

CASE STUDY

DELIVERING SOCIAL VALUE THROUGH THE GLOBAL GOALS

PlanBeyond 2.0 is Jacobs' refreshed sustainable business strategy. Aligned with the company's purpose to create a more connected, sustainable world, PlanBeyond 2.0 is being fully integrated into Jacobs' business model and company strategy. Jacobs know it will be more successful if decisions are guided by positive impact as well as profitable growth. Jacobs therefore identified six core global Sustainable Development Objectives that are material to its business, where the company can have the most impact in creating a sustainable future for all.

Jacobs

About the company

Jacobs is a global technology-forward solutions provider that delivers a wide range of professional services including consulting, technical, scientific and project delivery. The company is solving the world's most critical problems for thriving cities, resilient environments, mission-critical outcomes, operational advancement, scientific discovery and cutting-edge manufacturing. Jacobs generates \$14b in revenue and employs approximately 55,000 people. This means it has both the reach and capacity to effect change at scale.

The issue

As part of [PlanBeyond 2.0](#), Jacobs created six sustainable business objectives aligned to the

United Nations' Sustainable Development Goals (SDGs) to deliver positive impact.

1	Advance the health, wellbeing and safety of society	
2	Deliver solutions for the global water and sanitation crisis	
3	Foster a culture of technology and innovation important to the advancement of society	
4	Create a fair and inclusive future for all	
5	Develop efficient and resilient solutions that deliver net environmental and societal gain	
6	Accelerate solutions that address the climate emergency	

These objectives define the company's aspirations for how both the organisation and individuals, can play a part in creating a sustainable future for all.



Jacobs recognised that the real test of its sustainable business strategy was to translate the aspirations of [PlanBeyond 2.0](#) into practical actions to achieve the six objectives which each align to a material UN SDG.

In this case study, we focus on Objective 4 **'Create a Fair and Inclusive Future for all'**. Building on the direction of Jacobs' global inclusion and diversity strategy and [Action Plan for Advancing Justice & Equality](#).

In addition, the company's eight [Employee Networks](#) aim to celebrate and develop Jacobs' diverse employee population, provide career enriching development opportunities for all levels of talent, and contribute to the communities in which employees live and work.

The examples below also demonstrate some of Jacobs' initiatives in operationalising inclusivity and reduction of inequality through partnerships and projects with its clients.

Case study: measuring social impact

Jacobs provides global end-to-end social value solutions for all markets across the project lifecycle – from planning, strategy, advisory, delivery, and measurement. And through its 50% ownership and partnership with Simerica-Jacobs, Jacobs offers globally renowned measurement services to enable clients to assess the true impact of its social value interventions.

Through the quantification and valuation of social value, Jacobs has enabled: Northern Powerhouse Rail to demonstrate its social impact of >£400,000 in air quality benefits for local communities; Edinbrugh City Centre to galvanise support for its ambitious transformation plans through the quantification of £420m in benefits to health and wellbeing, economic activity and safety; and for the Transpennine Route Upgrade in Northern England, Jacobs has shown the £674m social value benefits from reducing inequalities through opportunities for young

people living in deprived communities, facilitating the success of its business case.

These examples together illustrate the power of social value measurement in helping businesses do good. Jacobs' [Social Value Blueprint](#) helps its clients create social value and contribute to a more inclusive economy through this best-practice methodology.

Case study: Tideway

Jacobs was commissioned as programme manager by Tideway, the company building a new 'super sewer' for London to prevent the frequent pollution of the River Thames. This £4.2bn project is the largest ever project in the UK water sector. Jacobs used its expertise to support the development of Tideway's skills and employment strategy, with a brief to turn aspirations into a deliverable plan which encouraged equality and inclusion. This became a key pillar of Tideway's legacy plan, with an employment strategy and apprenticeship scheme that centred on promoting the local workforce, support and jobs for those previously workless, and supply chain diversification.

A key challenge for the project team was establishing the right culture with contractors and community stakeholders to get their buy in. Through strong relationships and social value culture change initiatives, Jacobs played a leading role in the delivery of a major infrastructure project centred around its goals of creating an inclusive future.

"YOUR PASSION FOR MAKING A DIFFERENCE AND THE DELIVERY HAS BEEN EXCELLENT...JACOBS HELPED TIDEWAY TO PROVIDE MANY YOUNG PEOPLE WITH SIGNIFICANT CAREER ENHANCING OPPORTUNITIES."

Roger Bailey, Tideway Chief Technical Officer

TIDEWAY IMPACTS AND OUTCOMES

- More than 4,000 sustainable jobs
- 26% local workforce
- 30% jobs for those previously workless
- 1 in 132 jobs given to people with convictions and a social value of £6.86 for every £1 spent
- 100+ apprentices (1 in every 43 workers)
- 50+ schools and educational establishments engaged in programme delivery
- Digital education programme reaching 8,000+ students per year

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