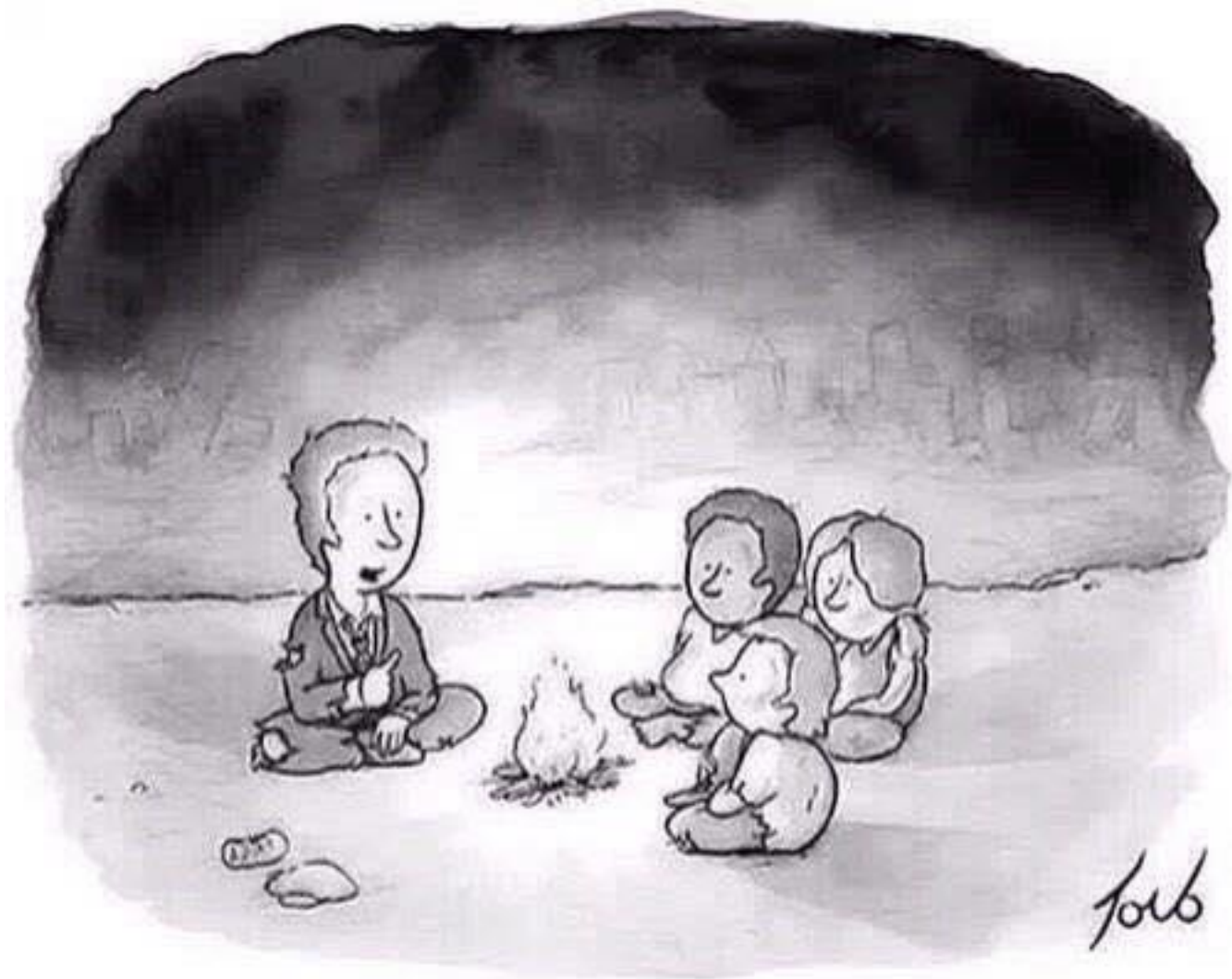


# The Social Contract

Communicating Better Outcomes for Society



*"Yes, the planet got destroyed. But for a beautiful moment in time we created a lot of value for shareholders."*









- 64% of consumers around the world now buy on belief
- Consumers **choose**, **switch**, **avoid** or **boycott** a brand based on where it stands on **political**, **social** or **environmental** issues they care about
- Almost as many consumers aged 35 to 54 buy on belief as 18 to 34 year olds
- 18 point increase among people aged 55 years and over

# What questions could business ask?

- What we can sell you today?
- Am I doing what is compliant?

## How about...

- Am I doing what is right?
- What does it take to be socially useful?

A new mantra for business...

- Maximisation of Shareholder Value



- Maximisation of Social Value





# What does business need?

- Empathy
- Collaboration
- Authenticity
- Vulnerability
- Courage

# Communicating a narrative

Traditional reporting	Good practice reporting	Future 'Sustainable Licence to Operate' narratives
Blame/defensive culture	Open culture	Collaborative culture
Detailed, in-put based – compliance focused	Strategic, includes behaviours	Integrated, outward looking – reflects stakeholder priorities
Silo based & company specific	Consistent metrics enable comparisons	Metrics show how deliver outcomes & cross-sector value

Building an evidence base that **demonstrates** delivery of public interest outcomes





# Thank-you

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