



WHY INVEST IN A SOCIAL VALUE STRATEGY?

THE ESG REVOLUTION.

Talent attraction and retention.

Good people seek good companies to work for. ESG activity is proven to reduce staff turnover, absenteeism. Good people make for a great company. Enthused people stay in post.

Staff Engagement.

ESG activity is proven to reduce staff turnover. Engaged staff are more productive leading to higher profits. Supporting your company values. Staff can have greater choice and involvement in Social projects.

Finance.

All donations are 100% tax deductible, whereas normally they are not. Time saving in report collation. Bank charge savings in "one click giving". Controlling CSR donations over year end is now possible on IIC. Costs of community support are reduced.

Brand reputation.

We are in the era of Radical Visibility. Everyone sees you, and sees what you stand for. Brand values are the beginning and the end of a company. Your brand attracts customers, teams, contracts, supporters – or not.

Investors/ shareholders.

Impact investments now replacing "Sin" stocks. \$31trn moving away from Sin stock in 2021. Investors now demand Social Value evidence to support sustainability. Can enhance company valuation

Governance, legal, and reporting.

Social Value Act 2021. Need to report IMPACT. Companies Act. Duty of Directors board governance. Verified Data is critical to underpin above.

Supply chain.

Supply chains now demanding Social Value and ESG reports from all involved. Like GDPR – this is about a "clean" supply chain. Pressure will build for all companies to conform and demonstrate clear Social Impact.

Marketing outputs.

Feel good stories sell your brand and products. Every act of Social Giving is a good news story. Community Credits demonstrate activity

Sales.

People buy from people with shared values
Public Sector procurement is shifting towards ESG reports. Socially responsible companies will win more business. ESG is a central pillar to sales, not an afterthought

Sustainability, Productivity, and performance.

ESG supports a repeating revenue line – therefore supporting sustainability. Productivity through higher engagement of workforce and stakeholders. Performance improvements due to aligned values across the business.

It's time to take action!

Take action by joining the IIC platform today and aligning your business with the ESG Revolution.



INVESTORS IN
COMMUNITY