SHARED VALUE – A NEW AND BETTER WAY TO ENABLE PRIVATE SECTOR PARTNERSHIPS FOR DEVELOPMENT

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Business in Development

- Not new – from Industrial Revolution to now
Corporate social responsibility

• 1953 - Bowen’s Social Responsibility of Businessmen
• 1987 - UN’s Brundtland Commission led to Triple Bottom Line – profit, people, planet
• 1994 - London Benchmarking Group
• 2000 - UN Global Compact, 13,000 companies in 170 countries
• 2006 - B Corporation accreditation
• 2011 - Porter and Kramer’s Shared Value
Shared Value

• ‘Creating economic value in a way that *also* creates value for society by addressing its needs and challenges’

• Company’s core business

• Not seen as an ‘add on’, brand activity or reputation
Why for international development?

• Scale
• Reach
• Products
• Knowledge
• Expertise
• DFAT’s support
Examples – Unilever

• 190 countries
• CEO Chair of Global Compact
• Sustainable Living Plan
• Lifebuoy soap’s ‘Help A Child Reach 5’ handwashing
• Dove real beauty self esteem campaign
• Women sales agents
Examples – AVI & Intrepid Travel

- Sustainable, experience-rich travel (SERT)
- Myanmar
- Market led small business development
- Sustainable Tourism Hub utilising existing systems
Examples – World Vision & Spotlight

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QUESTIONS?