



# True Value Impact Measurement

**Panel - Why Do We Need  
Better Impact Measurement,  
And How Can We Do It?**

—  
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# What is driving demand?

## Societal expectations on business have changed - companies are expected to be more transparent about societal impacts

For instance, the [Public Services \(Social Value\) Act](#) came into force in the UK on 31 January 2013. It requires people who commission public services to think about how they can also secure wider social, economic and environmental benefits.



## Standards and protocols are being introduced

- ISO 14007 on monetary valuation of environmental impact
- ISO 14008 on determining environmental costs and benefits
- WBCSD' / NCC: Natural and Social & Human Capital Protocols



## Increasing awareness of ESG risks requires companies to communicate impact measures to investors

In 2017 the Dow Jones Sustainability Index included Impact Measurement and Valuation in their corporate sustainability assessment for almost all industries covered in the questionnaire.



## 'Cross-industry collaboration between IMV leaders

Value Balancing Alliance, Impact Valuation Roundtable; leading companies working to standardize methodologies



## Pioneers accelerate adoption of IMV in their sectors

**Pharmaceuticals:** Novo Nordisk EP&L ([2014](#)) , Novartis ([2018](#))

**Chemicals:** BASF ([2013](#)), Akzo Nobel ([2014](#))

**Cement:** Ambuja / Lafarge Holcim ([2014](#)), Argos ([2017](#)) and CEMEX ([2017](#))

Similar trends are also observed in other sectors.

# Business benefits of True Value

## Clients commonly report 3 key business benefits from KPMG True Value



### Make better decisions

- KPMG True Value helps companies factor social value into their strategy and investment decisions
- KPMG True Value compares and contrasts the social value created, or reduced, by different strategies, projects and investments
- Organizations can therefore make decisions based on a broader set of criteria than financial returns alone



### Build the case for innovation

- KPMG True Value enables innovative companies to quantify the benefits their products and services bring to society – thereby helping to drive sales and build the case for investments in research and development



### Strengthen critical relationships

- KPMG True Value helps organizations to quantify and communicate the contributions they are making to society
- Many companies include KPMG True Value analyses in their corporate reporting
- Clear and transparent communication of the organization's societal impacts can build trust and strengthen relationships with stakeholders including governments, regulators, customers, communities and employees.



KEY CONTACT

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