

# Socially Valuable

*from opportunities to outcomes*

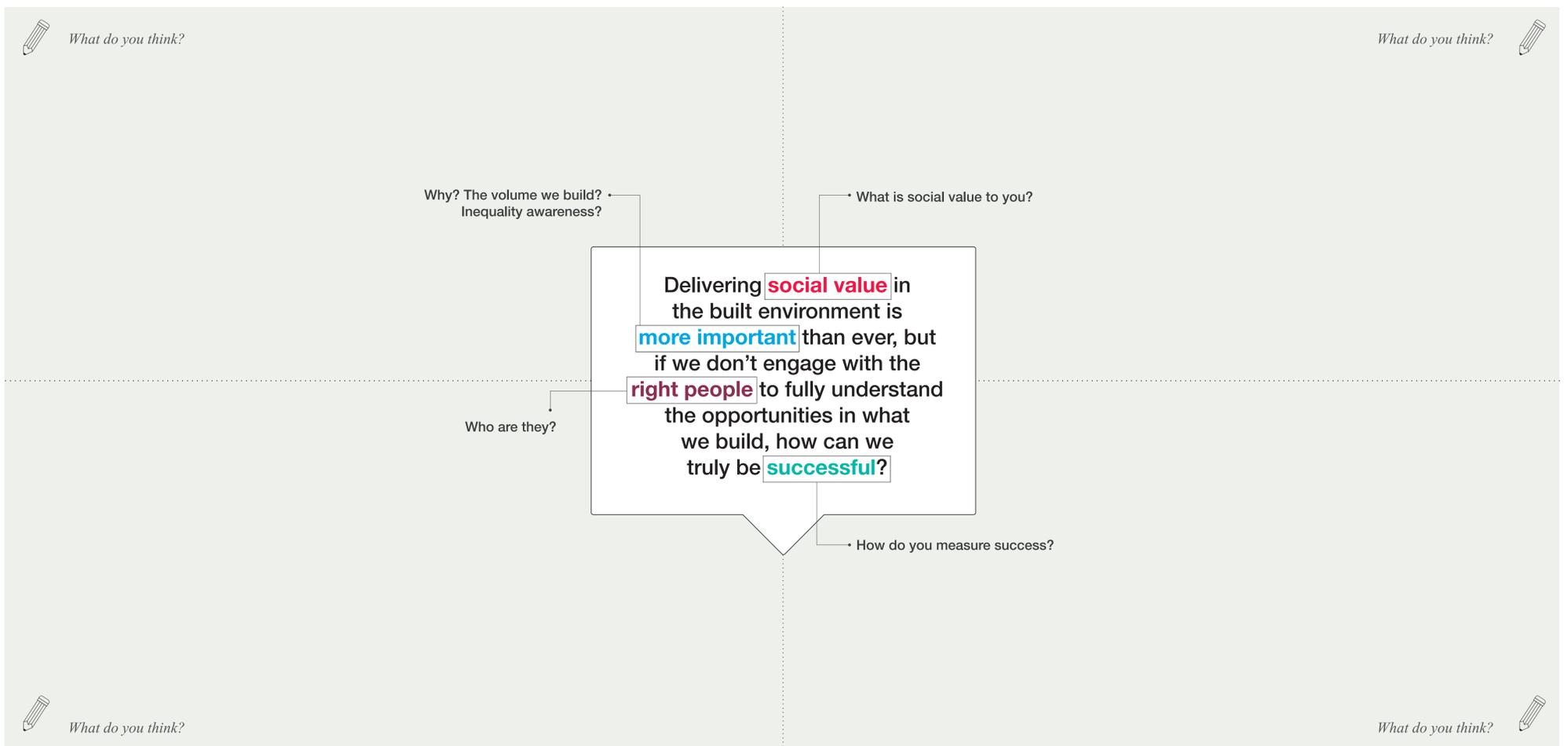
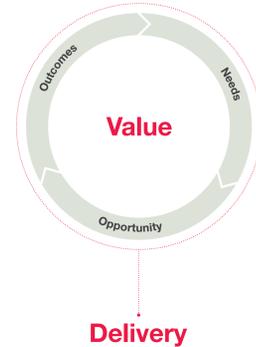
Social Value is about project specific listening:  
*What is the intent and what is needed?*

Our poster listens as well as informs.

If, as an industry, we want to get serious about delivering the best overall outcomes in our projects, we must start with a renewed focus on early stage engagement and more inclusive brief development. Where do the real opportunities lie and how can we maximise them? Where does investment, effort and focus need to be directed to deliver a project of both immediate and, more crucially, longer-term value?

All this requires a conscious shift in how we determine value and therefore success.

As professionals working in the built environment we engage with a lot of clients with differing needs – how as an industry do we collaborate with an approach that will deliver success for investors, communities and clients and leave behind a lasting sustainable legacy for the next generation?



Whilst we have become very clever at doing almost anything we like, we are very backward in choosing the right things to do.

Ove Arup 1983

This is a change in mindset and approach, rather than a revolution of how we work.

*The thinking is not new.*



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