

HOW WE MANAGE SOCIAL VALUE

Keepmoat Homes case studies



Keepmoat's thorough social value standards and social value roadmap were key components of our recent and successful application for Social Value International's Social Value Management Certificate, awarded in February 2022.

The Social Value Management Certificate is an internationally recognised assurance seal that assesses the standard of an organisation's practice in managing the social value that it creates through its activities. Consisting of three levels (Commit, Implement, and Maximise), the certificate takes Keepmoat Homes on the pathway to maximising social value in the way it operates.

Key aspects of the Social Value Management Certificate criteria include:

- ▶ Commitments to stakeholder engagement at all stages.
- ▶ Understanding the outcomes of activities – recognising the potential for both positive and negative outcomes.
- ▶ Mapping stakeholders and seeking stakeholder views on the depth of outcomes and the impacts– beyond financially expressed calculations alone.
- ▶ Commitments to developing theories of change

In achieving the Level 1 certificate we now have two years to progress to Level 2. We have a clear roadmap in place towards achieving this objective – including areas such as stakeholder mapping, further integration of stakeholder engagement into processes, developing theories of change, and rolling out of a social value and sustainability training programme across the business.