

# Why data does matter for ESG and Retrofit

*“if you can’t measure it , you can’t manage  
it”*

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Many people use **Sustainability** and **ESG** interchangeably , including business leaders and environmental experts, but there are differences:

Sustainability	ESG
Sustainability focusses on how an organisation (or investment) impacts the world i.e. the relationship between an organisation and the environment	ESG looks at how the world impacts a company or investment i.e. organisation stakeholders, identity, and decision-making, the board, employees, shareholders
Sustainability focus is on reduction of negative impacts on the planet for generations to come	ESG focus is on risk and financial returns – it is directly correlated to financial performance and therefore is typically more relevant for large companies who are listed on public investment exchanges or who need financing from institutional investors.
Sustainability is a more vague umbrella term and can mean different things to different people	ESG is specific and measurable and data driven, but for some this can be seen as narrow
Sustainability is usually a framework to make internal investments and changes	ESG is usually a framework that helps external investors assess company performance and risk
Sustainability is based on science e.g. carbon measurement, environmental impacts	ESG is based on standards set by lawmakers, investors, and ESG reporting organizations (e.g., GRI, TCFD, MSCI)

# Advantages

## Reporting



Transparency



Consistency



Benchmarking



Public Relations

## Financing

- Pro-active business
- Lower investment risk
- Ready for increased regulation
- Funding more accessible
- Sustainable investments
- Higher employee productivity

# Advantages

## Creates a framework



## Opens dialogue

Criteria completion will require engagement with colleagues across the business

# Disadvantages

- Over 600 globally
- Not all relate to our sector
- Varying criteria
- Not all certified
- Authenticity
- Requires data from across an organisation
- Doesn't always include a report
- Can be time consuming to complete

## Data is critical

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Underlying data is essential to look in detail at improvement values i.e. switching windows to X does this.

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Allows you to look at quick wins (windows, doors, insulation etc).

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Data can be used to drive investment decisions as well as carbon reduction

## Reporting Alignment

- Looking at quick wins first will help drive investment decisions around the bigger, harder stuff.
- How your data gets updated is also key to evidencing improvement and a reduction in carbon emissions.
- Good data supports alignment of any carbon reduction program with investment plans.
- It can also be used to alleviate fuel poverty as we work towards keeping our older properties warmer.

# Social Value

## Value of Social Value within whg

- Social value can be measured by the positive changes people experience as a result of engaging in a service or programme and
- By benefitting from the provision of new or improved assets such as an affordable home , improved community space such as green spaces



# Social Value



Successful People Successful Places

## Corporate Objective

- Generate social value each year equivalent to a third of our annual turnover
- 2021-2022 Created **£48.7m** an additional **£5.5m** more than the previous year







# Building strong communities

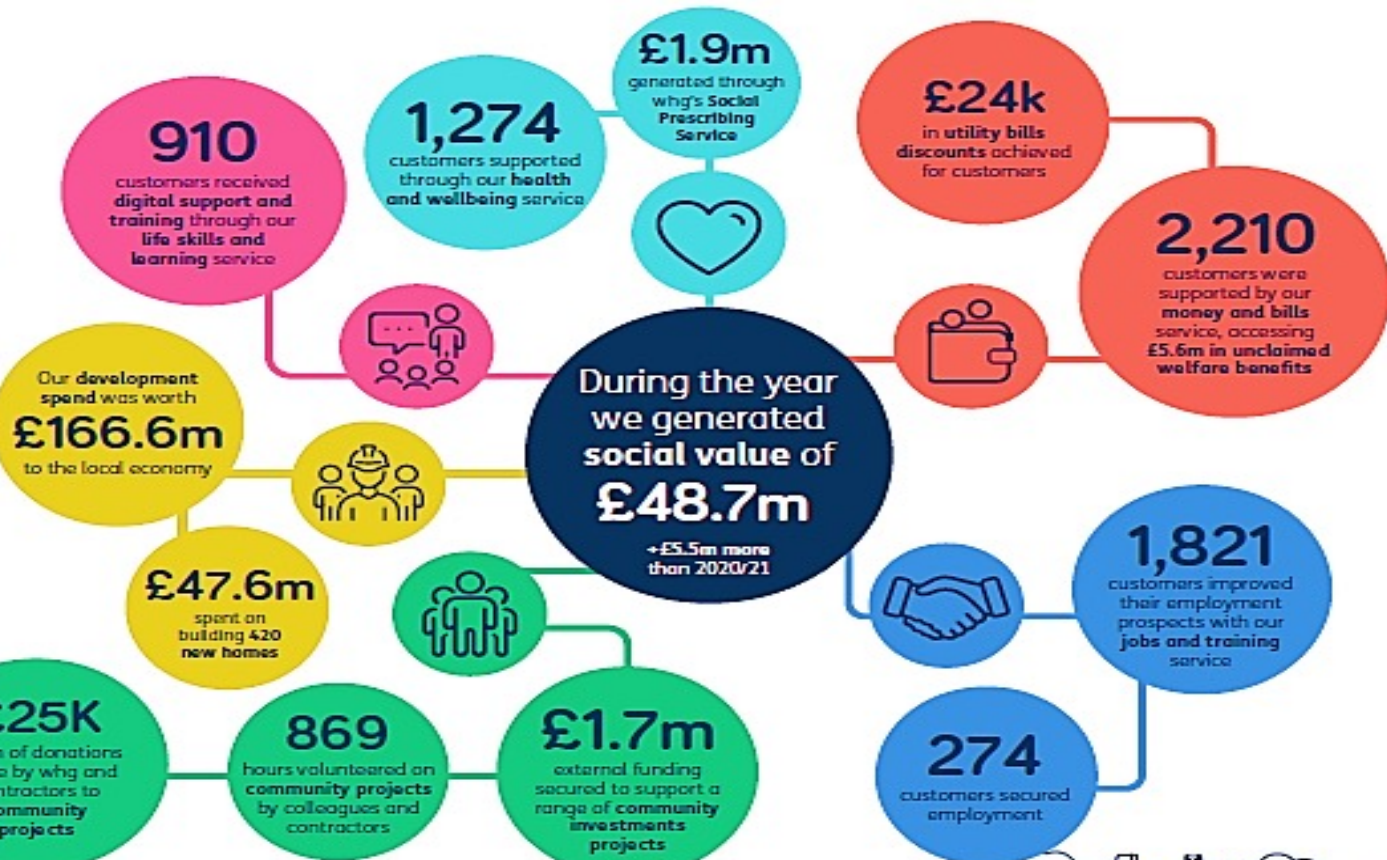
## Social value report 2021/22

Supporting our customers is at the heart of what we do. We are proud to be driving economic and social growth and building on the unique strengths of our neighbourhoods.

We do this by investing in emergency help to get households through hard times, developing long-term programmes to match local people to training and job opportunities and tackling the wider determinants of health to improve wellbeing and create stronger communities.

By working in partnership and seizing every opportunity, we can make a huge impact and help create sustainable and resilient communities.

This is levelling up in action and it is in our DNA – here are just a few highlights from 2021/22.



# Social Value Metrics



Code	Outcome	Social Value
EMP1401	◆ Full-time employment	£14,433
EMP1408	◆ Regular volunteering	£3,249
EMP1610	◆ General training for job	£1,567
EMP1611	◆ Employment training	£807
HEA1601	⚙ High confidence (adult)	£13,080
HEA1602	⚙ Relief from depression/anxiety (adult)	£36,766
HEA1603	⚙ Good overall health	£20,141
HEA1604	⚙ Relief from drug/alcohol problems	£26,124
HEA1605	⚙ Smoking cessation	£4,010
HEA1406	⚙ Feel in control of life	£15,894
HEA1607	⚙ Can rely on family	£6,784

# The 'H' Factor



Hope, health and happiness: an evaluation of the social prescribing service at whg

Between May 2020 and November 2021:

277

customers engaged

100%

were happy with service

1/3

referred for further support

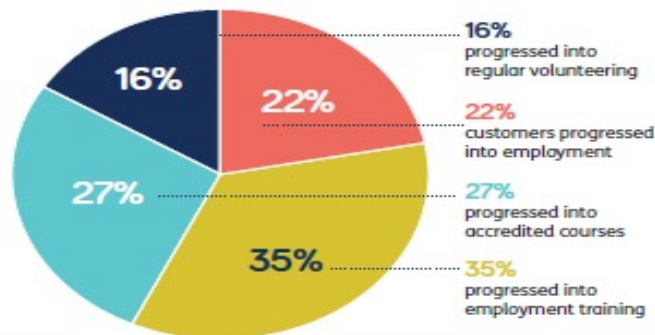
## What was the impact?

87% of users reported low levels of wellbeing prior to engaging with the service

Over 90% of users showed a positive change in mental wellbeing after receiving support from the service

93% reported a reduction in the number of times they have needed to contact their GP, reducing pressures on primary care

102 customers were supported into regular volunteering, employment, and accredited courses



“After losing my wife I felt very anxious and depressed, I wasn't coping well. The support I got from the social prescribing team helped improve my confidence, I'm starting to feel like myself again.”

## Social impact

£1.9m total social value was created as a result of 187 customers improving their SWEMWBS scores.

## Key recommendation

### Expansion

The Social Prescribing Service is oversubscribed and now has a waiting list. It needs to explore funding opportunities with strategic partners to expand the service.



**Thank You**  
**Jo Shields**  
**Connie Jennings**

