



# South London Waste Partnership

## Lot 1 Services

*Preferred Bidder - January 2017*

## Technical Response

### Service Delivery Plan 4 – Social Value

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## Lot 1: Technical Response

### 4 Social Value

#### 1. Introduction

Veolia welcomes the Public Services (Social Value) Act 2012 and believe it will help Local Authorities and other commissioners of public services to consider how their operations can benefit people living in the local community, in terms of economic, social and environmental impacts.

Veolia has a long-standing reputation for delivering sustainable solutions that benefit people and planet. In April 2014, Veolia received the UK's most prestigious business accolade by receiving a Queen's Award for Enterprise in Sustainable Development.

In addition, Veolia has a proud and acknowledged record of corporate social responsibility as evidenced in 2014 by our retention of our Platinum status in Business in the Community's annual benchmark of responsible business management the Corporate Responsibility Index (CR Index) with a prestigious four star rating reflecting our position as one of the top two CR performers across the UK. The Partnership will therefore benefit from working in partnership with a company who place sustainability and corporate social responsibility at the forefront of everything.



## Social Value Commitments

*We will*

- *Partner with Groundwork to provide an apprenticeship training programme and commit to 25 placements over the Contract Term*
- *Work with Blue Sky to deliver an ex-offenders employment programme, providing 30-40 paid work placements (8-10 per Borough per year) over the lifetime of the contract*
- *Partner with Kingston Community Furniture to maximise the reuse of bulky waste materials*
- *Assess, benchmark and monitor the Social Value delivered using our ground-breaking SROI methodology, including application of best practice developed and tested at other Veolia contracts*
- *Host annual meet the buyer events to provide opportunities for local SMEs*
- *Provide training and development opportunities through Campus Veolia in conjunction with local education providers*
- *Provide over 300 day of staff volunteering days per annum*
- *Support the application process and any bids made by the Partnership with staff able to sponsor applications*
- *Support Veolia's Charity of the Year – FoodCycle*
- *Implement the Enviro Grant Scheme*
- *Support local communities through the Veolia Environmental Trust.*
- *Build on existing relationships with local recruitment companies to provide opportunities for local job seekers*

### 1.1 Measuring Social Value

In order to quantify the value of our Social Value engagements, Veolia produced a position paper in August 2015 (Appendix 4a) to try and move this debate forward.

We lobbied the government to form a task force made up of community stakeholders, businesses and Local Authorities to assess and propose a suitable methodology, making evaluating Social Value more transparent and bids easier to compare. This was also highlighted to the then-minister Hazel Blears and Social Value champion Chris White MP, Minister for Civil Society, Nick Hurd, Shadow Secretary of State for Business, Chuka Umunna, and Shadow Cabinet Office Minister Chi Onwurah at a Veolia sponsored parliamentary roundtable event on the subject. Measuring what matters is fundamental in capturing social contribution to society. As a responsible business we had to take the lead, but, until now, this has been almost impossible to quantify because it goes beyond what can be captured by financial reporting.

To address the problem of quantifying Social Value, Veolia has developed and tested its own methodology for measuring the Social Value of our operations by assessing their Social Return on Investment (SROI). SROI uses financial proxies for activities, which typically do

not have a financial value - attributing financial values to aspects such as wellbeing or crime reduction. Using this model provides a benefit in that we are able to calculate the impact our operations will have for the Council and the local community.

Our SROI methodology includes the following:

- **Environmental impacts:** e.g. removing litter, increasing recycling, avoiding landfill, reducing energy consumption.
- **Economic impacts:** e.g. jobs delivered, jobs supported, spend with local businesses, addressing skills gaps in the local workforce.
- **Social impacts:** e.g. support of community projects, addressing health and wellbeing of the local community.

The SROI model can be applied to any of our operations and has already been implemented for our Municipal Services and Waste Management contracts at Southwark, Richmond and Southend-on-Sea. The SROI assessment for the Partnership was carried out in two distinct stages:

- **Stage one:** assessed the Council's corporate objectives (derived from Council reports, policies and strategies) and mapped them against Veolia's services to clarify where Social Value was being delivered.
- **Stage two:** provided detailed mapping of our key activities. The inputs, outputs and cash flows of all stakeholders were also mapped to form the basis for the independent SROI calculation.





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## 2. Community Engagement and Improvement

### 2.1 Veolia Staff Volunteering

One of Veolia's targets under our Corporate Strategy is a commitment that "every year 75% of our employees will actively engage within the communities it serves by giving at least half a day volunteering for a community cause". For the Partnership this will equate to over **300 days per annum**. We welcome input from the Council with ideas on how Veolia's volunteering can be used further.



### 2.2 EnviroGrant Scheme

The EnviroGrant scheme is a fund for the following types of projects or schemes:

- Those which contribute to the protection or improvement of the local environment, either via practical action or promotion and education.
- Those which improve the quality of life for the local community, by providing new facilities or improving those already in existence.

Funding is available for a variety of projects and activities including promotion and marketing, education and awareness raising practical equipment and running costs.

Veolia's Nottinghamshire, Birmingham and Southwark contracts each run a community fund called the EnviroGrant scheme (Appendix 4b). This is a fund allowing not-for-profit community groups based in the area to apply for grants of up to £1,000 for projects which improve their local environment. Veolia will implement the EnviroGrant scheme to encourage social enterprise, volunteering and community engagement and link projects with the half day Volunteering initiative to provide human resources if necessary. Veolia has set aside a budget of £5,000 for the EnviroGrant Scheme. This will be given to selected projects which meet the criteria for the scheme.

## 2.3 Community Clean Ups

Veolia currently works in partnership with Croydon and Kingston Council's to support community clean up days and will also work with Merton and Sutton Council's should we be appointed preferred bidder. The case study overleaf provides an example of how we have supported a community clean-up day in Kingston.

### Barnsbury Crescent Community Clean Up Day – Kingston



Over the years Barnsbury Crescent has suffered from fly-tipping, extensive growth of vegetation and serious abuse by some residents. At one point the road was impassable, even on foot. The Sunray and Egmont Residents Association (SERA) initiated the clean up by contacting 39 households in the crescent, encouraging support with the clearance and asking for contributions towards skip hire. Following an initial letter drop, and a few evenings of door knocking, sufficient residents agreed to donate and help with this community project.

As the work was considerable, it was decided to clear the road in two stages, leg 1 and leg 2 over two weekends. On Saturday 19th July 2015 residents, joined by Councillors Ian George and Chris Hayes cleared heavy rubbish from 130 yards of the road.

On Sunday, 11 residents continued to carry all the material to one collection point. A team of three Veolia employees provided an eighteen tonne truck. With help from the residents all the rubbish was loaded onto the truck. A full load was taken to the local waste centre with another load to follow. In total 6.67 tonnes was collected.

In addition to the support from the residents at the clearance, our membership from Barnsbury Crescent rose from 3 households to 30. Many residents contributed to the cost of skip hire and £410 was collected.



## 2.4 Veolia's Environmental Trust

The Veolia Environmental Trust is an independent body established in 1997 to award grants (via landfill tax credits) to community projects that enhance the sustainability of local communities. The Trust has awarded over £60,000,000 of grants in nationwide. A copy of the Environmental Trust's 2014/2015 annual report and examples of local projects funded by the Trust are provided at Appendix 4c.



The Veolia Environmental Trust is committed to supporting community and environmental projects including the installation of new playgrounds and skate parks, the laying of new footpaths, the creation and improvement of community halls and habitat enhancement. Grants are distributed in line with the trusts guidelines and those of the trusts regulator Entrust.

Projects need to fulfil the trust criteria with including meeting two main requirements:

- It must come under one of our funding categories and meet their criteria; and
- It needs to be in proximity of a site operated by Veolia.

To date, the Veolia Environmental Trust has funded 15 projects within Kingston and Croydon with an award total of over £241,000. The case study below details the refurbishment of the New Addington Baptist Church in 2014.

### **New Addington Baptist Church Refurbishment**



Croydon's New Addington Baptist Church, on 39 Arnhem Drive, is going to become a warmer and more welcoming venue thanks to The Veolia Environmental Trust.

We have awarded the church a grant of £2,540 to fund the replacement of existing iron windows with new double-glazed UPVC ones.

As well as it being a place of worship, the church premises are open every day as a venue for a full range of activities that the whole community have access to. These attract around 150 adults and children each week. They include external groups such as Slimming World, a mental health support group, an art therapy group, children's parties, and youth clubs for young people aged up to 19.

The grant was awarded at our quarterly Board meeting on 8 December 2014, when 53 grants totalling over £1.4m were awarded to community and environmental projects across the UK. This total represents our commitment to making a difference to communities and the environment, and people of all ages and backgrounds.

We award grants through the Landfill Communities Fund and since 1999 we have awarded a total of over £4.9m to 142 projects in Greater London.

We will now start working with the church to finalise the details of their project, including their start dates, so they can get up and running as soon as possible.

Church Secretary Vic Overton says, "This is great news for us. The new windows that the grant will fund will create a better environment for our current and future users."

The Executive Director of The Veolia Environmental Trust, Paul Taylor, adds, "This grant rounds off a very busy 2014 for us, with us awarding a total of £6.8m to over 230 community and environmental projects across the UK. This small but important project will benefit the church's many users and we look forward to seeing work start in 2015."



We will support the Partnership's application for a Veolia Environmental Trust grant.



## 2.5 Village Recycling Champions

Veolia's Education and Engagement Team (E&ET) will encourage local residents to become recycling champions. These volunteers will help others in their local community to waste less and recycle more. Becoming a recycling champion is a great way to meet new people, learn new skills, do something positive in your local area to help the environment and learn more about recycling and waste reduction. Activities a recycling champion can become involved in include:

- Taking part in local events
- Talking to local groups about recycling
- Displaying posters on local notice boards
- Putting on a cooking demonstration with recipe tips for using up left-overs
- Helping out at a swap shop
- Passing on the recycling message to friends and neighbours

The E&ET team will provide the recycling champions with help and support including:

- Joint visits to recycling facilities to explain the issues around contamination
- Regular newsletters
- Champion meetings and socials
- A recycling information pack
- Training and induction

We recognise the number of volunteers could be significantly variable throughout the Contract term, although the E&ET team will continually encourage recruitment and replacement of volunteers throughout the Contract period.



## 2.6 Veolia's Charity of the Year – FoodCycle

FoodCycle are a national charity that combine volunteers, surplus food and spare kitchen spaces to create tasty, nutritious meals for people at risk of food poverty and social isolation. They run over 20 projects across the UK, united by the simple idea that food waste and food poverty should not coexist.

Veolia selected FoodCycle as its charity partner to help to increase awareness of food poverty and help FoodCycle to meet its objectives. Veolia has set targets for fundraising, volunteering hours and increasing the number of food hubs FoodCycle runs, including a target across our business to fundraise over £100,000 on behalf of the charity. Targets are filtered down across the business, from corporate to regional and contract level.

### Case Study: Fundraising for FoodCycle

To help encourage the fundraising spirit across London and keep Veolia on track to meet its FoodCycle targets, in 2016 Veolia's Regional Director Pascal Hauret encouraged all London contracts to raise as much money as possible by setting a Competition to win a trip to Wembley. This added incentive saw fantastic efforts from staff across the region; from half marathons to 'Waffle Wednesdays', film nights, and international food evening.

The winners were Veolia's Haringey Contract who raised an impressive £4.26 per head, £1,278 in total. The team have won a trip to see Tottenham Hotspurs play in the Champions League from Veolia's Wembley box, food and drink included. In total, nearly £3,500 was raised by the London region over the summer of 2016.

Together, Veolia and FoodCycle are establishing areas, such as Croydon, where a food hub would benefit the local community - tackling social isolation and food poverty by cooking nutritious meals from surplus food. Due to the Veolia municipal and commercial contracts in Croydon we would like to support FoodCycle to source a facility for a new hub, make links with local supermarkets and raise awareness through local stakeholders.



## 2.7 Promoting supply chain opportunities to locally based SMEs

### Meet the Buyer events

Veolia will support South London's local economy through the purchase of goods and services from local companies, where this does not impact on best value for the Partnership. Veolia will always endeavour to use suppliers and/or sub-contractors that work in a responsible and ethical manner. From January 2014 to September 2015, Veolia spent approximately £1.8 million of which 43% is with known SMEs in South London.

Veolia signed Business in the Community's Access Pledge to ensure its supply chain is open, fair and transparent and boost opportunities for small to medium-sized enterprises (SMEs). SMEs currently represent around 90% of Veolia's supplier database and receive roughly 50% of the £8,000,000 spent each year.



This year, Veolia was the winner of the Business in the Community (BITC) sustainable products and services award.

Veolia will hold an annual meet the buyer events for prospective suppliers aimed at maximising opportunities for local suppliers and SME's. This event will be advertised in the local press.

### 3. Third Sector Engagement

*Promoting engagement with the third sector to provide a social benefit, including letters of support.*

#### 3.1 Working with Kingston Community Furniture and the Kimpton Park Way Re-Use shop

Veolia will work in partnership with Kingston Community Furniture and the Kimpton Park Way Re-Use shop, to divert bulky waste items for reuse from the domestic waste stream. Kingston Community Furniture recycles unwanted furniture and kitchen appliances, providing a wide range of good quality items at affordable prices for the local community. These projects support families in need, as well as offering training and employment opportunities. A summary of the collection methodology for bulky waste is included in MS1.1. A letter of support is provided in Appendix 4d.

### 4. Any financial investments in the third sector

Veolia has allocated a budget of £40,000 to support the following partners and projects:

- Apprenticeships through Groundwork
- Work placements through Blue Sky
- Meet the buyer events.

### 5. Measuring Social Impact

*How working with the third sector shall be audited and reported upon, including the quantification of benefits.*

Details on how Veolia will measure social impact are provided in Section 1 of this method statement.

### 6. Adherence to the London Living Wage

Veolia is committed to paying staff on this contract the London Living Wage and believe that this will provide benefits to both the staff and to the Partnership. Staff will benefit as they will receive a wage which is based on the cost of living, improving their ability to provide an adequate level of warmth and shelter, a healthy palatable diet, social integration and avoidance of chronic stress for themselves and their families. The contract will benefit as the Living Wage Foundation reports that 80% of employers believe that paying the Living Wage enhanced the quality of the work of their staff and reduced absenteeism by approximately 25%.



In addition, they report that 50% of employees feel that the Living Wage makes them more willing to implement changes in their working practices; enabling them to require fewer concessions to effect change, and more likely to adopt changes more quickly. There are therefore clear benefits to paying the London Living Wage.

### Commitments, Responsibility, Timescales and Reporting

Programme	Commitments	Responsibility	Timescales	Reporting
London Living Wage	Staff will be paid the London Living Wage as a minimum	The HR Business Partner will track changes in the London Living Wage	Review within 3 months of the annual announcement of the London Living Wage update	Details of changes and implementation via the Strategic Board and in the Annual Service Plan

The London Living Wage is included as part of the labour element contained in the basket of indices within the payment mechanism proposal detailed in MS 2.1.

## 7. Opportunities for apprentices, employment and education

### 7.1 Social Value proposals

In developing our social value proposals for South London Waste Partnership we have considered two groups of people that all four Councils have made clear commitments to assisting. Firstly, young people from disadvantaged backgrounds that are furthest from the labour market. Veolia's contribution within this contract will include a programme of apprenticeships for local young people from each of the Partnership Boroughs. The second group concerns ex-offenders; here Veolia is confident that it can contribute to the reduction of local re-offending rates through a programme of paid work placements.

### 7.2 Apprenticeships

Veolia is currently supporting over 323 apprentices, helping them to learn on the job and gain the vocational qualifications they need to perform a variety of skilled roles; everything from mechanical engineering and HGV driving to customer service and horticulture

The costs associated with young people being NEET (not in education, employment or training) as individuals in terms of quality of life and wider society in lost income are well established. For many young people in such circumstances there is a strong need for support to ensure they can successfully complete a full apprenticeship programme.

We will commit to 25 apprenticeship placements over the length of the Contract. This scheme will provide people with qualifications and experience in a leading industry, as well as offering mature adult learners the chance to develop their skills. This approach will benefit South London Waste Partnership by providing local opportunities for on-the-job training and development. Veolia will help to increase the skills of the local workforce by implementing this apprenticeship scheme. The apprenticeship schemes vary in length dependent on the

level of qualification to be achieved. The apprenticeship opportunities across the Contract will include training alongside the following teams:

- Vehicle Workshop
- Administration
- Communications
- Waste Collection Operations
- Street Cleaning Operations



We will work with our social partners Groundwork London to ensure that the young people receive the quality of support needed to complete their apprenticeships and that applications include those youngsters who are furthest from the labour market.

### 7.3 Blue Sky

#### Breaking Re-offending

The 2002 Social Exclusion Unit Report 'Reducing Re-offending by Ex-prisoners' outlines, "a re-offending ex-prisoner is likely to be responsible for crime costing the criminal justice system an average of £65,000." Re-offending rates are greatly influenced by whether a person finds work or not. Employment is often quoted as the most important factor in helping to reduce re-offending rates.

Veolia believes that ex-offenders deserve a second chance and by having a job with the right support many do turn over a new leaf and make a positive contribution to the community.

Veolia is proud to be in partnership with Blue Sky, a social enterprise whose sole aim is to get ex-offenders into permanent jobs. Blue Sky creates employment opportunities for ex-offenders through paid work placements.

Veolia have supported over 200 ex-offender paid placements in recent years including where we currently operate in Croydon and Kingston. The placements last for six months and are an alternative to using agency labour in periods of high demand. We will provide 30-40 placements (8-10 per Borough) per year over the lifetime of the contract and thereby enhancing the Councils' and their partners' strategy to reduce re-offending. Like our work with apprentices we recognise that ex-offenders need specialist support to ensure their work placements is a success as very often with this group they have other needs such as accommodation that also need to be resolved.

We partner with the charity Blue Sky who has an excellent track record in turning around the lives of ex-offender through their supported employment programmes. Only 15% of Blue Sky workers have re-offended which is a quarter of the national average and 48% have moved into sustained employment once they leave Blue Sky. The statistics for Blue Sky employees within Veolia are even better with only 7% of offenders re-offending illustrated in the table below provided by John Chesters Commercial Director Blue Sky.

	Total Number	Percentage
Total Starters	219	
Total Leavers	202	
Job Outcomes	84	42%
Jobs with Veolia	25	13%
Training	69	35%
Re-offending	14	7%

The programme will also include provision for ex-military ex-offenders through a partnership project entitled the Victor Project with Blue Sky and the Royal British Legion Industries. All four Councils have signed the Armed Forces Community Covenant where employment is among the key priorities we hope this can be seen as contribution to this excellent initiative.

The Blue Sky employees will complete a standard position within the Veolia job types available at the depot location from which they are based working to our standard job descriptions. The Blue Sky employees are screened by Blue Sky through the interview and referral route and individuals who are deemed likely to cause disruption or be difficult to manage are not referred to us. Random pre-employment, drink and drug testing is completed by Blue Sky to ensure that employees who may work with machinery or on the highway are clear of any reliance on drink or drugs prior to employment. No individual listed on the sex offenders register is referred to Veolia.

Daily supervision of employees is completed by our Veolia supervisory staff. Blue Sky provide a HR, mentoring and back office support mechanism for the individuals to provide support if they are finding the transition to employment difficult or if they have an issue with housing, benefits or other non-work related issue which is distracting them from focussing on their new employment. Blue Sky additionally provides a training fund which their employees can apply for vocational training to help them move onto a longer term job. Blue Sky takes great pride in liaising between the contract management team and their employees to ensure that the process of reintegrating offenders into employment runs smoothly.

In order to make appropriate arrangements for payment of the Blue Sky employees they are retrained through our agency arrangement with DePoel.

Clement Charles's (who works on the Kingston contract) story is shown below.



## Clement Charles – Blue Sky

Until relatively recently Clement had been in and out of jail for almost 7 years. Now aged 44 he thought 'enough is enough' and when he was released in December he said to himself he would not be going back this time. He says:

"It was so tough on release but I was persistent about getting a job. For me, boredom equals crime so I needed to find a structured routine because I like being active".

Clement was referred to Blue Sky via the Work Programme shortly after release from prison. He was interviewed for a recycling position in Kingston and he passed with flying colours. He started work as a Recycling Loader within a Veolia team and has received glowing reports since Day 1. Apparently it is busy and such hard work that he's so tired by the end of the day that even if he wanted to cause trouble he wouldn't have the energy

To make himself more independent Clement saved part of his wages each week to save up for a car. He says that when he had enough to buy one he felt a real sense of achievement. Blue Sky has recently given Clement a £300 housing loan so that he's able to go home to some stable and safe housing at the end of the working day.

"This scheme has paid off for me and I hope that by staying out of trouble I can make sure that others can be helped too"



A letter of support from our partner organisation Blue Sky is provided in Appendix 4e.

## 7.4 Restart – Voluntary Work Placement Programme

Veolia will implement its Voluntary Work Placement Programme (called Veolia Restart Programme) run in conjunction with JobCentre Plus and Welfare to Work Partners. This Programme is targeted at long-term unemployed individuals, aged between 18 – 24 years who are NEETS. The approach is a tailored, on the job work experience programme which is endorsed by the Chartered Institute of Personnel and Development (CIPD).

The programme includes:

- Classroom induction and certified training
- Experience relevant to various roles (such as waste operative, recycling, administration)
- A dedicated manager/supervisor
- A dedicated mentor

 jobcentreplus

The Re-Start programme is split into 3 stages

Stage	Week	Activity	Outcome
Stage 1	1-4	Unpaid work experience at designated locations	Should the candidate be of the appropriate calibre, an 8-week fixed-term contract can be offered (Stage 2)
Stage 2	5-12	Potential offer of Fixed Term Contract for further 8 weeks with candidate now not reliant on public funds	If the candidate is still showing the standard of work and ability they did at Stage 1 then we will offer a Permanent contract
Stage 3	13	Offer of Employment	Permanent contract

The benefits are as follows:

- Certified training (for example IOSH 1 day certificate)
- Guaranteed interview for available Veolia roles on completion
- Opportunities for short/long term paid employment
- Positive work experience to provide enhancement to individuals CV.

Veolia will work in partnership with the following local colleges:

- Sutton College
- Carshalton College
- South Thames College
- Kingston College
- Croydon College
- John Ruskin College



The number of recruits will be flexible to meet the needs of the business and individuals

## 7.5 Business in the Community Employability Workshops

Veolia works closely with Business in the Community (BiTC) and was proud to be listed as one of the top 5 performers in their Corporate Responsibility Index 2014. We have also taken part in BiTC Business Class Programme; partnering with schools up and down the country to provide coaching, mentoring and work experience opportunities for students to increase their career prospects.

The scheme aims at providing career advice, CV and interview tips, techniques and guidance to 15 - 19 year-olds. Veolia has commenced a similar schools project with BiTC which aims to provide local youngsters with the skills to help them succeed in finding local employment, and in the workplace. Through the support of our Regional Managers and Veolia's HR and Resourcing team, Veolia visits local schools and colleges to help improve the employability of pupils. The sessions include the following:

- Introduction to the Veolia business and job types
- CV and application form workshops
- Interview and cover letter workshop
- Assessment Centre Style group exercise

At the end of the day, pupils are graded and given feedback on the 'job' they had chosen to apply for. We will ensure this programme is available to schools in South London.

## 7.6 Education Schools

The Communication and Engagement Team will work with local primary schools particularly those identified as in deprived areas. The team will use an internally developed set of resources called "Munch and the Funny Tummy" as part of their recycling awareness programme. Munch and the Funny Tummy is a storybook written by Veolia employees Patrick Guihen and Alessandro Kenningale.



Based in the fictional town of Greentown, the book is about Ricky and Rachel and their recycling truck called Munch. Together they make up the Greentown Recycling Team. The book teaches children about the importance of recycling and is aimed at Key Stage 1 (KS1 - 5-7 year olds). The authors, Patrick and Sandro work on the commercial collection contract at Westminster and were inspired to write the book after years of collecting recycling from local schools. Through the book we hope to empower children's natural curiosity about waste and champion the recyclers of tomorrow.

Veolia is proud to publish the book as an educational resource available to schools and sustainability education programmes. To underpin the lessons learnt in the book we have produced a supporting set of educational materials for KS1. The literature includes a lesson plan, in-class story sheet, a PowerPoint and waste cards for in-class discussion. We will provide up to 10 copies per school to cover KS1 classes. A target of 10 school talks per annum will be sought to be reviewed after initiation.

Veolia's Executive Director Robert Hunt is part of the national Speaks for Schools project which arranges for leaders in their field to deliver talks at secondary schools and that aimed at engaging and inspiring young audience members. Earlier this year Robert visited Westfield Academy in Somerset to speak to Year 10 students about the business world and offer advice and guidance about future careers. Robert has also been delivering talks to Universities and Colleges across the country.

*"It really made me think about how I portray myself on my CV. It's not just about my exam results, but also about my hobbies, my experiences, everything. Employers look at you as a whole person when they decide to give you a job, not just your academic achievements"*  
**Student from Westfield Academy**

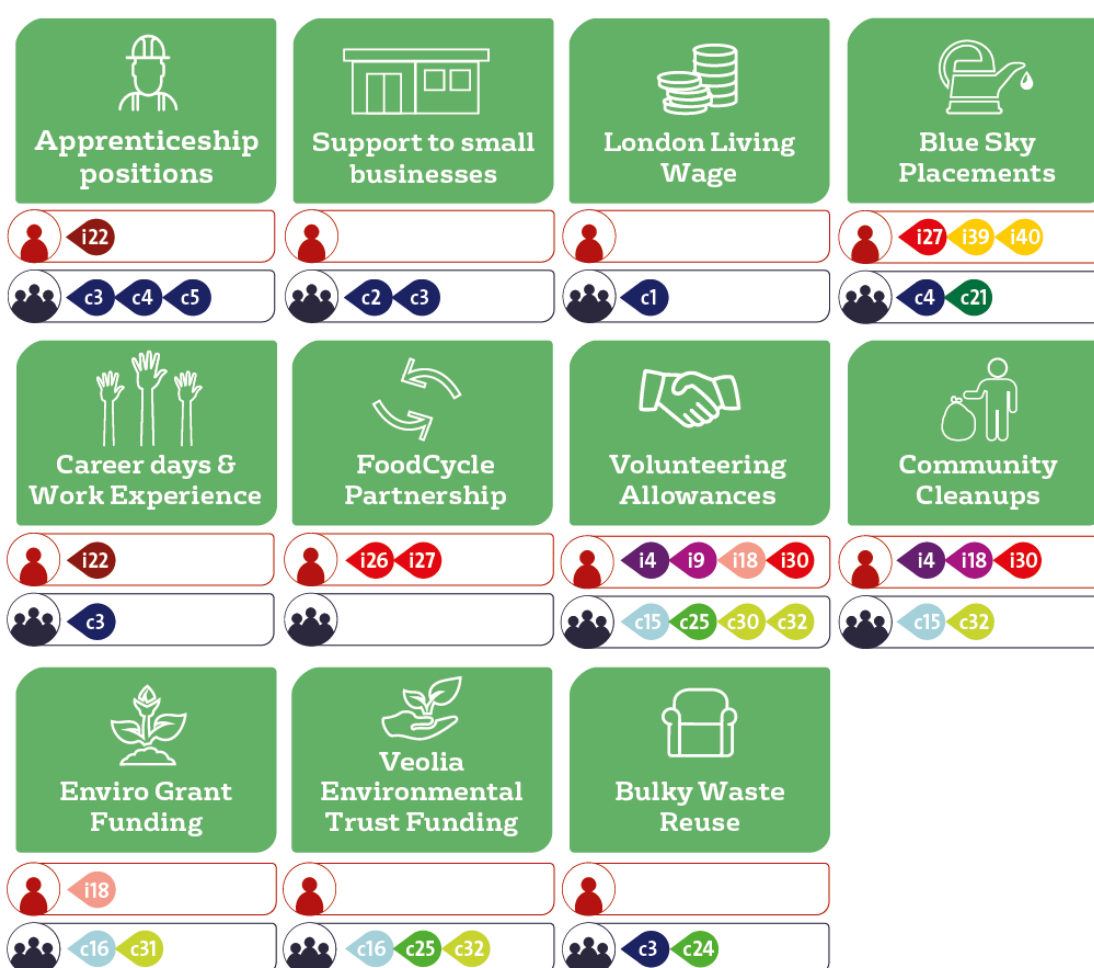


The team will arrange for similar talks at local secondary schools and colleges in South London to provide practical advice to local students on finding employment and working in the industry.

## 8. Promoting and Enhancing Social Value

*How the proposal promotes and enhances other social value. This should include the contribution towards the specific individual and community assets set out within the London Borough of Sutton's Developmental Assets chart (provided at A8 within Appendix C of the Lot 1 Specification).*

A Summary of Veolia's commitment to delivering social value demonstrating how our solution will align to the Sutton's Developmental Assets Chart is provided below.



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## 9. Added Value

Veolia will add value to the Contract by committing to and measuring the following social value commitments over the life of the Contract:

- Commit to 25 Apprenticeship training placements over the Contract Term
- Work with Blue Sky to provide work placements for ex-offenders
- Undertake the bulky collections in partnership with Kingston Community Furniture and the Kimpton Park Way re-use shop to maximise the reuse of bulky waste materials
- Provide over 300 day of staff volunteering days per annum
- Implement the Enviro Grant Scheme
- Support local communities through Veolia's Environmental Trust grants
- Support school programmes in the Partnership