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

Ready?

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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/2MC9Eq
<table>
<thead>
<tr>
<th>SDG #</th>
<th>SUSTAINABLE DEVELOPMENT GOAL</th>
<th>TARGET DELIVERED ON</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PROGRAM NAME**

**OUR BIG GOAL**

**IN A SENTENCE**

**PARTNER**

**ROLE**

**STEPS TO CREATE THE CHANGE**

1.  
2.  
3.  
4.  
5.  

**SOCIAL VALUE CREATED**

**HOW WE WILL MEASURE IT**

**BUSINESS VALUE CREATED**

**HOW WE WILL MEASURE IT**

---

THE SHARED VALUE INTERACTIVE WORKSHEET BY IAG AND REPUBLIC OF EVERYONE IN PARTNERSHIP WITH THE SHARED VALUE PROJECT
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 NGO’s 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

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.

## 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.

## 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

## Social value created

<table>
<thead>
<tr>
<th>Description</th>
<th>How we will measure it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decrease morbidity/</td>
<td>Numbers and long term health</td>
</tr>
<tr>
<td>Increase health</td>
<td></td>
</tr>
<tr>
<td>Stronger economic development</td>
<td>GDP</td>
</tr>
<tr>
<td>Increase international relationships</td>
<td>Trade/migrations, Decreased need for aid funding</td>
</tr>
</tbody>
</table>

## Business value created

<table>
<thead>
<tr>
<th>Description</th>
<th>How we will measure it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export value</td>
<td>New sustainable business model</td>
</tr>
<tr>
<td>Learnings and expertise</td>
<td>Media generated</td>
</tr>
<tr>
<td>New partnership</td>
<td></td>
</tr>
</tbody>
</table>
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 businesses
- $ sales and profits
- Number of customers
- New business and $ exports
**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**
  - How we will measure it: Uptake data, number schools getting solar panels
- **Decrease impact of climate change**
  - How we will measure it: Displacement number reduction, less impact on lost land

**BUSINESS VALUE CREATED**

- **Reduction of infrastructure loss**
  - How we will measure it: Before and after
- **More customers through incentives**
  - How we will measure it: Number of customers, greater market share, more renewable energy into market
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)

How we will measure it
• Before and after in participating supermarkets

Useable food to those in need
• Tonnes delivered

Job creation - Jobs for low skilled workers
• Jobs generated

Business value created
Cost savings of disposal

How we will measure it
• Before and after in participating supermarkets

Sales of fertiliser product
• 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.

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**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
- More food redistributed to people (in need)
- Jobs created by social enterprise

**How we will measure it**

- Waste diverted
- Take-up of frozen easy meals
- Employment numbers

---

**Business value created**

- Reduce waste cost
- New product revenue stream
- Community goodwill

**How we will measure it**

- Waste reduction across participating organisations
- Revenue and sales
- Reputation survey
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

How we will measure it
Social cohesion
- 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
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.

Our big goal
Providing shelter & security for victims of domestic violence.

Steps to create the change
1. Formalise agreement
Create framework that provides:
   • Social bonds
   • Tax incentives
   • Insurance incentives
2. Create platform
3. Work with NGO to create first trials
4. 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
• 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
• Part of each payment forms a revenue stream

Improved reputation
• Feedback surveys from existing customer

How we will measure it
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.

Our big goal

Ensuring all elderly Australian women are safe, empowered & participating

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

Social value created

Less reliance on support services
Better mental and physical wellbeing
Greater community participation

How we will measure it

• Decreased welfare reliance among residents
• Decreased need for health care among residents
• Increase income, workforce participation, financial resilience & family/community participation among residents

Business value created

New revenue stream
Social license to operate

How we will measure it

• Rental and sales income
• Improved corporate reputation

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.

EMPOWER HOUSE
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

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

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.
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

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

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.

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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 202020 Vision and the Garage Sale Trail. We’re always looking for like minded individuals and companies to join us on the journey.

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.

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.

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