press release

**1st March 2023 – for immediate release**

## ESA members set out “mission statement” in new *Social Value Charter*

The Environmental Services Association (ESA) has today (1st March 2023) set out a social value mission statement as part of a new “charter’, which aims to support the recycling and waste management sector’s delivery of Social Value.

The ESA believes that social value is an increasingly valuable way to understand, measure and respond to the impact made through recycling and waste management projects or services, or by organisations within the sector. 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 the [ESA Social Value Charter](https://www.esauk.org/what-we-say/publications) is to set a clear direction for social value within the sector through the services and actions of ESA members on behalf of, and with, their customers.

The [Public Services (Social Value) Act](https://www.gov.uk/government/publications/social-value-act-information-and-resources/social-value-act-information-and-resources)came into force in January 2013 and requires people who commission public services to think about how they can also secure wider social, economic and environmental benefit as part of the service. A framework is included within the charter to help recycling and waste management service providers and commissioners 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 framework consolidates these into three core themes – being a desirable sector to work in; delivering net-zero and protecting the natural environment; and being a good neighbour. Each theme sets out a number of key principles and social value outcomes.

The Charter contains a “mission statement” setting out the ESA’s definition of, and intent towards, social value. On launch, the mission statement has been counter-signed by the leaders of many of the ESA’s largest member organisations. *(List of signatories in notes below).* Prior to publication, the professional body for Social Value and Impact Management, [Social Value UK](https://socialvalueuk.org/), reviewed and commented on the document.

The launch of the ESA Social Value Charter is supported by this [short film.](https://youtu.be/t0rN00FOhtY)

**Chair of the ESA’s Social Value Working Group, Sarah Ottaway, said:** “With growing pressure on public services, there has never been a greater need to maximise the social and environmental benefits created through how public money is being spent, so it is more important than ever that core public services like recycling and waste management also deliver on wider objectives that benefit society, by building social value into procurement and service delivery.

Social value works best when stakeholders set clear aims and objectives developed through partnership and openness, so the ESA and its members want to engage with commissioners of our services to ensure that the framework published today can evolve over time and help build social value opportunities into procurement decision-making.”

**Private Sector Lead at Social Value UK, Charlotte Österman, said:** “We are delighted to see this Charter take form and will be keeping close tabs on it as it progresses. Social Value UK is a strong advocate for this type of joint action in the waste management sector, which better accounts for impacts on people and maximises the social value created."

**Executive Director of the ESA, Jacob Hayler, said:** “It is fantastic to see so many of our members commit today to maximising the benefits and opportunities their activities bring to individuals, communities, and society, and to measuring and understanding the social value their organisations create over time – which will inform decision-making both for service delivery and procurement as well as improving the social value outcomes their organisations create both individually and collectively, and on a local and national basis. I would like to thank the members involved in our Social Value Working Group for their time and input in creating the charter.”

**ENDS**

Notes to editors:

1. The [Environmental Services Association](http://www.esauk.org/) (ESA) is the trade association representing the UK’s resource and waste management industry. Our members are directly transforming the way the UK’s waste is managed in pursuit of a circular economy and are leading the sector in an effort to decarbonise recycling and waste management operations. The ESA works with all levels of government, regulators and the public in pursuit of a more circular economy across the UK. You can find out more about us and our members in our [Annual report](https://www.esauk.org/application/files/5116/7699/2948/ESA_Annual_Report_2022_Final.pdf) for 2022.
2. On launch, the signatories to the ESA Social Value Mission Statement were:

* 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

1. Please feel free to embed the short film, [*Creating Social Value through recycling and waste management*](https://youtu.be/t0rN00FOhtY)*,* into your web page or social media content*.*

For further details please visit [www.esauk.org](http://www.esauk.org/)

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