



# Making the difference count

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# An Act of Law



Differentiator that reveals  
social & environmental

•  
**impact**





Diverse programme  
that has a positive  
impact.

.....  
**But up until now we had  
no measurement.**





Methodology  
to assess the  
social return on  
investment

# Generating Social Value in Watford



# Stage 1

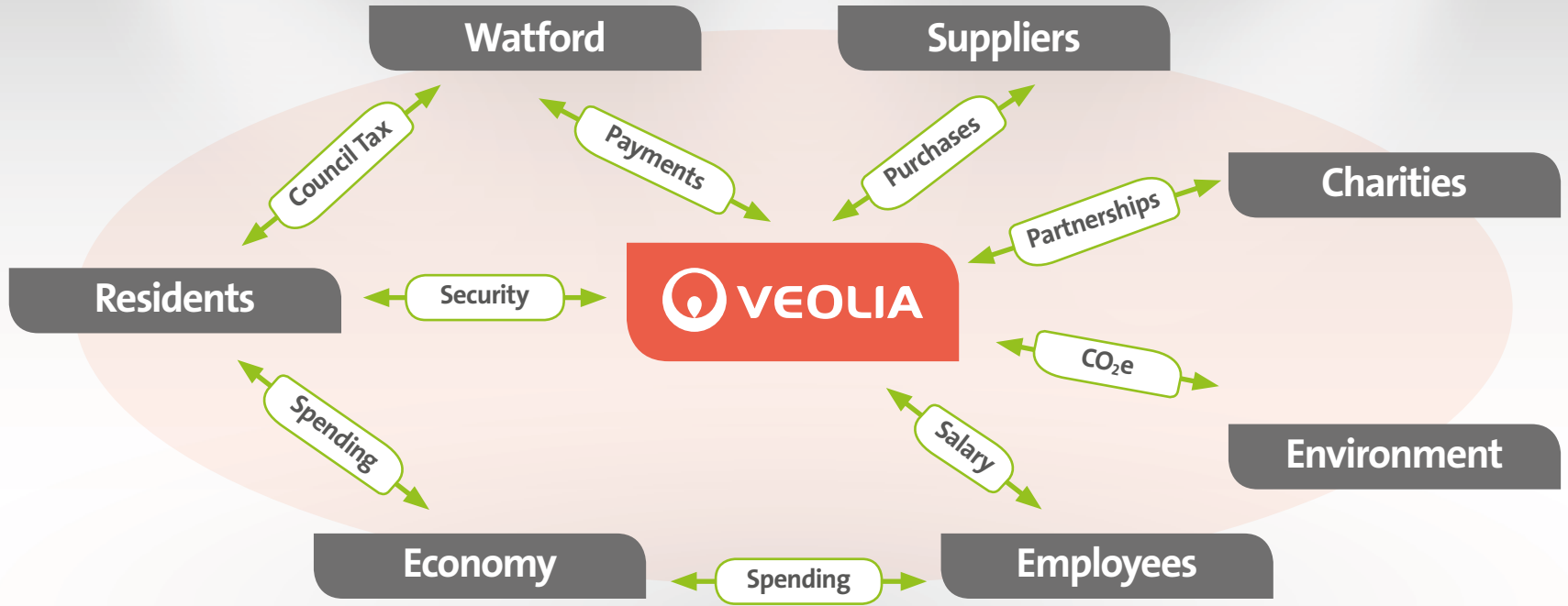
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Assess the councils  
corporate objectives  
& map against  
Veolia services

# Stage 2

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Detailed mapping  
of key activities,  
inputs, outputs &  
cash flows





# The importance of Social Value

measuring what and managing what matters





## SROI enables us to:

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Increase social equality,  
environmental sustainability  
and wellbeing



For every

£1

spent

We deliver

£6.82

worth of social value.



Targeting the most effective community projects.

Relationship has been massively boosted.



A young girl with blonde hair in pigtails, wearing a tiara and a sash with the Union Jack flag pattern. She has colorful face paint on her cheeks and eyes. She is smiling and holding a small flag on a stick. The background is a party setting with other people and decorations.

Social Value

has lots of Value