

Societal impact measurement and accounting

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Context (i)

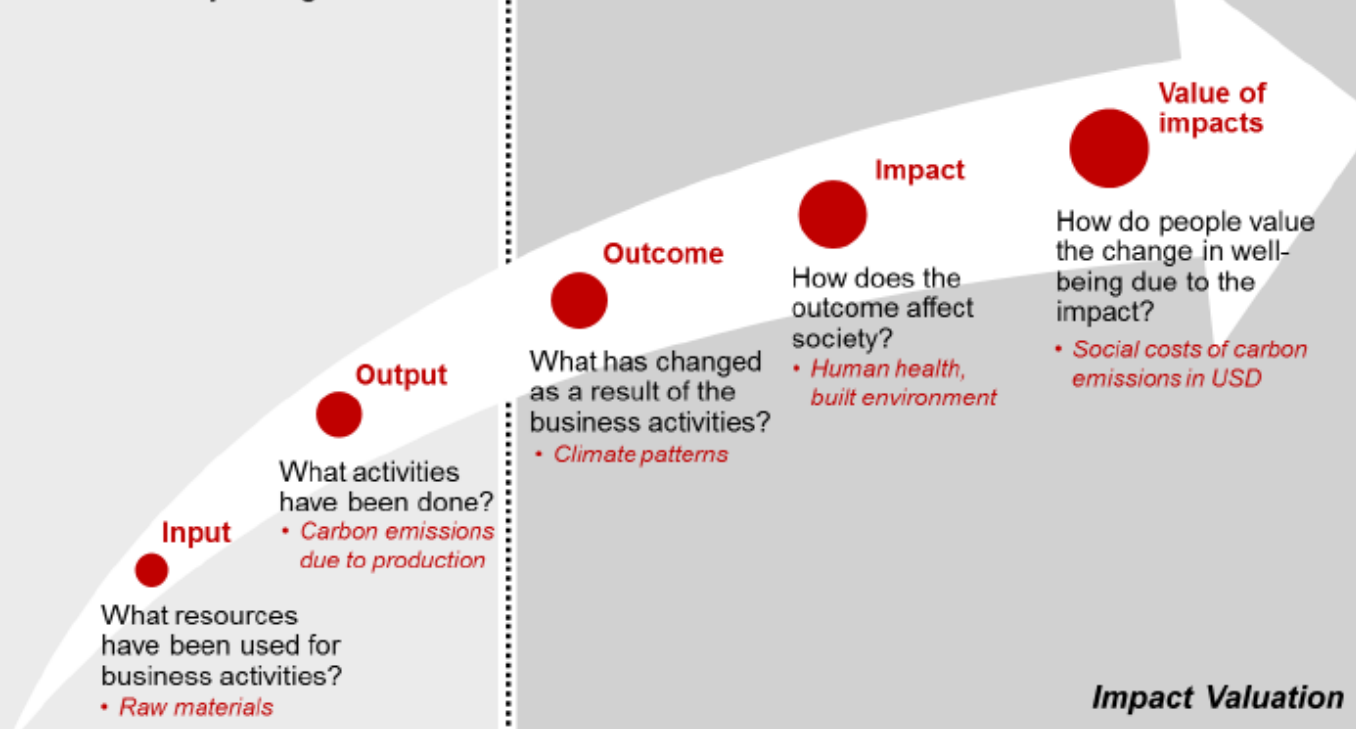


NATURAL
CAPITAL
COALITION



Social & Human
Capital Protocol

Traditional reporting



Context (ii)

IMPACT MANAGEMENT PROJECT

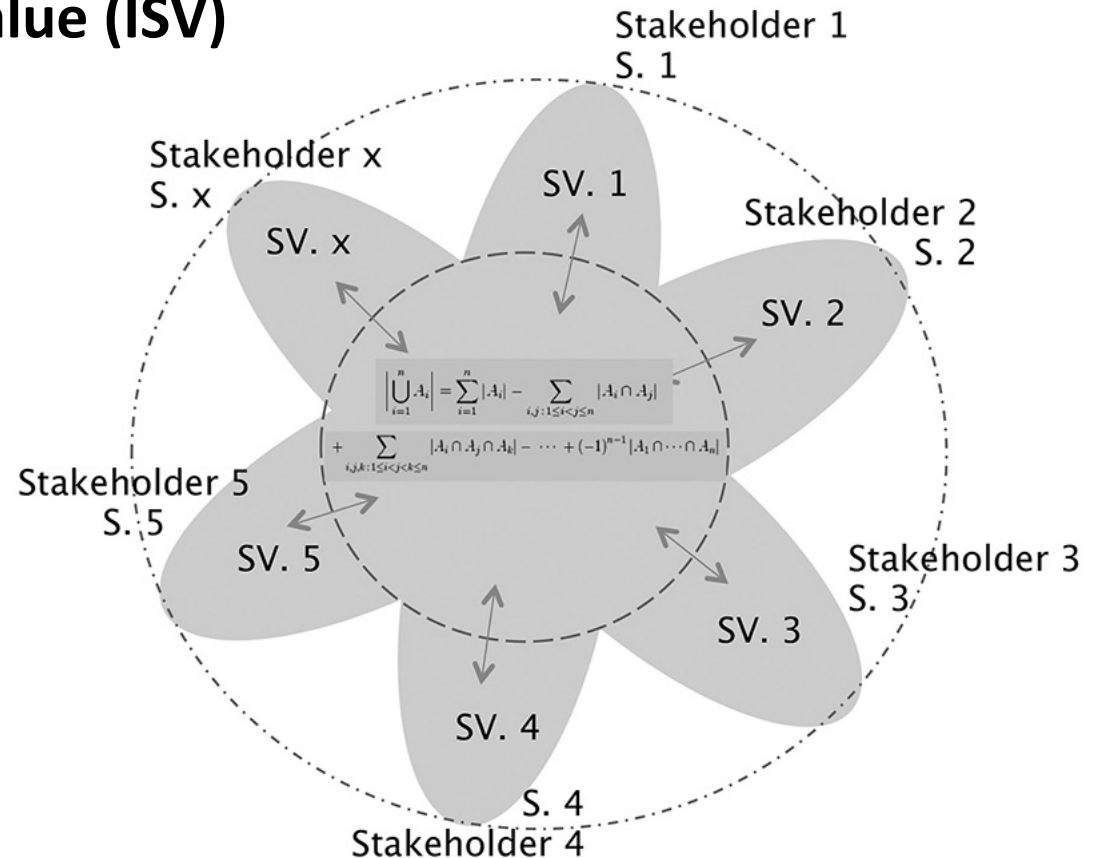
Impact economy?



Theoretical framework (i)

Integrated Social Value (ISV)

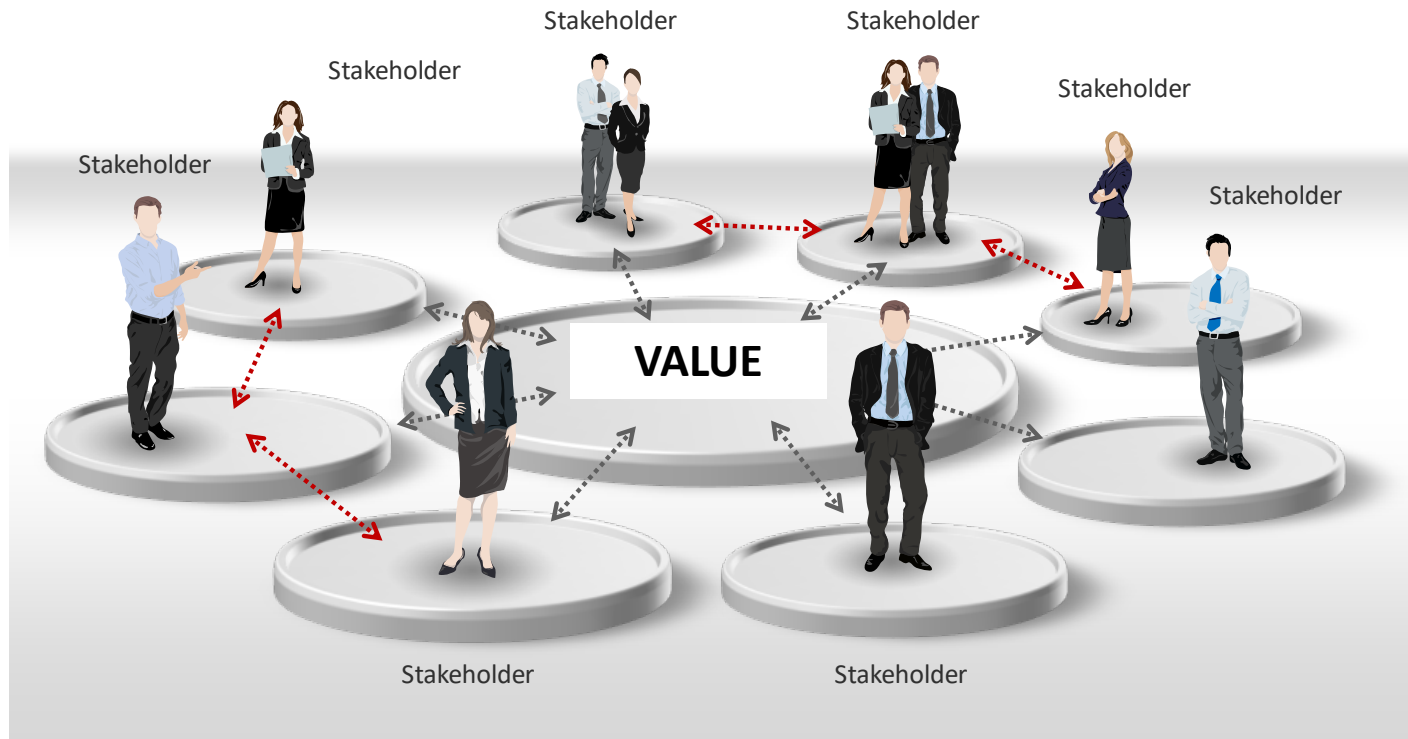
Polyhedral model of social value analysis
→ Value created for all organisation's stakeholders
→ Positive and negative value that is not necessarily economic



Source: Retolaza *et al.* (2016)

Theoretical framework (ii)

Phenomenological perspective



Theoretical framework (iii)

In accordance with the polyhedral model, the ISV analysis process comprises four basic steps (Retolaza et al., 2016):

(1) identify the stakeholders;

(2) identify the value variables;

Qualitative

(3) monetise the indicators; and

(4) calculate and visualise the value created.

Quantitative

Theoretical framework (iv)

Monetization: express the value in monetary units by linking indicators with financial proxies



Substitution logic

Monetary value of a substitute service or good



Mitigation/prevention logic

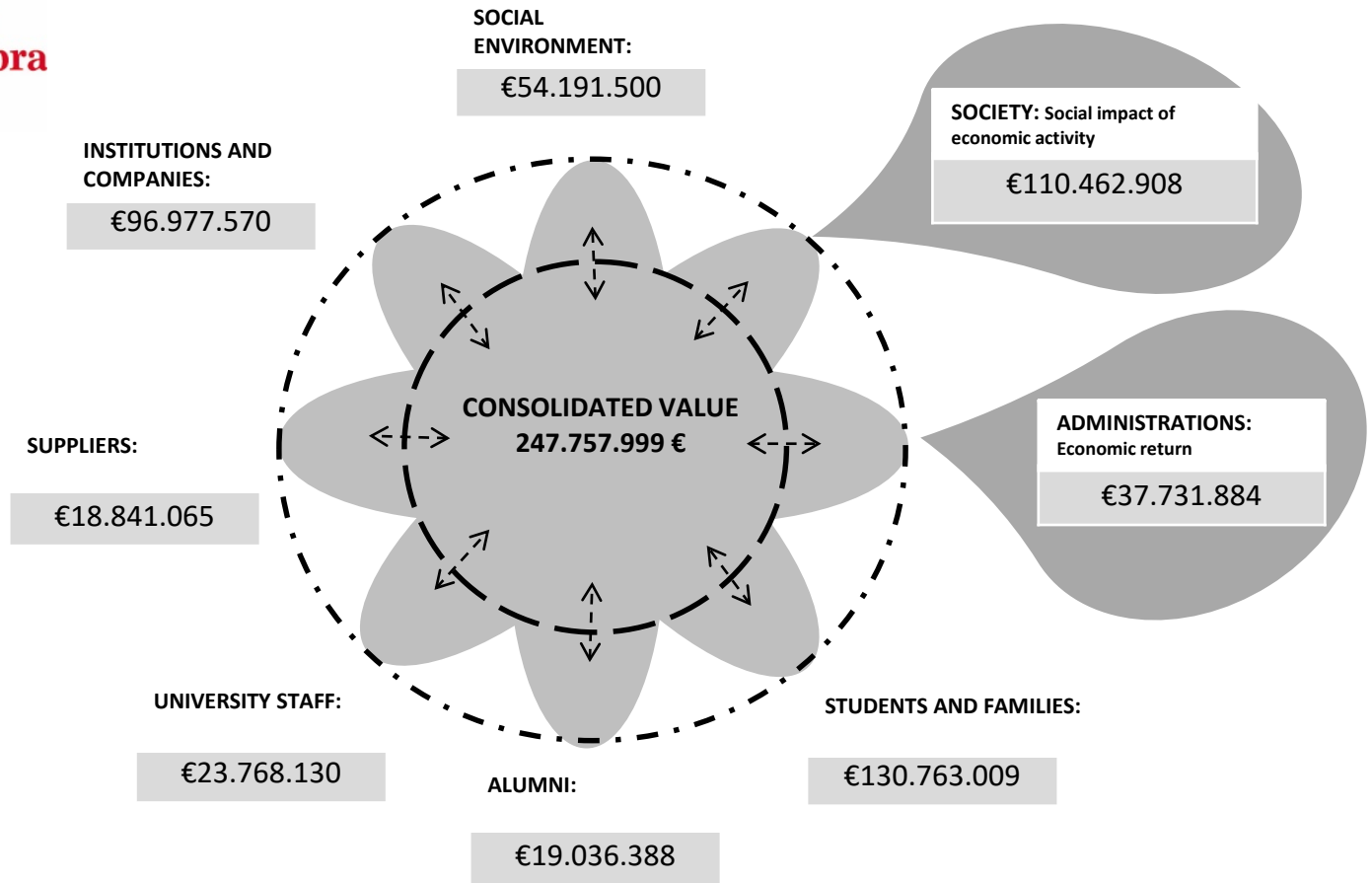
Monetary value of avoided costs

Theoretical framework (v)



Universitat
Pompeu Fabra
Barcelona

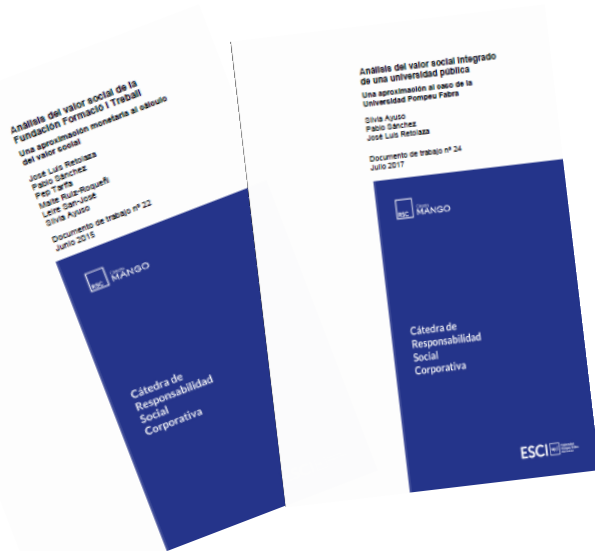
Ratio of return
to public
funding:
4.28



Theoretical framework (vi)



Published case studies



The current issue and full text archive of this journal is available on Emerald Insight at:
<https://www.emerald.com/insight/2040-8021.htm>

Social value analysis: the case of Pompeu Fabra University

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Social value
analysis

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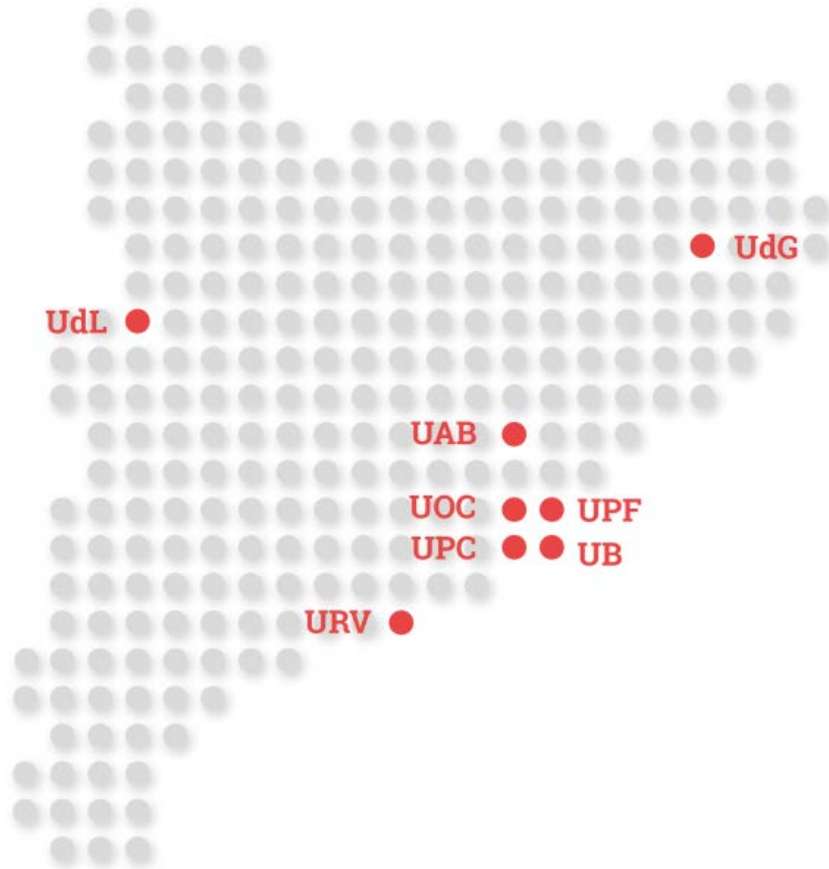
Social value of Catalan universities

Aim: Analyze the social impact of the eight universities of the Asociación Catalana de Universidades Públicas (ACUP) through ISV
→ Go beyond and complement current approaches to assess social/socioeconomic impact of universities



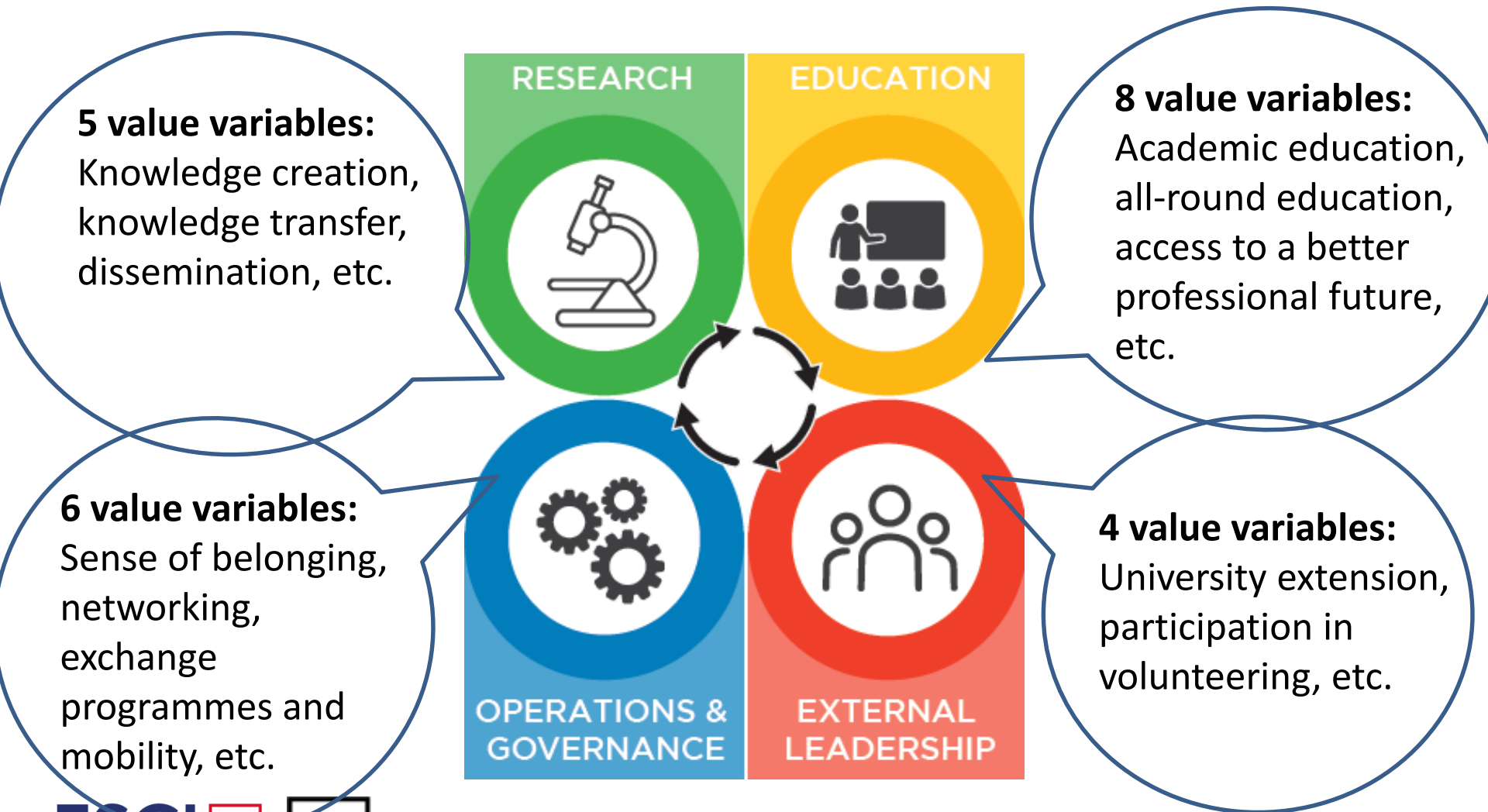
GEACCOUNTING BEST PAPER
AWARD IN SOCIAL ACCOUNTING FOR SUSTAINABILITY

Scope of the study



ACUP ASSOCIACIÓ
CATALANA
D'UNIVERSITATS
PÚBLIQUES

ISV analysis – qualitative



ISV analysis – results



ISV analysis – social efficiency

	A	B	C	D	E	F	G	MEAN
Value public adm./budget	0,28	0,29	0,30	0,26	0,27	0,27	0,28	0,28
SEV/ budget	0,89	0,93	0,94	0,78	0,92	0,80	0,88	0,88
SSV/ budget	1,31	1,44	1,61	1,33	1,53	1,33	1,47	1,43
ISV/ budget	2,20	2,37	2,55	2,11	2,45	2,13	2,35	2,31
SSV/ student	12.094 €	9.932 €	9.780 €	10.461 €	10.640 €	13.699 €	11.712 €	11.188 €
SSV/ employee	87.031 €	71.775 €	75.519 €	63.649 €	63.177 €	96.945 €	78.567 €	76.666 €

Social Value Added Index > 1

SEV = Social Economic Value

SSV = Specific Social Value

CRR Conference

IBBERSO Edited Book

Edited Book (Routledge, Taylor & Francis)
(download PDF version of call for chapters)

Virtual Paper Development Workshop:

EXPLORING THE SOCIETAL AND ENVIRONMENTAL IMPACTS OF CORPORATE SOCIAL RESPONSIBILITY

Robert Kudlak, Ralf Barkemeyer, Lutz Preuss and Anna Heikkinen (editors)

We will be organizing two half-day online paper development workshops linked to the edited book on 17/19 November 2020. Please see below for the workshop programme. If you would like to participate in one of the workshops (free of charge), please contact us at info@crrconference.org by 14 November 2020!

Workshop Day 1 – Tuesday, 17 November, 15:00-19:00 (CET)

Chairs: Robert Kudlak & Anna Heikkinen

15:00-16:45

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COVER LETTER (R....docx)

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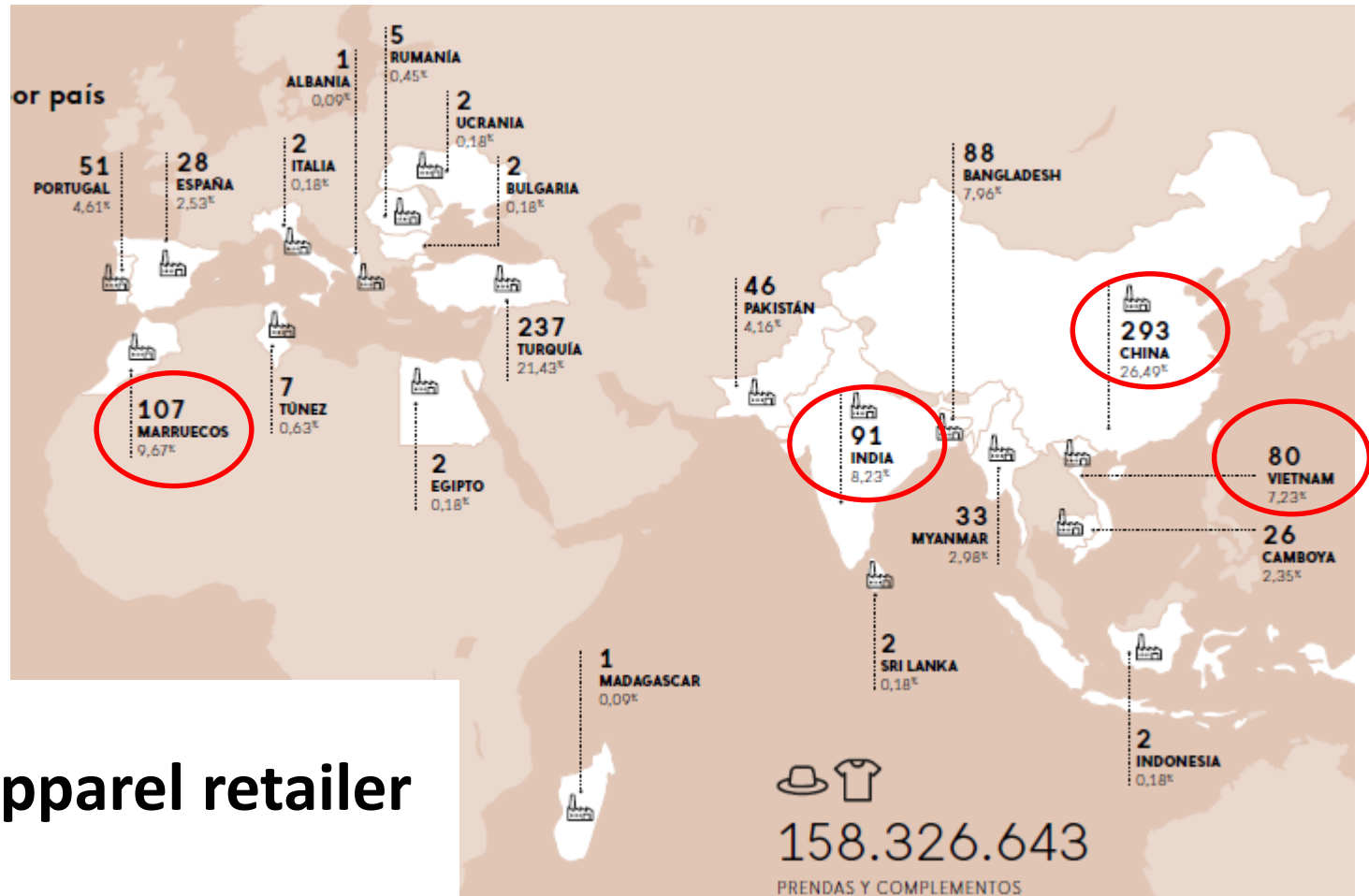
Societal impact of compliance strategies in global supply chains

Aim: explore how to assess the impact resulting from compliance strategies in global supply chains through a case study of a large apparel retail company

→ Contribution to the literature on societal impacts of CSR (supply chain) practices

→ Improved understanding about the factors that drive value creation of responsible supply chain management

Case study



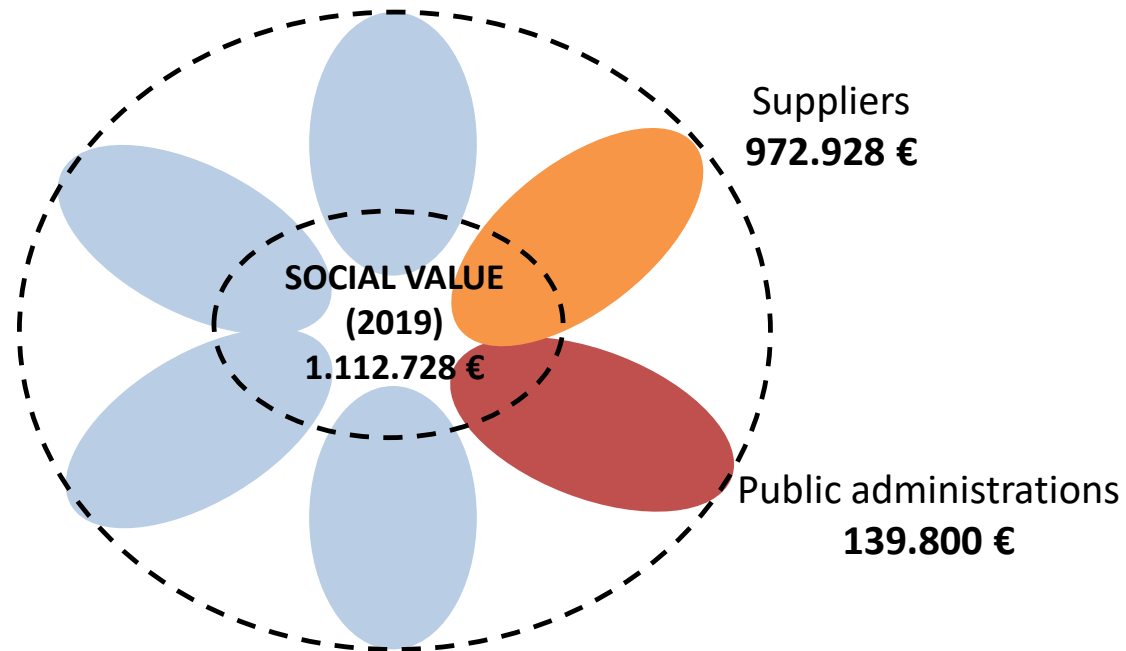
Large apparel retailer

ISV analysis – qualitative

Identification of
11 value variables
(for suppliers and
public
administrations)

No.	Value variable
1	Awareness of the importance of working conditions
2	Improvement of working conditions
3	Improvement of the factory management system
4	Improvement of factories' facilities and equipment
5	Improved relations between employers and employees
6	Improved worker satisfaction
7	Management standardization
8	Competitive and social positioning
9	Operational risk
10	Reduction of regulatory risk
11	Compliance with legislation

ISV analysis – results



Different countries: ...€



Societal accounting and environmental impacts: the case of GHG

Aim: analyse how to assess the environmental impact of companies from a social accounting perspective

- Contribution to the literature on social and environmental accounting
- Practical guidance on how to account for the environmental impact of organizations



Environmental value analysis

ENVIRONMENTAL ASSESSMENT

VALUATION

**Quantification of
emissions or resource
use**

**Estimation of
change in the
environment**

Valuation of impact

Greenhouse gas
emissions (GHG) (kg/t)

Potential contribution
to climate change
(conversion to CO₂ eq)

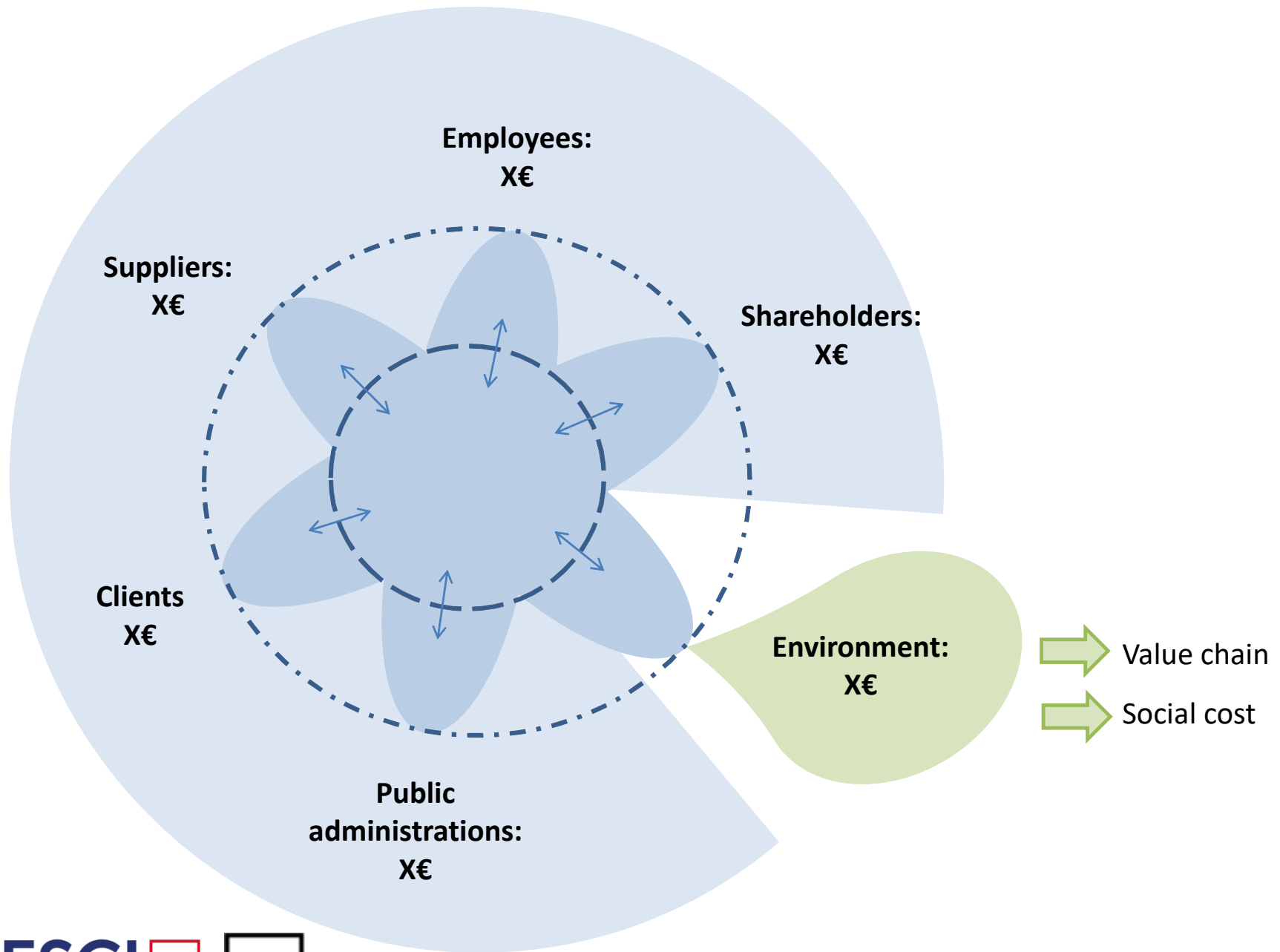
Monetary valuation (€)
of climate impact
according to

- Market price
- Mitigation cost
- Social cost of carbon

Monetary valuation



Market price	Mitigation cost	Social cost of carbon
<p>Directly observable</p> <p>Not based on assumptions about the future</p>	<p>Based on known costs</p> <p>Lower degrees of uncertainty than social cost of carbon</p>	<p>Expresses the monetary value of the impacts (damages) caused by an increase in GHG emissions</p>
<p>Represents a measure of the amount to be paid for GHG emissions in a given political setting, and has little relationship to the impacts of emissions</p> <p>Varies significantly between countries and regions</p>	<p>Expresses the cost of reducing a certain amount of GHG emissions, but not related to the impacts avoided</p> <p>Refers to a specific emission reduction target</p> <p>Varies significantly between sectors (and companies)</p>	<p>High degrees of uncertainty</p> <p>Estimates vary significantly, and strongly depend on the discount rate used</p>
24,84 €/t CO ₂ e (EU ETS 2019)	5-49 €/t CO ₂ e* (carbon prices revealed by companies to CDP)	43-679 €/t CO ₂ e* (SCC estimates SCC by Ackerman and Stanton, 2012)



¿CÓMO CONTABILIZAR EL IMPACTO AMBIENTAL DE LAS EMPRESAS? EL CASO DE LAS EMISIONES DE GASES DE EFECTO INVERNADERO

Silvia Ayuso Siart (ESCI, Universidad Pompeu Fabra) ¹

Resumen:

El objetivo del presente trabajo es analizar cómo valorar el impacto ambiental de las empresas desde una perspectiva de contabilidad social. El estudio teórico contribuye a la literatura sobre contabilidad social y medioambiental y aporta una orientación práctica sobre cómo contabilizar el impacto ambiental de las organizaciones. Tras reflexionar si el medio ambiente puede ser considerado un grupo de interés y cómo se plantea el análisis del valor ambiental creado o destruido, el trabajo se limita al caso de las emisiones de gases de efecto invernadero, principal fuente del cambio climático, y por lo tanto uno de los grandes desafíos ambientales a los que se enfrenta nuestra sociedad. En concreto, se analiza la cuantificación y valoración de las emisiones de gases de efecto invernadero mediante diferentes modelos disponibles para asignar un valor monetario, desde precios de mercado a costes de mitigación o costes sociales. El trabajo concluye que la valoración monetaria del impacto ambiental puede integrarse en la contabilidad social, siempre y cuando se considere toda la cadena de valor y los costes (o beneficios) para la sociedad. La contabilización del valor ambiental de las empresas puede ayudar a transformar la contabilidad financiera convencional y mejorar la toma de decisiones interna de las empresas de acuerdo con principios de ética y sostenibilidad.

Questions?

Possible synergies with your research areas?