

Social Purpose Value Chains: Overcoming Barriers to Social Goal Achievement

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Abstract. A new organization design, called a “Social Purpose Value Chain” (SPVC), is being developed to address a range of social challenges including meeting basic needs and improving access to food, transportation, medical supplies as well as supporting improvements in sustainability by the member organizations through reducing food waste, optimizing use of transportation resources, and growing the circular economy by extending the lifespan of materials through reuse.

The SPVC re-imagines the value chain model and activities to move from achieving a competitive advantage to achieving a social goal. The members of the value chain (e.g. not-for-profits, manufacturers, suppliers and logistics) will dynamically join and interact to quickly construct the agreements and connections to use donated or purchased material to create and deliver a product or service to address a specific need to prevent human suffering. The members will be able to donate overstocks and critically needed supplies or services as well as offer unused material for reuse and redistribution.

The SPVC concept:

- Links individuals, private, public, and non-profit organizations to achieve social goals;
- Leverages a novel governance structure to ensure broad stakeholder voice in decision-making and to level power amongst the stakeholders;
- Features a blockchain platform for its operations with a “Social Credit Incentive System”;
- Facilitates efficient and effective, demand-driven redistribution of available products or services;
- Includes an “innovation system” driven R&D function for new solution design; and,
- Makes all transaction and decision-making data open for review.

The project involves significant research and is starting locally with not-for-profit support. The intent is to scale to a global level. The vision is to create United Nations-level SPVCs to achieve the U.N.’s Social Development Goals by offering the platform and business processes for use throughout the world.