INEQUALITIES



Our big goal

5 million Australians over 50 in the workforce by 2030.

In a sentence

An online marketplace and training support that matches skills to employer needs.

Over 50s can list their skills and then up-skill to match employer needs.

Steps to create the change

- 1 Identify skills gap and locations
- 2 Match potential staff to roles
- 3 Grow incentives and networks
- 4 Measure and refine
- 5 Scale up to other industries

Partners

- A RESOURCES COMPANY**
List jobs and offer skills training.
- AN AGED SERVICES NGO**
Spread word and provide additional support services.
- FEDERAL GOVERNMENT**
Policy incentives.
- A TRAINING ORGANISATION**
Design and provide extra training modules.

Social value created

- Change the norm around 50+ year old employment
- Build self esteem of 5 million 50+ year olds
- Less welfare dependencies and more government \$ to spend elsewhere

How we will measure it

- NGO developed milestones
- Pre employment and employment surveys
- Reduced government payouts

Business value created

- Skilled workforce, reliable, productive
- Growing economy and increased spend
- Social cohesion/wellbeing

How we will measure it

- Participation
- Impact on participating local economies - especially regional
- Decrease social isolation
- Increase health / decreased reliance on the health system

MY BIG FAT GAY WEDDING



Our big goal

Establish Australia as the world's leading gay marriage destination.

In a sentence

Currently same sex marriage is not legal in Australia. Perhaps if there was a business incentive, this would change.

Steps to create the change

- 1 Mobilise support
- 2 Change legislation
- 3 Industry coordination
- 4 Marketing & promotion

Partners

A GOVERNMENT DEPARTMENT

Promotion overseas.

A LGBTI NGO

Advocacy for legislative change.

A HUMAN RIGHTS NGO

Advocacy for legislative change.

A HOTEL CHAIN

Package creation.

FEDERAL GOVERNMENT

Legislative change.

Social value created

Increase social capital

Human rights

How we will measure it

- Change in public opinion
- Reduced discrimination cases

Business value created

Increase tourism revenue

How we will measure it

- Revenue generated
- Same sex marriage tourism numbers

The creators.

This project is a collaboration between the Shared Value Project, IAG and Republic of Everyone.

SHARED
VALUE
PROJECT



The **Shared Value Project** is a regional community of practice committed to driving adoption and implementation of shared value strategies among leaders and companies, civil society, and government organisations in Australia. The Shared Value Project is the exclusive Regional Partner of the Shared Value Initiative, and as the local peak practice body supports the development of shared value in Australia via a membership program, the creation of knowledge, skills and social networks, and facilitating engagement among leaders who are looking for a better method of generating economic and social returns.

IAG is the parent company of a general insurance group (the Group) with controlled operations in Australia, New Zealand, Thailand, Vietnam and Indonesia. The Group's businesses underwrite over \$11 billion of premium per annum, selling insurance under many leading brands, including: NRMA Insurance, CGU, SGIO, SGIC, Swann Insurance and WFI (Australia); NZI, State, AMI and Lumley Insurance (New Zealand); Safety and NZI (Thailand); AAA Assurance (Vietnam); and Asuransi Parolamas (Indonesia). IAG also has interests in general insurance joint ventures in Malaysia and India.

For further information, please visit www.iag.com.au.

Republic of Everyone is half consultancy and half creative agency. It's a strange mix, but one that works.

Our tools are CR and sustainability strategy, as well as creativity and digital communications. We combine them to bring together corporate responsibility and sustainability with brand and marketing to create shared value strategies and initiatives that make doing good, good for business.

Republic of Everyone is best known for our strategic work with Mirvac, NAB and News Corp, and for helping create some of Australia's leading shared value projects such as the 2020 Vision and the Garage Sale Trail.

We're always looking for like minded individuals and companies to join us on the journey.

Disclaimer: The ideas in this book are 'blue sky' as imagined by 2016 Shared Value Forum participants. They are designed as thought starters. As such, listed organisations and government departments have not been approached and their participation is neither agreed nor presumed.

10 shared value ideas ready and waiting for you to make them happen.

The background is a close-up, slightly blurred photograph of asphalt pavement. Scattered across the surface are numerous dry, brown pine needles. Four large, solid white circles are overlaid on the image: one in the upper left, one in the upper right, one on the right side, and one in the lower right corner. The text 'SHARED VALUE PROJECT' is centered in the middle of the image.

**SHARED
VALUE
PROJECT**