ABSTRACT:

Purpose – This paper aims to create empirical evidence regarding shared value strategies recently propagated by Michael Porter and Mark Kramer.

Design/methodology/approach – The authors analyze a single case study of a collaboration between BASF, André Maggi Group and Fundação Espaço Eco in Brazil. The objective is to evaluate whether the applied strategy can be considered as a case of shared value creation.

Findings – The case study on the collaboration between BASF, FEE and the André Maggi Group does qualify as a shared value strategy, more precisely as a case of redesigning productivity in the value chain.

Research limitations/applications – This single case study creates some evidence for shared value strategies; however, more research is needed to generalize the results.

Practical implications – The socio-eco-efficiency analysis offered by FundaçãoEspaço Eco creates a differentiation strategy for BASF in Brazil. The work enables BASF's clients to reduce negative impacts while increasing their financial, social and environmental performance.

Originality/value – This paper is the first empirical verification of the shared value concept. It demonstrates that shared value strategies do enhance financial as well as socio-environmental performance and build stronger client relationships.