

## Social impact services from Anthesis

**Social Impact is the impact, positive and negative, that a business has on people within the business, in the value chain and in the wider world. These impacts may be physical, mental, emotional or spiritual.**

The social side of sustainability is often ignored or avoided. It is difficult, inconsistent and complicated. It isn't easy to measure so it doesn't sit well alongside bottom-lines and carbon-footprints. But many people really care about it. Those people include your employees, customers, investors and other stakeholders, so you need to care too.

### Why?

Having a negative social impact can cause irreversible reputation damage. Have you or anyone you know ever boycotted a brand? If you have it was probably down to a social breach; what's more they stick for many years, often long after the issues have been rectified.

This may stop potential customers from doing business with you and potential employees may choose to work elsewhere. There is also the risk of prosecution – there is an increasing volume of legislation focused on social impacts including:

• The Social Value Act • Dodd Frank Act • EU Conflict Minerals regulation • Modern Slavery Act • Californian Transparency in Supply Chains Act • UK Bribery Act •

The counterbalance to the risks is obviously the opportunities; those same staff and customers will respond positively with the following benefits:

### UN Guiding Principles

In 2011 the UN Guiding Principles on Business and Human Rights were endorsed by the UN Human Rights Council. Whilst they aren't mandatory there is an expectation that businesses will follow the guidance and carry out due diligence on their human rights impacts through their business and their supply chain.

- **Increase staff motivation** to go the extra mile
- **Attract and retain** the best talent
- **Reduce costs**, as statistics show that people are prepared to take lower income to work for an organisation with a strong ethical reputation
- **Attract ethically concerned customers**
- **Appeal to customers** who are concerned about their reputation
- **Attract public sector customers** who are required to consider social value in their purchasing decisions
- **Ensure long-term business security** by investing social resilience
- **Create a 'goodwill reservoir'** to protect the organisation if things do go wrong

So there are significant economic benefits to managing your social impact, as well as being the right thing to do.



## Our approach and services

Measuring and managing social impact can be a tricky and nebulous thing. It is not as well developed as, for example, measuring carbon or water footprint. But that doesn't mean that it not worthwhile, nor that the expertise doesn't exist.

Anthesis has developed a comprehensive service offering to help you understand your social impact and then act to manage it, improving the benefits to people and the business.

- **Social impact assessment** – we will assess your current social impact using ISO 26000 and the UN Guiding Principles.
- **Gap analyses** - we then review where the organisation is vs where it wants to be and the organisation's perception vs the staff and customer perception.
- **Social impact strategy** – developed based on the gap analysis, this will be closely linked to the Business Strategy and will incorporate the means to address social impact challenges and opportunities.
- **Monitoring and measuring social value** – we will help find the best way of measuring social value that builds on external best practice but works for the unique situation of your business. This may include application of our proprietary Integrated Social Value (ISV) tool.
- **Promoting your social impact message** – stakeholders internally and externally will appreciate your efforts to manage your social impact, but this must be done delicately. We will help you communicate with stakeholders effectively and transparently.
- **Maximising social value in government contract bidding and delivery** – through SV strategy development, quantifying SV impact of your bid and preparing high impact bid responses and method statements through innovative thinking and local engagement.

### • Support to respond to the Social Value Act, including:

- Help to strengthen due diligence mechanisms and develop robust monitoring and management systems
- Provide in-depth country analysis to provide a view of your exposure to modern slavery
- Use of our RiskHorizon tool to help you meet responsible and strategic sourcing objectives across the entire supply chain.

## About our social impact team

Our social impact team have years' of experience and have helped many clients to understand their social impacts; put steps in place to improve them; ensure they link to the business values and strategy; and deliver commercial benefit.

## About Anthesis

Anthesis is a global sustainability services and solutions provider, which believes that commercial success and sustainability go hand in hand. We develop financially driven sustainability strategies, underpinned by technical expertise and delivered by innovative teams across the world.

The company combines the reach of big professional services groups with the deep expertise of boutiques. Anthesis has clients across industry sectors from corporate multinationals such as Reckitt Benckiser, Cisco, Tesco, The North Face and Target. The company brings together expertise from countries around the world and has offices in the U.S., Canada, Colombia, the UK, Ireland, Italy, Germany, Sweden, Spain, Andorra, Finland, China, the Philippines and the Middle East.

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## Integrated Social Value (ISV)

### Why monetize social value?

Standard financial measures such as revenue aren't the only variable determining a company's value. Integrated Social Value is the area of intersection where both mercantile companies and companies with a social economy have, to a greater or lesser degree, the shared objective of generating a positive impact on society and for their stakeholders.

### Social impact of the economic activity

- Direct or indirect economic impact generated by the economic activity in the territory.
- Returns to public administration derived from the value created from the economic, social and environmental activity of the organization.

### Specific social value

- Value of the set of variables - social, environmental and organizational - identified by the stakeholder and specifically associated with the organization's mission.

### Integrated social value

- Quantification of the consolidated integrated social value.

