



Promoting performance

Why is this important?

As social consciousness of sustainability has grown, so too has the negative perception that construction is a wasteful, resource-intensive industry. That was perhaps correct 10+ years ago but as the digital revolution is embraced by those within construction it will continue to evolve and find efficiencies which will inherently minimise the industry's environmental footprint. The way in which an organisation addresses positive social, environmental and economic performance is also a fundamental criteria for the latest job seekers. In addition, the introduction of the Social Value Act has highlighted the benefits that development brings to the communities in which we work.

What should we be doing?

Sites should promote their economic, environmental and social performance externally to the community and the general public to highlight the benefits of local construction.



Suggested activities

Basic

- Promotion of corporate or project level charity work
- Sustainability and environmental 'myth buster' posters displayed
- Star-rated Considerate Constructors Scheme poster displayed
- Promotion of Considerate Constructors Scheme values (signed commitment board)
- Environmental policy clearly displayed
- Display of current sustainability performance (waste volume/tonnage/recycling rate)
- Display of company certification logos (e.g. ISO 14001/ISO 50001/Supply Chain Sustainability School, etc.)
- Advertise company achievements/awards/success/important milestones
- Promotion of site or company registration with the Scheme

Best practice

- Social value targets, assessment, actual performance and promotion
- Display case studies of environmental initiatives (also published on the Best Practice Hub)
- Promotion of initiatives through social media streams
- Promotion of carbon reduction and offsetting initiatives
- Display of current sustainability performance (water, carbon footprint, staff travel, local employment and training), and informative signage
- Display of sustainability/environmental targets
- Promotion of awards won (e.g. the BIG biodiversity challenge, ROSPA, CCS)
- CLOCS signage displayed and promoted
- Promote workforce improvement activities

Leading edge

- Media screens (current and benchmarked sustainability performance)
- EPC style (or other innovative communication) environmental KPIs
- Interactive touchscreen on the hoarding that promotes performance to the public
- List of upcoming open days/school visits/community engagement activities and events
- Display of current sustainability performance (local spend, responsibly sourced materials, biodiversity)
- Use and promote alternative energy sources
- Electric vehicle plug-in points
- Bike locking facilities on hoarding
- Use and promote rainwater harvesting hoarding
- Advertise company campaigns/create slogans/use of hashtags
- 'Shopping Window' style display to show what the project is doing about health, safety and environment

For more information, please visit the Scheme's Best Practice Hub and search for 'promoting performance'.