



environmental
services
association

Environmental Services
Association (ESA)

SOCIAL VALUE CHARTER

November 2023



CONTENTS

Introduction	3
The ESA Social Value Mission Statement	4
Social Value Framework	5
Theme one - Being a desirable sector to work in	6
Theme two - Delivering net-zero and protecting our natural environment	8
Theme three - Being a good neighbour	10
Signatories	12



INTRODUCTION

Social value is an increasingly valuable way to understand, measure and respond to the impact made through a project, service, or organisation. These impacts can have wide-ranging outcomes for an organisation's stakeholders, its people, the communities it serves and operates in, the planet and both the local and national economy.

The purpose of this charter is to set a clear direction for social value through the services and actions of ESA members on behalf of and with their customers. This includes a mission statement below which sets the ESA's intent towards Social Value, while the framework presented later in this document has been designed to help decision-makers in the UK recycling and waste management sector embed social value into procurement or contract

management by focusing on core areas where the sector can make the most significant contribution to the many social, environmental and economic challenges facing society.



THE ESA SOCIAL VALUE MISSION STATEMENT

The Environmental Services Association (ESA) defines social value as the social, environmental, and economic outcomes arising from our members' activities and the signatories to this document **commit** to maximising the benefits and opportunities their activities bring to individuals, communities, and society.

Signatories to this document **agree** to achieve this by measuring and understanding the social value they create over time and will use this to inform their decision making – helping to continually improve the social value outcomes their organisations create both individually and collectively, and on a local and national basis.



Founding Signatories

Jacob Hayler, Executive Director,
Environmental Services Association

Gavin Graveson, Senior Executive Vice President Northern Europe, Veolia and Chairman, Environmental Services Association

John Scanlon, Chief Executive Officer,
SUEZ

Dougie Sutherland, Chief Executive Officer, Cory

Michael Topham, Chief Executive Officer,
Biffa

Mike Maudsley, Chief Executive Officer,
enfinium

Neil Grundon, Chairman,
Grundon Waste Management

Mike Hill, Chief Executive Officer,
Hills Group

James Priestley, Managing Director (Specialities),
Renewi

Paul Taylor, Chief Executive Officer,
FCC

[See full list of signatories on page 12](#)



SOCIAL VALUE FRAMEWORK

How to use this table

1. Review the *Key Outcomes* column on the left and select those most relevant to your organisation, service or project. These can be used, for example, to form the basis of a specific social value plan, or as part of a tender document, project plan or related documents.

Performance against these outcomes should be tracked through regular organisational reporting using appropriate metrics, alongside other established performance measures. As your organisation progresses in its approach to assessing Social Value, or a contract or service develops over time, the key outcomes can be added to and improved.

2. Use the columns associated with each of the *Key Outcomes* to help develop your social value planning further. These columns can help in the following ways:

Social value theme – describes the broad area likely to see the most significant benefits in terms of societal, environmental or economic impact. You should aim to have some of each of these areas within your plan or expectations for the service or project.

Key stakeholders – these are the people most affected by the actions of the project, service or organisation, either positively or negatively. Engaging with them early in the process and understanding how your activities can bring the most benefit to them is important and should be an essential part of your social value plan.

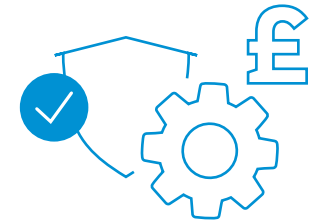
Relevant ESA resources – are references to existing ESA resources or activities that can support Social Value planning and delivery.



THEME ONE – BEING A DESIRABLE SECTOR TO WORK IN

Key principles

- We create a working environment that is safe and pays fairly.
- We create opportunities for people to join and grow in our sector.
- We encourage a culture of equality and inclusivity.
- We engage and involve relevant stakeholders to understand how we can continually improve our impact.



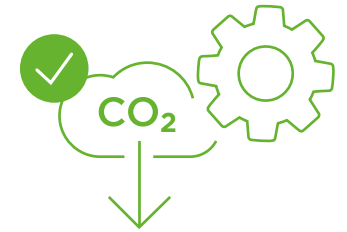
KEY OUTCOMES Actions taken should create this outcome	SOCIAL VALUE THEME The area where the action will have the most impact	KEY STAKEHOLDERS Those who will be impacted (positively and negatively) by the action	RELEVANT ESA RESOURCES
Pay a fair wage for the job done	Economic	ESA members' employees	
Create a safe working environment and continually work to improve it	Societal	ESA members' employees Suppliers WISH Forum	ESA Health and Safety Guidance (e.g. <u>induction guidance</u> ; <u>mental health guidance</u>) Continuous review of strategic risk areas via working groups and support for the WISH Forum

KEY OUTCOMES Actions taken should create this outcome	SOCIAL VALUE THEME The area where the action will have the most impact	KEY STAKEHOLDERS Those who will be impacted (positively and negatively) by the action	RELEVANT ESA RESOURCES
Invest in the mental and physical wellbeing of our employees	Societal	ESA members' employees	
Enable our employees to develop in their careers by providing skills and training opportunities	Societal	ESA members' employees	
Promote a positive equality, diversity and inclusion culture within the workforce and supply chain	Societal	ESA members' employees Suppliers	ESA is part of IEMA's <u>Diverse Sustainability Initiative</u>
Continue to identify and manage the risks of modern slavery within our operations and supply chain	Societal	ESA members' employees Suppliers Industry partners	<u>ESA/CIWM Modern Slavery Commitment</u> <u>IPHR Modern Slavery Protocol</u>
Create opportunities to attract people with the skills and experiences the sector needs to grow	Societal, economic	ESA members' employees Industry partners	

THEME TWO – DELIVERING NET-ZERO AND PROTECTING OUR NATURAL ENVIRONMENT

Key principles

- We manage resources as high up the waste hierarchy as possible.
- We run our operations and processes efficiently to minimise their impact on the environment.
- We collaborate with our suppliers to reduce the carbon emissions and environmental impact of our supply chain.
- We engage and involve relevant stakeholders to understand how we can continually improve our impact.

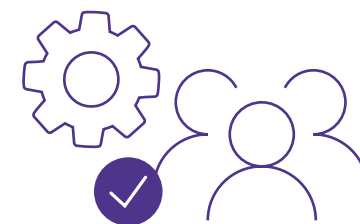


KEY OUTCOMES Actions taken should create this outcome	SOCIAL VALUE THEME The area where the action will have the most impact	KEY STAKEHOLDERS Those who will be impacted (positively and negatively) by the action	RELEVANT ESA RESOURCES
Manage resources in a way that considers the waste hierarchy and the development of a circular economy	Environmental	Customers Householders Industry partners <i>e.g. reprocessors</i>	Development of new member standards to continually improve the quality of recycled material, building on the MRF Code of Practice

KEY OUTCOMES Actions taken should create this outcome	SOCIAL VALUE THEME The area where the action will have the most impact	KEY STAKEHOLDERS Those who will be impacted (positively and negatively) by the action	RELEVANT ESA RESOURCES
Achieve net zero by 2040 (or sooner) aligned with the ESA's Net Zero Strategy	Environmental	Customers Industry partners Suppliers	<u>ESA NZ strategy</u>
Understand the impact of our supply chain and identify opportunities to support and work with suppliers to reduce their individual impact	Environmental	Suppliers	
Proactively protect and enhance biodiversity	Environmental	Industry partners Customers	<u>Biodiversity Best Practice Guidance</u>



THEME THREE – BEING A GOOD NEIGHBOUR



Key principles

- We aim to deliver our services in a way that creates the maximum benefit for the communities we operate in.
- We engage and support our local communities to help them to flourish.
- We engage with and support our communities to move materials up the waste hierarchy and reduce their waste arisings.
- We create opportunities for individuals, communities, and local businesses to learn about and/or work with us.
- We engage and involve relevant stakeholders to understand how we can continually improve our impact.

KEY OUTCOMES Actions taken should create this outcome	SOCIAL VALUE THEME The area where the action will have the most impact	KEY STAKEHOLDERS Those who will be impacted (positively and negatively) by the action	RELEVANT ESA RESOURCES
Engage with, listen to and support communities to create opportunities that increase local economic, social and environmental wellbeing	Societal, environmental, economic	Communities Customers	
Create opportunities for local communities to learn about the resources and waste management sector	Societal	Communities Customers	

KEY OUTCOMES Actions taken should create this outcome	SOCIAL VALUE THEME The area where the action will have the most impact	KEY STAKEHOLDERS Those who will be impacted (positively and negatively) by the action	RELEVANT ESA RESOURCES
Engage with communities to prevent waste and increase what they reuse and recycle	Societal, environmental, economic	Communities Local authority customers	
Play an active part in local economic development by choosing suppliers as close to the point of service delivery as possible	Societal, environmental, economic	Communities Local authority customers Suppliers	
Encourage education and skills in young people and inspire them to follow a career in the resources sector	Societal, economic	Young people	
Support the resilience of organisations, communities and individuals in our local communities and supply chains	Societal, economic	Communities Customers Suppliers	<u>COVID-19: Mental health support & information for the waste management sector</u>
Manage or mitigate the risk of negative impacts on people and communities, such as noise and air pollution throughout our operations	Environmental	Communities Customers (public sector) Industry partners	

SIGNATORIES

Jacob Hayler, Executive Director,
Environmental Services Association

Gavin Graveson, Senior Executive Vice President
Northern Europe, Veolia

John Scanlon, Chief Executive Officer, SUEZ

Dougie Sutherland, Chief Executive Officer, Cory

Michael Topham, Chief Executive Officer, Biffa

Mike Maudsley, Chief Executive Officer, enfinium

Neil Grundon, Chairman, Grundon Waste Management

Mike Hill, Chief Executive Officer, Hills Group

James Priestley, Managing Director (Specialities), Renewi

Paul Taylor, Chief Executive Officer, FCC

John Tatton, Managing Director at Rivenhall IWMF, Indaver

Roger Morton, Managing Director for Technology and
Innovation, EMR

Edward Pigg, Managing Director, Axil IS





If you would like to find out more about the Environmental Services Association, please visit www.esauk.org

 @ESA_tweets



environmental
services
association