
Social Cohesion - measuring social value

CULS ESG Webinar

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Social value and social impact



Steps for social value creation

Principles and approaches: IFC's Operating Principles, IMP's set of norms, UNEP Impact, UKGBC SV guide, SROI guide.

Defining goals and objectives

Framing: SDGs, OECD Well-being Framework, Local Plans

Local needs analysis: Stakeholder engagement tools, local data service, bespoke databases

Aligning KPIs and metrics

Social value/impact databases: IRIS+, LBG, HACT Social Value Bank, National TOMs.

Design guide: Value of Urban Design (CABE).

Certification/rating systems: GRESB, LEED, BREEAM, WELL.

Measuring, managing, and reporting

- Post Occupancy Evaluation (POE)
- Audit of process
- Audit of results

Exiting investment

- Fixed-period asset management role
- Creating an ecosystem through development
- Social due diligence on new investors
- Choosing long-term investors

Partnerships: Public sector (e.g. infrastructure investment, identifying priorities), NGOs (e.g. programme delivery).

A road map for social value creation



Diagram: ULI report, *A Road Map for Social Value in Real Estate*



Thank you!

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