

## Total Contribution Update - November 2013



Total contribution is an innovative approach to value the economic, social and environmental contribution that our business delivers to the UK.

Following the launch of our first total contribution report and our first integrated annual report and accounts in 2013, we have been engaging with other companies and organisations that have an interest in measuring the value of their contribution.

With the aim of discovering what others really thought about how we valued our total contribution we have been engaging with those in the industry who are interested in understanding broader value. Attendees at our round table events included experts from organisations such as Advancing Sustainability, the New Economic Foundation, Forum for the Future and TruCost, and companies such as Kingfisher, Interserve and Café Direct.

The discussions and debates have helped clarify the next phase in our development which is now underway. This includes:

- Using total contribution thinking to strategically deliver better business decisions - We have begun pilots to do this in different areas of our business.
- Improving data quality and modelling through a series of workshops – focusing on the negative as well as the positive.
- Moving closer towards in-house calculation wherever feasible and reducing our reliance on expert consultants so it becomes part of our general reporting process.
- Running projects in Windsor and Scotland to identify the value of our ecosystems.
- Exploring the counterfactual (what would have happened without us) by measuring what we do to catalyse and accelerate performance in others and identifying the value that this brings.
- Developing new indicators for social and biodiversity.

Momentum is building around value reporting as can be shown by the range of reports that are being produced, including:

[Hammerson's true value of shopping centres](#)

[British Land's socio-economic reports](#)

[Landmarc' Difference](#)

[London First' construction report](#)

[PwC's TIMM](#)

We still have a lot further to go to integrate Total Contribution thinking into the way we do business. We intend to provide regular updates on our progress. If you would like to offer your contribution to this approach please contact us at:

[TotalContribution@thecrownestate.co.uk](mailto:TotalContribution@thecrownestate.co.uk)

Or join the conversation on [Twitter](#) #Total Contribution.