

Annex 2: Practice on shared value

Module 3 activity

Learning Goals
<ul style="list-style-type: none"> Understanding the concept of shared value and the steps need to generate shared value.
Background Information
<p>These case examples will allow trainees to become familiar with challenges social enterprises face and to generate shared value. By practicing using real examples, the trainees will be able to creatively think of ways to create shared value between traditional and social enterprises. They will also have the opportunity to express their ideas and points of view and interact.</p>
Duration
30 minutes
Room Organisation
Trainees should work in groups. The members of each group should sit next to each other.
Support material
Paper and pens or pencils.
Instructions
<ol style="list-style-type: none"> 1. First, the trainees watch the video provided. 2. Then, the trainees in groups write down ways of creating shared value between traditional enterprises and the social enterprise in the video. 3. Give 15 minutes time for the groups to answer. 4. Each group has a spokesperson to deliver the outcomes. 5. The trainer comments on the input for some minutes and provides solution slides. 6. Allow some time for discussion.