



Shared Value Initiative

Innovating for Shared Value

January 2014

Follow **@SVInitiative** and **#sharedvalue** on Twitter

Today's Webinar Hosts
Co-Authors of *Innovating for Shared Value*



Innovating for Shared Value



Marc Pfitzer
Managing Director, FSG



Valerie Bockstette
Managing Director, FSG



HSR.ORG
**Harvard
Business
Review**

Shared Value Companies Are Defining Markets Around Social Not Just Economic Needs



Social Innovation Is the Engine that Enables Companies to Create Shared Value at Scale



- 600M Kg of Trans-fats



- Hundreds of Millions of Fortified Food Servings



- 2,000+ Smart Cities



- 14M Reached with Mobile Banking



- \$2B of Safety Engineered Device Sales



- 10M Teachers Trained

Social Innovation Requires New Practices to Drive Social Benefits and Business Value



INNOVATION

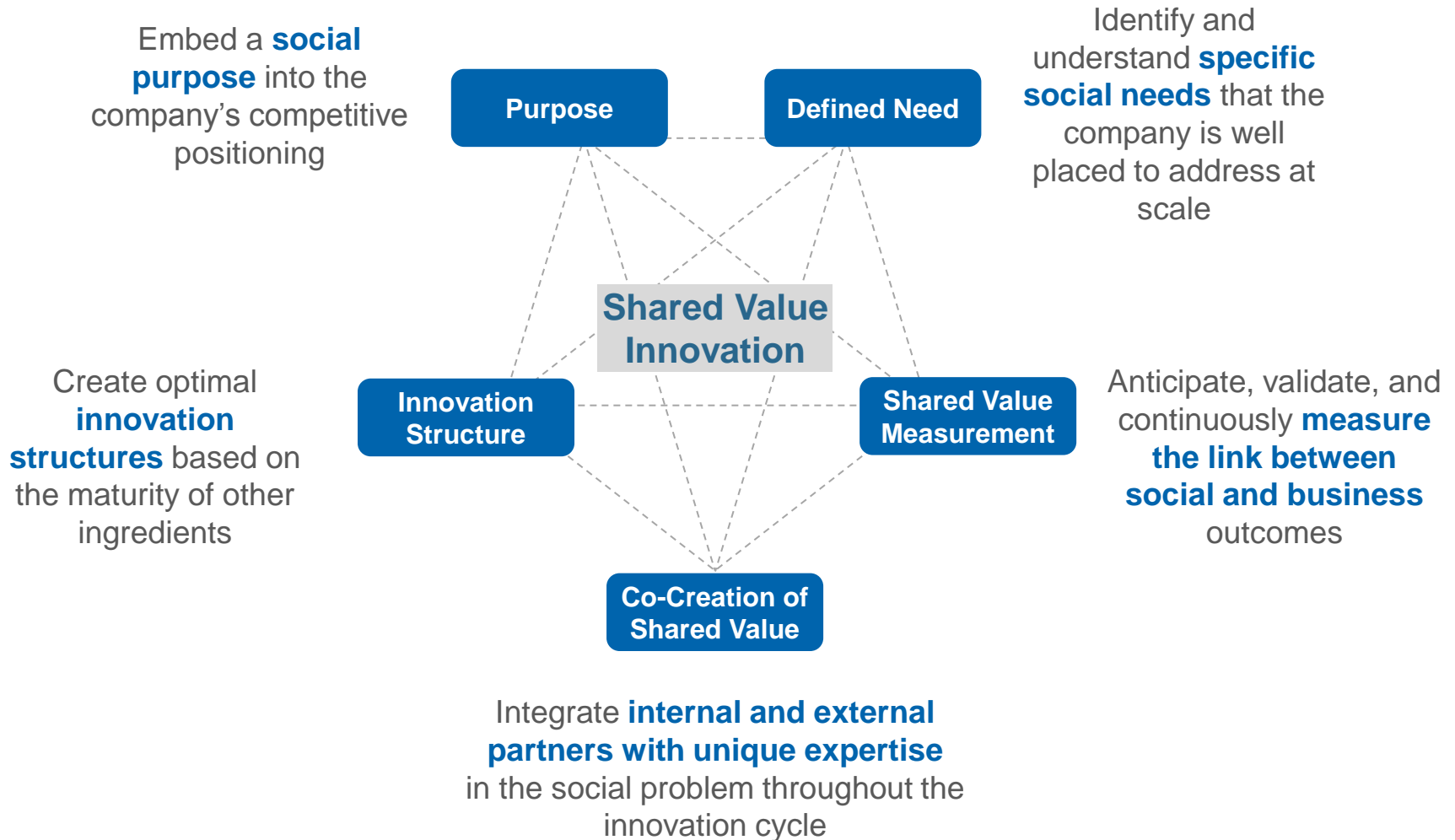


≠

SOCIAL INNOVATION



Innovating for Shared Value Depends on Five Self-Reinforcing Ingredients



Where water meets chemistry™

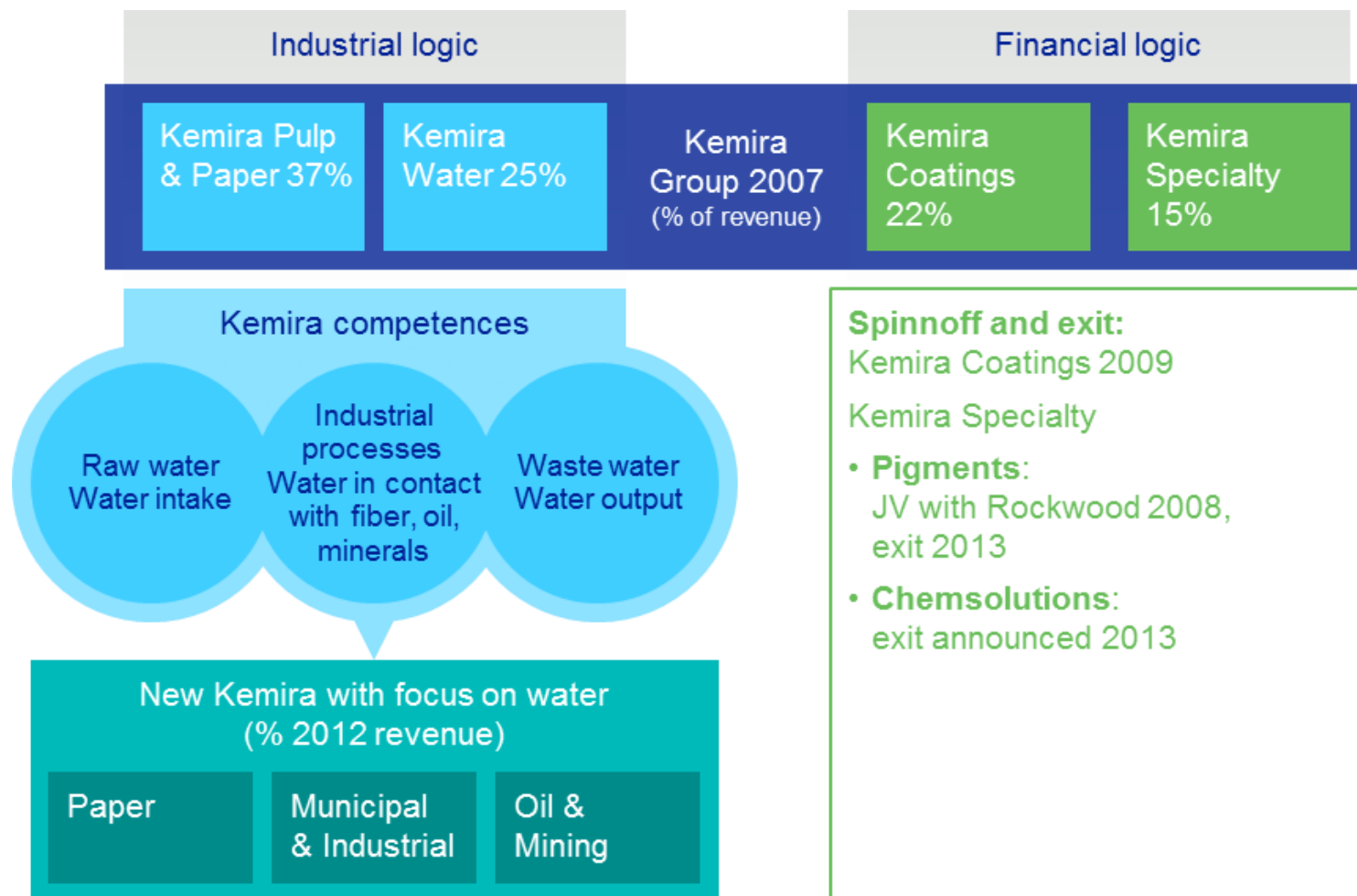


***Riikka Timonen**
Director
Corporate Responsibility*

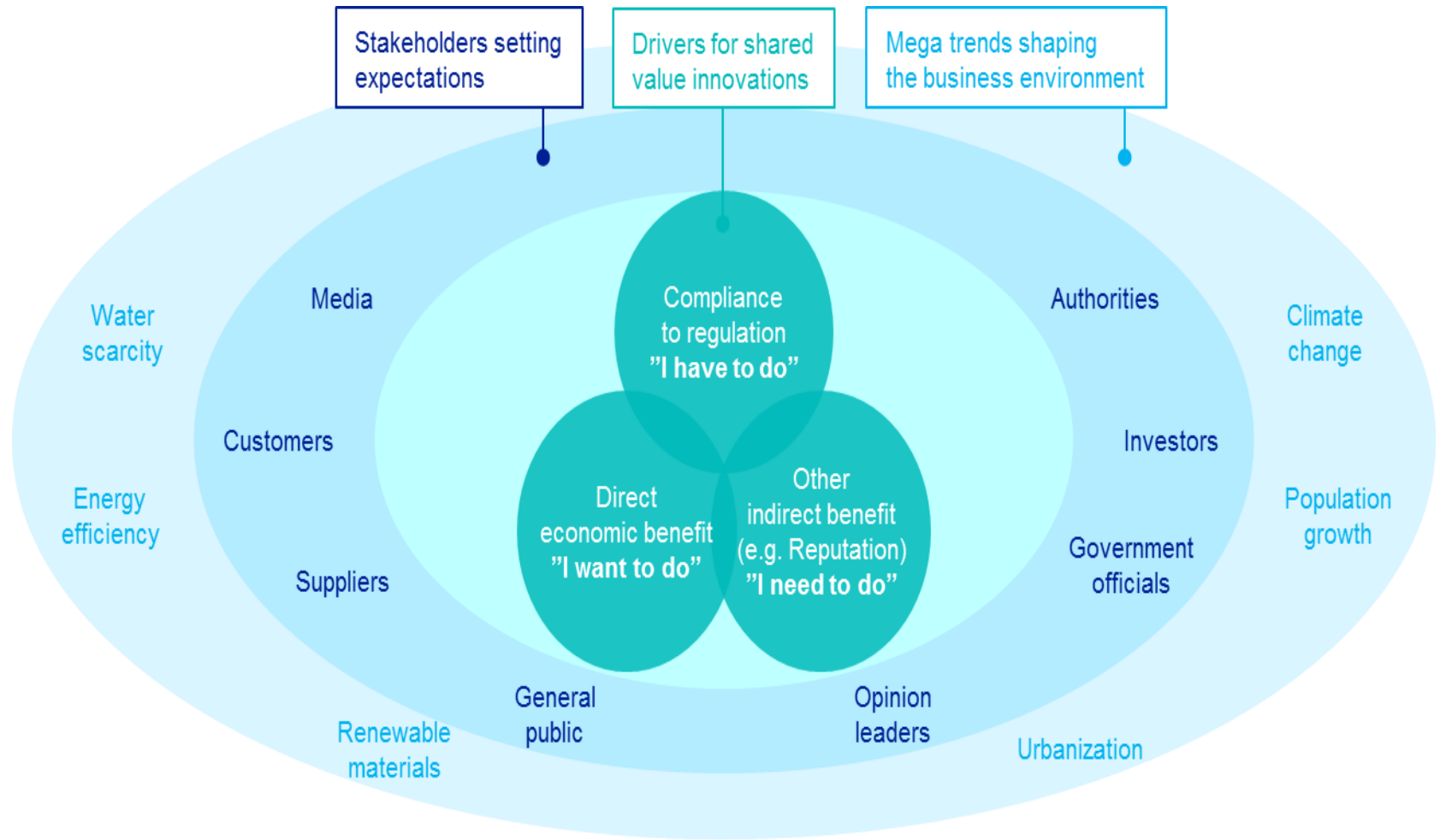
kemira



Kemira Established Water Efficiency as the Primary Business Purpose During an Organizational Restructuring



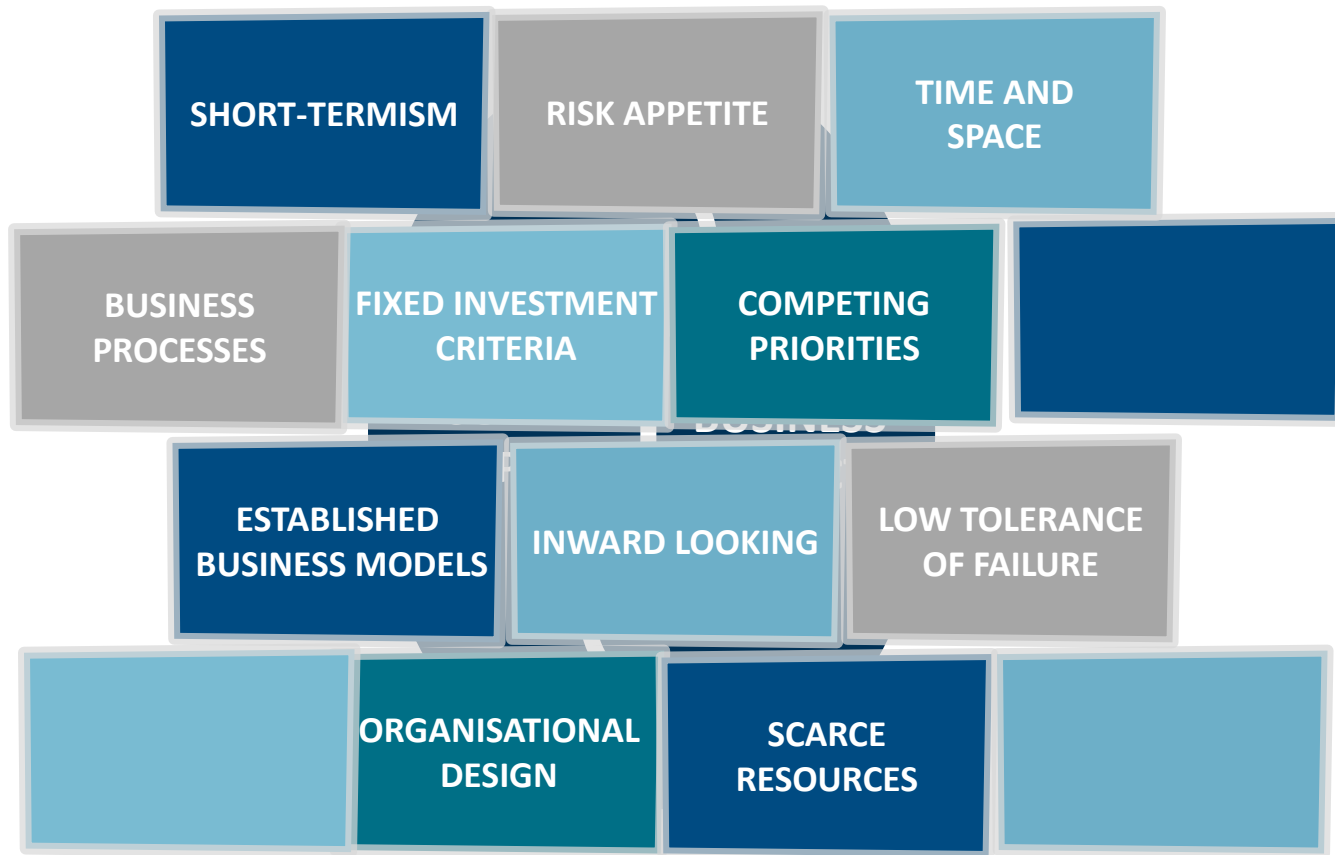
Kemira Built a Business Case Based on Drivers for Water Efficiency and the Different Values of Water by Location





Mark Thain
Vice President
Social Innovation

Barclays Established a Social Innovation Facility to Overcome Internal Barriers for Creating Shared Value



Barclays Provides Internal Support to Build an Enabling Environment for Social Innovation



SOCIAL INNOVATION FACILITY

Funding

Leadership

Incubation

Co-creation

Rapid iteration

Partnership

Networking

Open sourcing

Risk sharing

Best practice



Partners with



Agriculture

SIF Investment



Partners with



Healthcare

SIF Investment



Partners with

DIAGEO



Agriculture

SIF Investment



Launches



Education

SIF Investment



Partners with



Access to Finance

SIF Investment



Partners with



Employment

SIF Investment

Question & Answer with Speakers and Panelists



Innovating for Shared Value

Harvard
Business
Review



Marc Pfitzer
Managing Director
FSG



Valerie Bockstette
Managing Director
FSG



Riikka Timonen
Director
Kemira



Mark Thain
Vice President
Barclays

Shared Value Initiative

Join a Growing Global Community of Practice



Calls to Action

- » Join the community at sharedvalue.org and follow us at [@SVInitiative](https://twitter.com/SVInitiative) on Twitter
- » Request an invitation to the **2014 Shared Value Leadership Summit** May 13-14 in New York by sending an e-mail to info@sharedvalue.org
- » Access new shared value case studies, **Shared Value in Action**, at sharedvalue.org

Why Join the Shared Value Initiative?

- **Connect** – ~2000 sharedvalue.org community members; Exchange ideas with Michael Porter, Mark Kramer, and leading practitioners at our events
- **Share** – Promote your case studies, successes, and challenges on sharedvalue.org
- **Accelerate** – Access a global network of shared value consulting affiliates – 40 firms from 23 countries advancing shared value thinking in every region of the world
- **Learn** – Access practitioner-focused shared value research from around the globe

Thank You to Our Shared Value Initiative Partners



Leadership Council



Supporters



Research Associates

