

Social Value Management Certificate Case Study: Trees for Cities



Trees for Cities is the only UK charity working at a national and international scale to improve people's lives by planting trees in cities. Trees for Cities get stuck in with local communities to cultivate lasting change in their neighbourhoods – whether it's revitalising forgotten spaces, creating healthy, functional environments or getting people excited about growing and foraging for food.

Why have you decided to undertake the Social Value Certificate organisational pathway?

The Social Value Certificate provides a robust structure for Trees for Cities to continue its social impact journey. Social impact is complex as it needs to account for subjectivity among our wide range of stakeholders – the support that Social Value UK provides is extremely valuable to ensure that we remain on the right track.

How have you formalised your commitment for Level One of the Social Value Certificate? What practices or processes are you putting in place?

We have recruited an Impact Coordinator to lead the charity towards Level Two over the next 12 months. We have also secured commitment and support from our Board of Trustees.

Are there any other specific projects you are doing at the moment that are related to SROI/social value that we can mention? If so, please provide some brief information.

We have launched #GenerationTree campaign to engage people to plant more trees!

We have made a #iwill pledge to deepen our commitment to working with children and young people.

We are also working with Step up to Serve to launch a new pledge for the Year of Green Action in 2019 – watch this space!

What have you learnt so far in your commitment for Level One of the Social Value Certificate? Is there anything that you believe you will gain or find useful in the next steps you will take for Level 2 of the Social Value Certificate?

We have learnt that we can't make assumptions about the social value of our work. Our perceptions of where our social value lies may be very different from how our stakeholders receive the benefits.

Kate Sheldon, Development Director/Deputy Chief Executive stated: "We are thrilled to be the first environmental organisation to have achieved level 1 of the Social Value Certificate with Social Value UK. This is a wonderful endorsement of the powerful impact of planting trees and will help us continue to work to ensure happy, healthy cities for future generations."

For more information on Trees for Cities social value journey, please contact:

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