

The AVI logo consists of the letters 'AVI' in a bold, white, sans-serif font. The background of the entire page is a deep red color, featuring abstract, overlapping geometric patterns of thin, light-colored lines that create a sense of depth and movement.

inviting change

***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



QUESTIONS?