

Shared Value Forum 2017 Post-Forum Activities

WORKSHOPS

For companies that want a more in depth understanding of Shared Value principles, and how they can be integrated into business, SIE Fund arranges for CSR Asia to deliver six identical full-day practical workshops after the Forum. The workshops aim to continue to strengthen understanding of Shared Value and dispel misconceptions and misinterpretations. The workshops are designed to outline the principles of Shared Value, demonstrate best practice and allow participants to start thinking about their own project design. An emphasis is put on ways in which businesses can contribute to social innovations needed to tackle many of the challenges that remain in Hong Kong.

The workshops:

- Clarify the concept of Shared Value and demonstrate how it can increase the competitiveness of a company and meet social needs
- Examine the opportunities for companies to introduce Shared Value initiatives in their organisations
- Demonstrate links between Shared Value and social innovation for meeting social needs
- Outline practical ways in which Shared Value projects can be implemented within a business and discuss case examples
- Consider ways to leverage the assets and expertise of the private sector to meet social needs
- Help participants design Shared Value initiatives in their own operations and their value chains

Topic		Coverage
1	Shared Value opportunities	Defining Shared Value Redefining products and services Value chains and inclusive business opportunities Creating clusters of economic activity
2	Implementing Shared Value projects	The process of implementation for companies Defining appropriate social needs to engage with Alignment with assets and expertise of the company Practical exercise on aligning shared value with the specific company
3	Shared Value and social innovation	The importance of innovation in designing Shared Value initiatives The social innovation process in businesses Designing ways of delivering products and services to meet social needs Creating a culture of Shared Value and social innovation
4	Case studies and project development	Examples of Shared Value initiatives Shared Value projects and measurement of impact Designing a Shared Value initiative Next steps for participants