

Social Value MEASUREMENT



What is Social Value?

Planet Mark represents an all-encompassing mark of sustainability. Having applied a robust methodology to measuring your businesses' environmental impact, Social Value measurement will enable you to show a more holistic and broader measure of your contributions to both society and the environment.

What is Social Value?

Social Value is the net social and environmental benefit generated by an organisation to society through its corporate and community activities. These are then reported as financial values or records of achievement.

Measuring your Social Value contributes to a strengthened environmental, social and governance (ESG) criteria which is critical to long-term competitive success.

At present, Social Value proxies only apply to organisations in the UK.



Now more than ever, there is a growing importance for organisations to increase their focus on social responsibility.

Steve Malkin
Founder and CEO, Planet Mark



Why measure your Social Value?

- Transparency is recognised as a core component of any effective sustainability strategy. And social reporting is quickly becoming the preferred channel for communication about corporate citizenship.
- At Planet Mark, we help businesses demystify their carbon footprint by distilling it down to a single number. Similarly, our Social Value measurement allows you to convey the impact of your societal contributions at a glance.
- Our measurement of Social Value will follow the same reporting period as your carbon footprint reporting. Our certification team will check your submission and data as per usual, and your Social Value measurement will appear in your certification report.
- Once you decide you'd like to add Social Value to your reporting for Planet Mark, we will give you an overview of the 64 measures. Just pick the ones that are relevant to you, and our team will support with data collection. Being able to demonstrate Social Value will not only be a key differentiator for your business but will enable you to strategically contribute more to society year-on-year.

Business benefits

■ Attract and retain talent

Did you know that 76% of millennials consider social and environmental commitments when deciding where to work? Build a purpose-driven business that people want to be a part of by contributing to society.

■ Attract and retain customers

87% of consumers would buy a product based on a company's advocacy on an issue they care about. Just look at the success of Patagonia, Unilever or Interface.

■ Strengthen your bids and tenders

Public bodies and local authorities are now obliged to take social value into account during the procurement process. Now you can create an accurate and well-rounded Social Value response in bids and tenders.

■ Increase brand and reputational value

Over 75% of a company's value is intangible. In other words, your business' brand is your most valuable asset — and it is irreplaceable. Protect it and enhance it by demonstrating Social Value.

■ A healthy bottom line

Businesses with a purpose-beyond-profit outlook tend to outperform the competition while attracting and retaining long-term investment. For example, Blackrock, a global investor, has asked companies to start accounting for their societal impacts.

■ Strategic thinking

Capture all your social activities in one place and think strategically about creating greater impact. For example, if you are a property company which will create more Social Value: A team beach clean-up or pro bono work to find housing for the homeless?



Social Value categories

REPORTED with Planet Mark

Your people, includes measures such as:

- Jobs created for vulnerable people (e.g. long-term unemployed, NEETs, disabled or young offenders).
- Work placements and apprenticeships supported.

Community and volunteering, includes measures such as:

- Initiatives aimed at reducing crime and homelessness and helping vulnerable people in the local community.
- Volunteering time to support charities and local community projects.

Environmental impacts, includes measures such as:

- Reducing your total operational emissions and improving air quality through saving car miles.

Donations, includes measures such as:

- Financial and in-kind donations to local projects and charities.

Procurement, includes measures such as:

- Ethical employment practices, such as supply chain mapping, staff training, contract management.

At Planet Mark, we believe organisations have a unique opportunity to feed back into the communities they serve and leave behind a legacy of positive change.

Matthew Sumners
Senior Sustainability Consultant, Planet Mark



Unsure about where to start?

Get in touch with your account manager and a member of our certification team will talk you through the steps involved in gathering relevant data, and provide a template for uploading your financial values or records of achievement.





Join the 100+ members MEASURING Social Value

Empowering *CHANGE* for a brighter future.

Add Social Value measurement to your reporting boundaries
and showcase your wider sustainability story.

0203 751 8108
planetmark.com
info@planetmark.com
@theplanetmark