**Synopsis:** More companies are finding their competitiveness mutually dependent on the health of their stakeholders, and are finding a need to better engage with their customers, employees, investors, partners, and communities.

Innovative firms that can provide superior long-term access to broader segments of customers are able to realise new profit streams from meeting their social needs, while those forming deep linkages with their suppliers and distributors are able to secure more productive value chains. Visionary corporate leaders are leveraging on their organizational competencies to collaborate with governments, non-profit organisations, and social entrepreneurs, redefining the impact of capitalism today.

Join social innovator Eden Strategy Institute in discussing its pioneering approach towards Shared Value, using real case studies to examine how Shared Value breaks the perceived trade-offs between corporate social responsibility and shareholder value. This interactive session will cover the means through which different Shared Value business models have worked across different industries, and detail a systematic framework with which participants can uncover Shared Value in their own companies.

**Date:** 10 December 2014 (Wednesday)  
**Time:** 12:00pm to 2:00pm (Registration and lunch starts from 12:00pm; Talk starts at 12:30pm)  
**Venue:** The University of Chicago Booth School of Business, 101 Penang Road, S(238466)  

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**Speaker Bio:** Calvin Chu is Managing Partner of Eden Strategy Institute, Asia's leader in Social Innovation.

Eden helps multinational organizations create business and social impact by designing new growth platforms, operations, products, and services that align with market forces and developmental opportunities to achieve sustainable advantage, especially in the areas of shared value business models, healthcare, education, the emerging middle class, and public service transformation.

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Before founding Eden, Calvin was Vice-President of Business and Strategy Development at the Singapore Exchange, where he helped transform the securities market to unit share trading; led in the conceptualization-to-successful launch of a $20m clearinghouse for OTC derivatives; and facilitated the firm-wide Strategic Planning exercise which led to an incremental EBITDA growth of $20m.

Prior to SGX, he was Business Group Director at a London-listed global consulting firm leading its Singapore office, where he supported Fortune 500 companies across industries and countries in their strategic decisions with research-based market insights, innovative value propositions, as well as business models for growth.

Calvin serves as an Executive Advisor to NUS Enterprise’s Social Venturing Programme, an iAdvisor with IE Singapore, and as an Associate Lecturer in Strategy and Organization with the Royal Melbourne Institute of Technology.

He graduated in the class of 2009 from Booth’s AXP8 programme, and currently volunteers on the executive committee of Booth’s Alumni Club as well as the boards of Conjunct Consulting and Rotary Club.

**From Shareholder Value to Shared Value**

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