

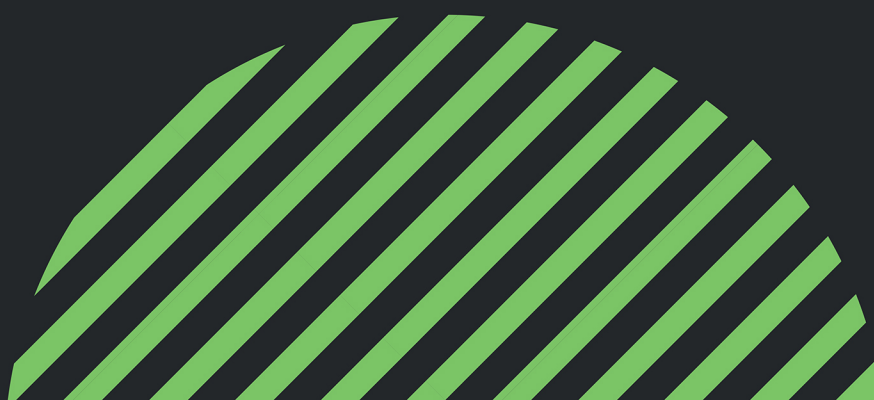


EMERALD POINTS

# THE ARK OF SHARED VALUE

Using Shared Value Creation  
to Increase Corporate Social  
Responsibility Investments

**CESAR SAENZ**



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Using Shared Value Creation  
to Increase Corporate Social  
Responsibility Investments

BY

**CESAR SAENZ**  
*ESAN University, Peru*



United Kingdom – North America – Japan – India  
Malaysia – China

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INVESTOR IN PEOPLE

*Dedicated to*

- *my children who always fight to achieve their dreams;*
- *my wife who always supported me in my dreams;*
- *my parents who tried hard to educate me;*
- *my sisters who encouraged me to continue.*

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# PREFACE

One of the new paradigms of entrepreneurship is the creation of shared value, an idea generated by Michael Porter and Karl Kramer, who postulated the principles to create shared value, that is, to generate profits for companies and to face a social problem. This idea is not new, but it keeps entrepreneurs thinking about creating new ideas, products, services, and business models to achieve these two objectives: making money and helping to solve a social problem.

In this sense, the book presents the Ark of shared value, a model that helps to design shared value business projects. This tool allows companies to think about new products and design the business model to create shared value. The Ark has eight main elements, ranging from the project and components, the company and partners, the beneficiaries, the shared activities, the shared resources, the means of communication, the strategies to acquire, maintain, and increase customers, and the benefits.

The advantage of the Ark of shared value is that it presents a simple, straightforward, one-page, easy-to-use canvas where entrepreneurs can work with their teams to design the project with its main components, as well as the business model that identifies the benefits of all stakeholders, including the environment.

To present the use of the Ark of shared value, the three strategies for creating shared value, indicated by its authors (Porter & Mark, 2011), have been considered. Thus, the book presents the following chapters.

Chapter 1 presents the Ark of shared value, its objective, use, and main elements, where business cases are described to understand these elements better. Chapter 2 presents the general concepts of shared value, the principles behind this concept, and the recommended strategies for creating shared value. Chapter 3 presents the use of the shared value Ark following the first strategy recommended by Porter and Kramer (2011), that is, reconceiving products and markets, where the company has the challenge of creating a new way to attract customers or serve customers that were not served before and generate profits for the company, as well as for society, for which several business cases are presented where companies innovate their products and services. Chapter 4 presents the use of the shared value Ark following the second strategy recommended by Porter and Kramer (2011), redefining productivity in the

value chain, for which several business cases are presented where companies have improved their operational efficiency and reduced their environmental and social impacts. Chapter 5 presents the use of the Ark of shared value following the third strategy recommended by Porter and Kramer (2011), facilitating the development of local clusters, for which several business cases are presented where companies have developed local clusters, considering the development of suppliers, and other industries related to the company to create a more competitive context. Each chapter offers several solved business cases and proposed business cases to practice.

To work with the shared value Ark, you can do it with paper and pencil or access the platform [www.arkofbiz.com](http://www.arkofbiz.com), where you can freely practice your shared value projects.

I am sure you will enjoy this journey learning this new business tool that will help you differentiate yourself and benefit the company and society.