



LITTLE BLUE RESEARCH CASE STUDY

# Scoping a social capital impact assessment

**Client:** Multinational consumer goods company

**Client size:** 150,000 employees

Little Blue Research supported a scoping assessment for a multinational consumer goods company, in collaboration with a strategy consultancy. A framework was developed to identify, measure and value the performance on the client's social commitments and to understand the business benefit generated from these commitments

**Service:** Strategy & risk

**Capital:** SOCIAL

**Assessment location:** Global

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# Case study details

## Client need

Little Blue Research (LBR) supported the scoping of a social capital impact assessment for a multinational consumer goods company in collaboration with a strategy consultancy. To assess the performance of the client's social commitments, technical support was required to establish baselines and goals for the commitments, to identify key indicators for measuring performance against these goals, and to understand the benefit and value of these social commitments to the client.

## The challenge

- Establishing appropriate baselines and goals for each social commitment and corresponding actions.
- Identifying key indicators for each social commitment and action.
- Linking indicators and social actions to key client business value drivers.
- Identifying key information and data gaps from client disclosures.
- Producing a detailed report of indicators and links to business value drivers for each social commitment.



## Outputs and results

- ✓ Suggested metrics and options for baseline measurement were provided for:
  - Supporting young people through work experience platforms and education
  - Supporting living wage commitments within the supply chain
  - Metrics focusing on diversity and equality, including representation within the workforce, advertising and as part of the supply chain.
- ✓ Summary document of key indicators for social commitments and performance and the links to key business value drivers for each social commitment.
- ✓ Detailed report of current gaps, proposed targets and baselines, indicators and links to business value drivers for each social commitment.

## What happened next

The client will use the outputs of the work to help measure their achievements across goals relating to: living wage commitments in the supply chain, diversity and inclusion targets and the supporting of small businesses.

This is the third project Little Blue Research have completed with the strategy consultancy.



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