Nottingham Business School
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Co-Creation as a Framework for Social Value in Smart Villages – Critical Reflections on the Approach, Challenges and Opportunities

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Outline

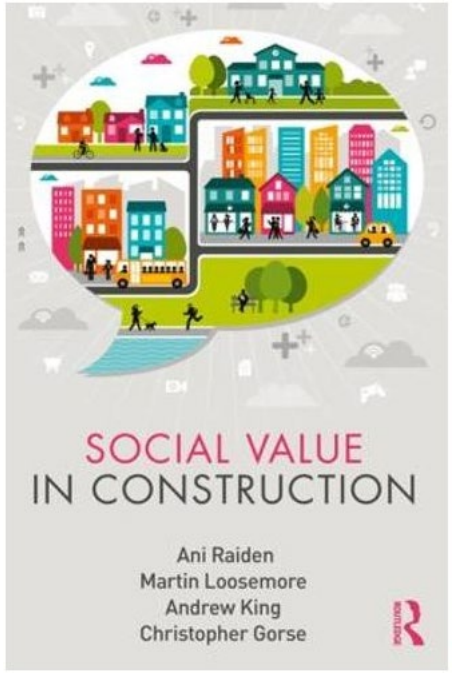
- Social value and me
- What is social value and what does good look like
  - UN Sustainable Development Goals (SDGs)
  - Standardisation
  - Contextual approach
- Co-creating
  - Challenges
  - Opportunities
- A local framework for well-being

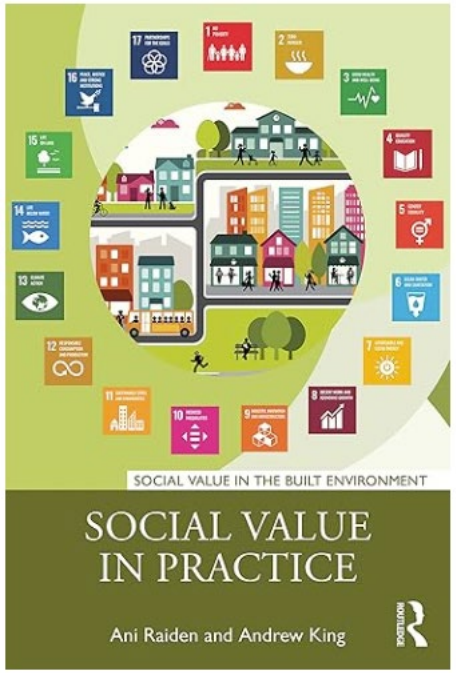
Social value and me…

- Nottingham Business School (NBS), Nottingham Trent University (NTU), UK – sustainability is integral to mission and strategy
- Associate Professor in Responsible Management
- CIB TG 127, ARCOM, BAM, CIPD, SFHEA
- https://www.unprmeclimate.org/carbon-literacy
- Principles of sustainability are integral to my work and research on social value, quality of working life, managing people and organisational behaviour.
- Author of *Social Value in Construction* and *Social Value in Practice*, co-editor of Routledge Social Value in the Built Environment book series.

International Council for Research and Innovation in Building and Construction

TG127 – Social Value in Built Environment





Social value

- The scale/ range of activities and initiatives is almost endless, and varies from project to project, different areas, organisations, etc.
- Multiple stakeholders, different needs, competing priorities

To me…

- Practical/ local vehicle for working towards the UN Sustainable Development Goals (SDGs)
  - universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere
  - triple bottom line: people, planet, (profit) prosperity, plus peace and partnership

SUSTAINABLE DEVELOPMENT GOALS
1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
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17 PARTNERSHIPS FOR THE GOALS

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Social value - standardisation

- Social Value International: principles of social value
- UK Green Building Council (UKGBC) (2020) Task Group to define social value for the built environment:

  > "…*new framework addresses the challenge of defining social value in a way which is applicable and useful for all projects and places*."

- Social Value Quality Mark: independent social value standard
- Aim to 'up the game'… many in construction focus on 'quick wins' and/ or 'maximum benefits/ visibility from minimum input'
  - e.g. school visits are a very popular social value activity/ initiative and some schools in specific areas are overly popular

Social value – contextual approach

- **Practice of tailoring** the understanding of an organisation's or project's impact to the specific needs, perspectives, and environment of the people and communities affected
  - local needs analyses
  - stakeholder narratives
  - comprehensive and meaningful
- **Socially constructed and plural**: value is a social concept that can hold different meanings for different people and communities
- **Dynamic**: social value changes over time in light of new experiences and information, necessitating continuous re-evaluation and adaptation
- Recognising that multiple perspectives and power dynamics are involved in defining value - ensuring that the voices and lived realities of all stakeholders count, especially those that may be marginalized

Social value and co-creating

- Beyond social procurement, social value is about placemaking, employment, innovation, connections…
- Common good = sharing, inclusion, tolerance, and mutual respect.

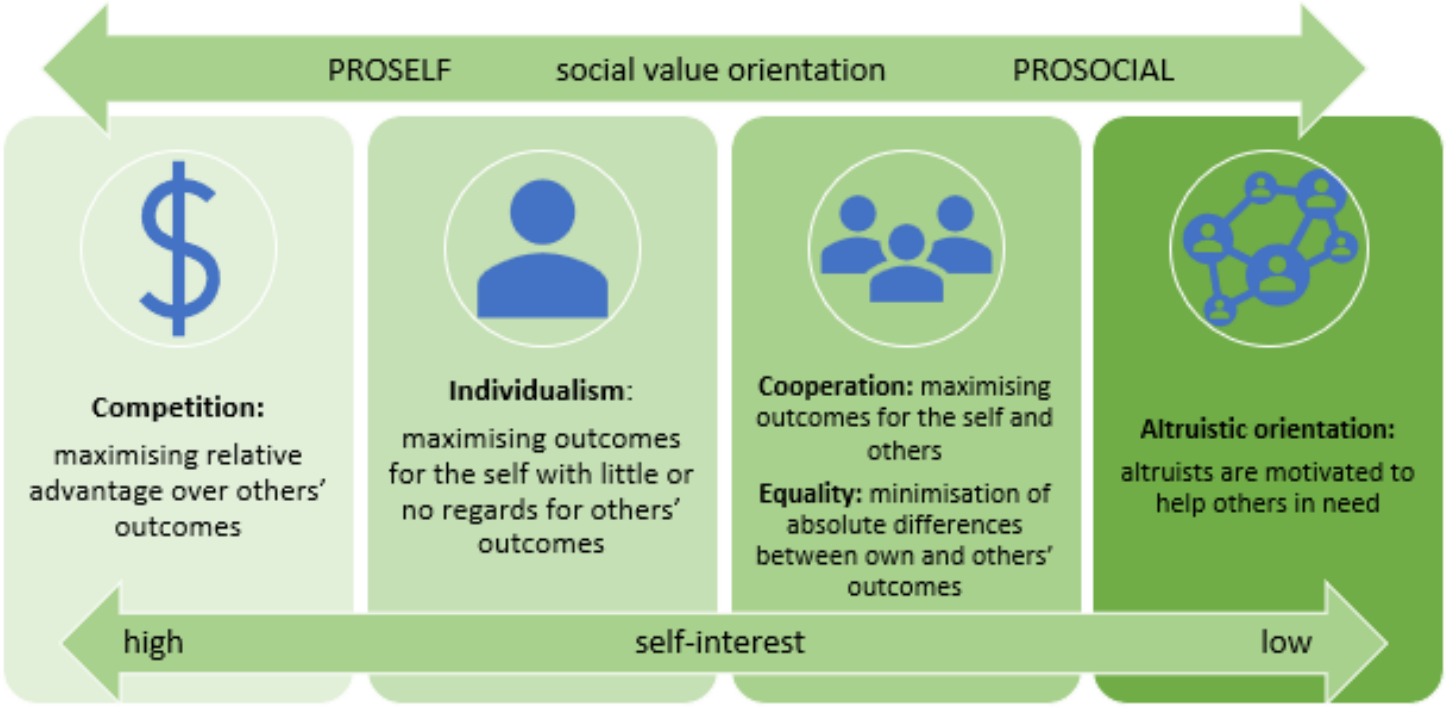
In a world that is organised by competition, these are tricky ideas.

Challenges

- Institutional
  - Culture
  - Organisation
  - Governance
- Community
  - Priorities
  - Values
  - Resourcefulness
- Individual

Measuring?

Measuring/ reporting is not what social value is about in principle or in practice.
Measuring feeds competition, social value is about inclusivity.



Opportunities

- Social value offers a useful construct for progress on the smart villages and rural development (COSVARD) agenda,
- to co-create common good, work towards the SDGs, and help develop communities across the world.
- Not be limited to ‘added value’ that can be bolted to the back of a contract. So much more can be achieved…

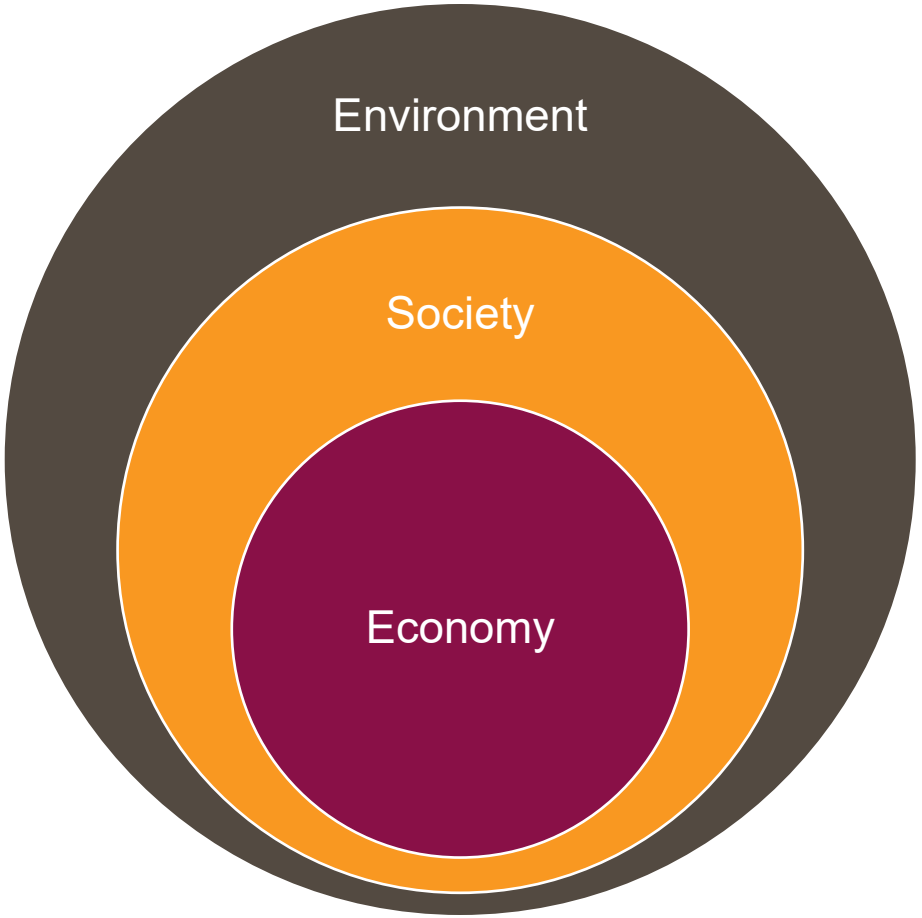
  “*It is not a numbers game; it comes form the heart.”*

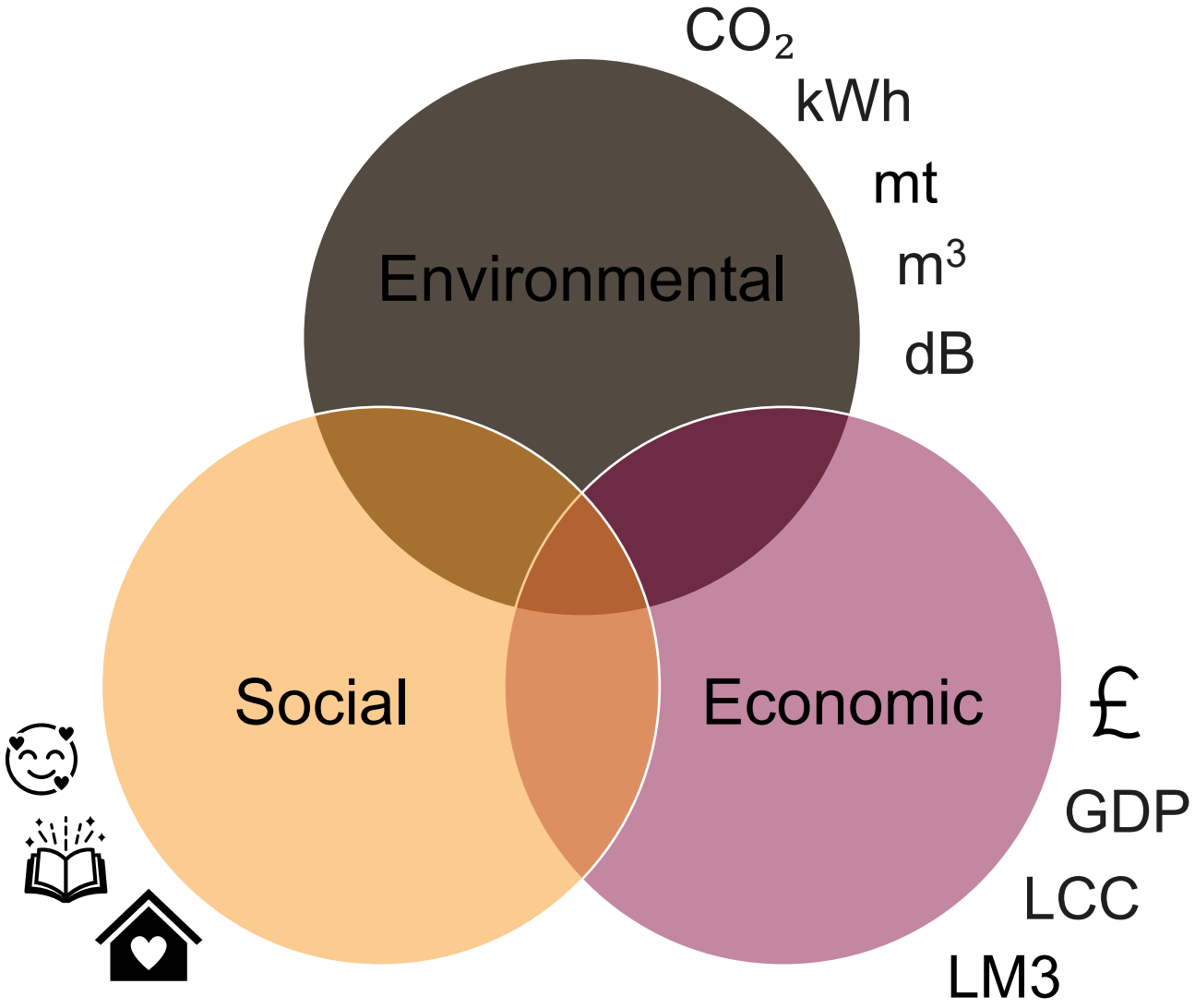
- While the SDGs are a universal call for action, social value is a national/ regional/ organisational/ practitioner vehicle and a goal to make a positive contribution (Raiden *et al*, 2019: xviii).
- Multi-stakeholder approach to co-creating (Raiden *et al*, 2022)

  Raiden, A.B., King, A., Peace, J., de Sousa, S., Alvarez, L., and Osbon, K. (2022) Co-creating social value in placemaking: the grand balancing act, *ICE Engineering Sustainability*, 175(4): 202-210.

- Deep engagement with social value = more meaningful activity and initiatives that improve economic, social and environmental well-being on many different levels.

Social value – a local framework for well-being, Public Services (Social Value) Act 2012





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Thank you