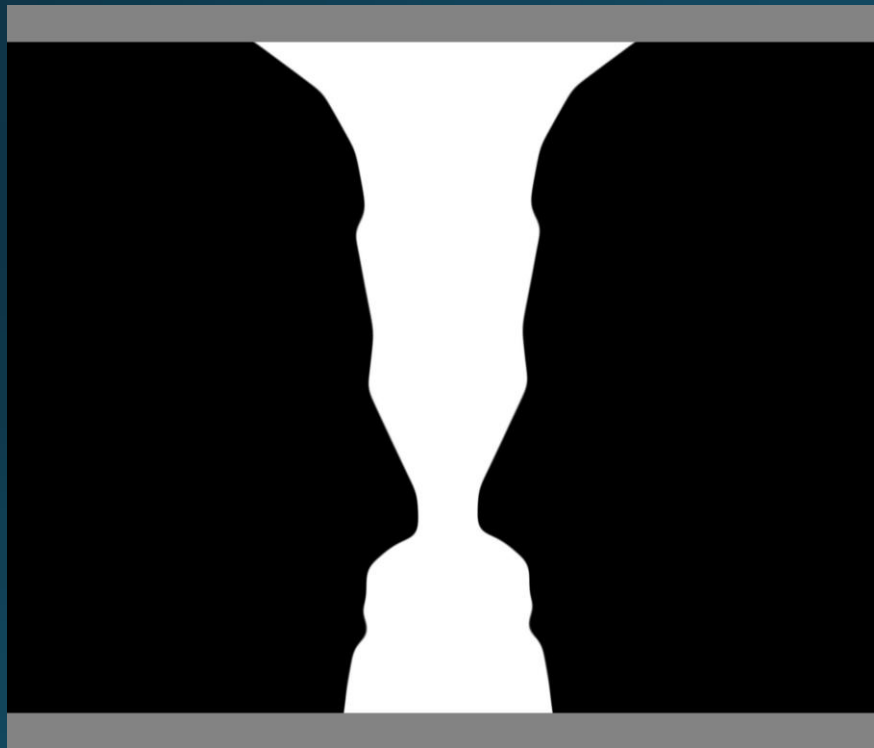


A photograph of two women walking away on a wooden boardwalk in a park-like setting. The boardwalk is made of weathered wooden planks and runs along a green metal railing on the left. The women are walking towards the right side of the frame. The woman on the left is wearing a light-colored, patterned jacket and dark pants. The woman on the right is wearing a dark blazer and dark pants. The background features lush green trees, a clear blue sky, and a paved area with a street lamp. The overall scene is bright and sunny.

SOCIAL IMPACT IN ECONOMIC DEVELOPMENT

PRESENTER: DANIEL STEVENSON - ECONOMIC DEVELOPMENT DIRECTOR - WESTBROOK, MAINE

“It’s all in how you look at things” –Norton Juster



PARADIGM

SHIFT



Why Shift Thinking?

- 2/3 of consumers will buy or boycott brands based on personal values.
- The younger workforce *especially*, are drawn to organizations and communities that demonstrate responsible social practices.





People



Planet



Profit

PEOPLE

Social variables dealing with community, education, equity, social resources, health, well-being, and quality of life

BEARABLE

EQUITABLE

SUSTAINABLE

PLANET

Environmental variables relating to natural resources, water & air quality, energy conservation & land use

PROFIT

Economic variables dealing with the bottom line & cash flow

VIABLE

Value:
Social welfare

Responsibility:
Ensure the fair distribution of wealth and opportunity along the line of value creation.

Sustainable results

Value:
Environmental stewardship

Responsibility:
Contribute to the continuing livability of the planet

Sustainable results

Value:
Economic growth & profit

Responsibility:
Achieve bottom line results ensuring the business's long term viability

Sustainable results

ED measurements through the lens of 3BL:

Social measures “People”	Environmental measures “Planet”	Economic measures “Profits”
<ul style="list-style-type: none">● Median household income● Unemployment rate● Crime per capita● Average life expectancy● Education levels●	<ul style="list-style-type: none">● Greenhouse gas emissions● Amount of waste generated● Use of post-consumer materials● Recycling protocols● Water and electricity consumption● Fossil fuel consumption● Waste management●	<ul style="list-style-type: none">● Average incomes● Underemployment costs● Employment distribution by sector● Revenue by sector●

Be deliberate

Be intentional

Be aware

Essential take-away....

Commitment

to view decision-making and problem-solving
through the lens of Triple Bottom Line and Social
Impact Values

Local decisions
determine how to
measure, what to
measure and who
decides the
indicators.

No universal template for measurement



1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

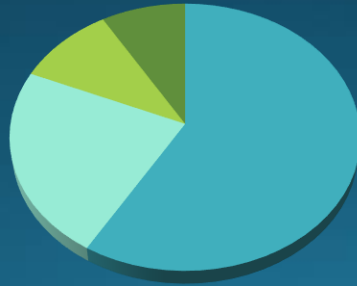


17 PARTNERSHIPS FOR THE GOALS



“If you can’t measure it,
you can’t improve it”

- Peter Drucker



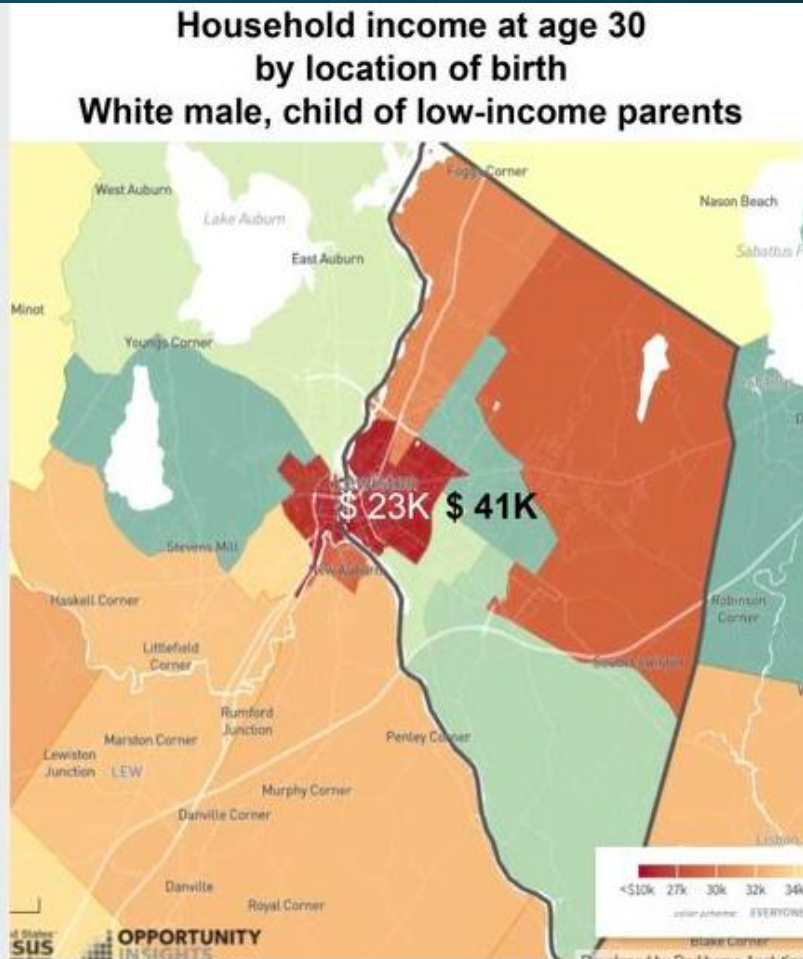
What Lies Beneath the Surface Geography as Economic Destiny

▶ Lewiston, ME

- ▶ For white male, child of low-income parents
- ▶ Household income at age 30 differs by factor of almost 2, depending on which tract in Lewiston you grew up in
- ▶ Same city, less than 1 mile apart.

▶ In Mobile, AL

- ▶ The relative gap is the same
- ▶ But the top is \$30k versus \$41k
- ▶ Why is this OK?



Goal: Climate change - Community

education initiative

Climate	25%	50%	75%	100%
Drive less				
Access to local produce				
Bring your own bag				
Unplug				
Recycle				
Zero-waste fashion				
Refill and reuse				
5-minute showers				
Meat-free meals				
Lights off				
???				

INDICATORS

Decent Work and Economic Growth	Does not meet	Almost meets	Meets	Exceeds	Notes
50% of workers use Triple Bottom Line as the primary focus for decision-making.					
50% of workers have access to healthcare.					
50% of workers mentor young people.					
50% of women earn the same pay for equal work as men in the same positions.					
50% of energy comes from sustainable sources.					
50% of devices/appliances are shut off at the end of each work day.					
50% of workers learn/study about business practices in other countries.					
50% of workers are provided professional development time to strategize triple bottom line in their practice.					
50% of \$\$ investments are in clean and resilient infrastructure.					
50% of workers refuse to accept discriminatory business practices.					
50% of workers walk, bike, carpool or use public transport to come and go from work.					
50% of workers know their rights in the workplace.					
50% of workers consciously reduce waste on the job					
50% of workers recycle on the job					

Goal: Sustainable Cities and Communities (UN Goal #11)

Target: Provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities (UN Target #11.7)

Municipal project: Westbrook River Walk planning process EXAMPLE	Date of first review: _____ Date of 2nd review: _____ Date of 3rd review: _____
--------------------------------------------------------------------------------	---------------------------------------------------------------------------------------

Sustainable Cities and Communities	Does not meet	Almost meets	Meets	Exceeds	Notes
Overhead lighting					<ul style="list-style-type: none"> Riverview Park 100% Bridge Street bridge 100% Post Office Park 0% Baseball fields 50% - lights only on when games are in process
Walkway lighting					<ul style="list-style-type: none"> Presently there is NO footpath lighting. Would we limit River walk hours to daylight only??
10 mph signage					<ul style="list-style-type: none"> City Public Services to have 3 signs made by May 2020 to post at: Two at Riverview Park, one at Route 302 bypass
Hearing impaired access at crosswalks					<ul style="list-style-type: none"> Bridge Street at Saccarappa Park 100%
Signage includes language, visuals and braille					<ul style="list-style-type: none"> Angela will create language for inclusivity. Planning Department will edit City Council will approve
Trail conditions - easy					<ul style="list-style-type: none"> Ranked "easy" as per Portland Trails/All Trails criteria
Trail surfaces - smooth, level, etc.					<ul style="list-style-type: none"> Smooth 75% - issues behind BofA building Level 100%
Trail accessibility - curb cuts, height variation, safety from autos/bicycles, etc.					<ul style="list-style-type: none">
Parking for disabled, elderly,					

Benefits



New opportunities
for market
differentiation



Optimized
workforce



Higher likelihood
of accessing
philanthropic and
government
dollars



Measurement
leads to
improvement

Resource Links

- [United Nations Sustainability Goals](#)
- [OECD landing page](#)
- [Better Life indices](#)
- [SMART goals: How to create](#)
- [Free assessment tool \(scroll down\)](#)
- [Video: strategy and measurement \(SoPact\)](#)
- [IRIS+/Giin](#)