

THIS WEEK YOU WILL...

- Consider the various ways in which economic enterprises can add value to society.
- Come up with 3 initiatives for your enterprise to leave a positive social impact on Aboriginal and Torres Strait Islander Communities.
- Turn your ideas into a 'Social Action Plan' and load it to your slides ready for the final presentation.

INTRODUCTION

We're now entering the last stretch of the Challenge, dedicated to ensure our enterprise leaves a positive social footprint. According to the World Business Council for Sustainable Development (WBCSD), businesses can contribute to society in 7 ways:

- **Good governance.** This means keeping communities informed about aspects of the business that matter to them (e.g. environmental impacts of your business operation), as well as opening channels for consumers to voice their concerns.
- **Environmental management** (I would expand, but you're already an expert 😊).
- **Infrastructure.** This is about making sure the enterprise's physical assets (e.g. building, surroundings) have a positive impact on the community. This might include: painting a mural or planting a garden in the building exterior; sharing your internet with people in the block; opening your library for communal use; and so on.
- **Products and services.** Is your business the first to deliver a needed service in your area? Or will your firm make it available at a significantly lower price?
- **Jobs.** This contribution alone can make a difference in regional, rural or remote areas.
- **Skills and training.** Businesses contribute to society by increasing people's skills, either as training 'on-the-job', or by facilitating delivery of educational programs off-the-job (e.g. partnership with TAFE to deliver relevant training in your area).
- **Financial flows.** A business is effectively a channel to circulate money. Your business can create positive social outcomes by making sure money drains into good places, like the community you're part of. For example, by hiring local workforce, buying from local businesses, or supporting new local enterprises.

This Week, you'll need to come up with 3 ideas to add social value to Aboriginal and Torres Strait Islander communities with your enterprise. Let's get started!

ACTIVITY 1 - CASE STUDY: CHOBANI YOGURT

Head to Week 7's resources and watch the video 'The anti-CEO playbook', available under Additional Resources. 'C.E.O.' (Chief Executive Officer) is a fancy name for the director of a company. For a long time, the main tenet of CEOs has been to keep shareholders happy. *Shareholders* are the people who own the company, and they feel happy when they earn money. In this video, Hamdi Ulukaya, tells his journey as founder of the Greek yogurt company 'Chobani', and why he thinks CEOs should play by different rules.

As you watch the video, write down the different actions Hamdi took to improve the social impact of his yogurt factory, and what kind of contribution it is from the 7 types outlined in page 1. The more actions you identify, the better. If you hear terms you don't know, look them up, there are interesting lessons lurking around (e.g. what does it mean that employees now have financial stakes in his company?).

CHOBANI YOGURT CASE STUDY

Action taken

(type of contribution)

e.g. Painted the outside walls white

Infrastructure

ACTIVITY 2 - YOUR ACTION PLAN

I hope the Chobani story got you inspired and revving to design your own social plans.

BRAINSTORM

Individually, come up with 3 to 5 actions your business could implement to generate positive social impacts in Aboriginal and Torres Strait Islander communities (write them in the table below. Consider:

- **The nature of your business.** Actions aligned with your business goals and operations are more likely to prosper.
- **What Aboriginal and Torres Strait Islander communities need most.** To start with, read the document 'Strategic priorities in ATSI communities' in Week 7's resources.
- **Small actions count too.** You don't need to go big to have an impact. Something as simple as keeping your community informed, finding ways to help your own employees, or working in a space with big windows so passers-by can learn from watching you work can leave a very positive trail.

Actions our business could advance	Type of contribution

SHARE

Now gather as a team, share your ideas and vote for the 3 initiatives you think would better suit your business and the community.

GET REAL

Finally, let's turn your selected initiatives into an Action Plan, by adding a timeframe, resources, cost, key partners and indicators (using the table in the next page).

OUR SOCIAL ACTION PLAN

What we'll do	How we'll do it
ACTION 1:	Why: Timeframe: Resources: Cost (approx.): Key partners: Indicators:
ACTION 2:	Why: Timeframe: Resources: Cost (approx.): Key partners: Indicators:
ACTION 3:	Why: Timeframe: Resources: Cost (approx.): Key partners: Indicators:

Some tips:


- In **'Why'**, write the long-term goal it contributes to (e.g. improve health).
- In **'Timeframe'**, specify duration and frequency (e.g. monthly workshops, ongoing).
- In **'Resources'**, list key physical (e.g. projector, room) or human resources you'll need. For human resources, specify special skills and time (e.g. graphic designer, 0.5 FTE¹).
- In **'Cost'**, insert an estimate (e.g. \$1K-\$2K).
- In **'Key partners'**, list any allies you'll need (e.g. neighbours, Council, etc.).
- In **'Indicators'**, list one or two things you expect to change/occur, that will indicate your actions are having a positive impact (e.g. 5+ kids attend workshops weekly).

¹ FTE stands for Full-Time Equivalent. "1 FTE" means you'll need a person dedicated to the task full time (5-days a week, 7 hours per day); "0.5 FTE" would be half that time; and so on...

ACTIVITY 3 - UPDATE YOUR SLIDES AND JOURNAL

Congratulations! The 'Social Action Plan' you just completed was the final component of the Challenge.

UPDATE YOUR SLIDES

- **Step 1.** Open your slides, create a new slide after the one containing your video, and choose 'Title and Content' for Layout.
- **Step 2.** In the Title, type 'Our Social Action Plan'.
- **Step 3.** In the frame below, click on the table icon  to insert a table. When prompted, choose 3 columns, 2 rows.
- **Step 4.** In the top row, you'll type the titles of the 3 social initiatives your team designed. In the bottom row, you'll type in the details of their implementation (from the table you completed in the previous page). Minimise the amount of text you include, by using abbreviations, single words (not sentences), and cutting back non-essential items (see the example on the right).
- **Step 5.** Let's add some notes. At the bottom of the screen, where it says 'Click to add notes', write a brief paragraph explaining your Social Action Plan. Along these lines:
 - "We identified 3 areas where our business can create positive social impacts in the community. First, we'll have a [action 1] to achieve [expected impact]. Second, we'll [...]. And lastly, we'll [...]."Viewers can read other details about the initiatives (e.g. resources, cost, partners, indicators) directly from the slides. There's no need to mention them in your speech.
- **Step 6.** Save your changes and close the file.

Open garden w/free tea or coffee
Why sense of inclusion
Timeframe one-off set up, weekly maintenance
Resources seedlings, soil, seating staff member, 30min/day
Cost \$200-\$500
Key partners neighbours
Indicators 2-3 people stop by every day

CREATE A NEW JOURNAL ENTRY

- **Step 1.** Open your reflective journal.
- **Step 2.** Write a short paragraph (4-5 sentences) explaining how this session changed the way you think about the social impact of businesses.
- **Step 3.** Save and close.

Keep it up, we're getting close to the finish line! See you again next week.