

This document is part of a series of Fit To Bid® guidelines, providing invaluable information to help SMEs improve their tender responses and increase their chances of success. Can also be used as a reference during the tender preparation process and as a learning resource for SMEs who are new to tendering.

## How to Create and Quantify Social Value

Quantifying social value is essential for SMEs aiming to secure public sector contracts. By effectively measuring and demonstrating their social contributions, SMEs can showcase their commitment to community well-being, environmental sustainability, and ethical practices. This guide provides detailed steps to help SMEs maximise their social value offerings and enhance their competitiveness.

### 1. Pay the Living Wage

- **Creating:** commit to paying the Living Wage to ensure fair compensation that meets the cost of living, improves quality of life for workers, and boosts local economies.
- **Quantifying:** track number of employees, calculate total additional income provided, and highlight positive impact on employee retention, productivity, and overall wellbeing.

### 2. Track Your Carbon Footprint

- **Creating:** measure greenhouse gas emissions from your operations, and monitor and reduce your carbon footprint to demonstrate a commitment to environmental sustainability.
- **Quantifying:** reductions achieved through energy efficiency improvements, renewable energy adoption, and waste reduction, with data on environmental benefits and cost savings.

### 3. Hire Local Apprenticeships

- **Creating:** offer apprenticeships to local residents to support workforce development, help address skills shortages and drive economic growth within the community.
- **Quantifying:** number of apprenticeships created, demographics of apprentices, and the success rate of apprentices completing their programs and moving to full-time employment.

### 4. Ethical Working

- **Creating:** provide a safe, fair, and respectful workplace; by adhering to employment laws, promoting health and safety, prioritising mental health, and fostering a positive work culture.
- **Quantifying:** data on workplace incidents, employee satisfaction surveys, compliance with employment standards, wellbeing initiatives to improve working conditions with outcomes.

### 5. Equality, Diversity, and Inclusion (EDI)

- **Creating:** ensure that all employees have equal opportunities and are valued for their diverse perspectives, thereby fostering innovation and reflecting the community you serve.
- **Quantifying:** track metrics such as gender, ethnicity, disability, and measure impact and provide successful case studies of EDI programmes.

### 6. Investing in the Community

- **Creating:** contribute to community projects demonstrates a commitment to social responsibility – sponsor local events, support local charities, and volunteer your time.
- **Quantifying:** record financial contributions, volunteer hours, and resources provided to community projects, number of beneficiaries, and improvements in community facilities.

By focusing on these areas to *create and quantify* their social value contributions, SMEs can effectively demonstrate a firm commitment to social value and enhance their chances of winning new contracts.