Measure Up

Beyond Carbon

PRACTICAL ENVIRONMENTAL & WELLBEING VALUATION

10 Sept, 2025 12:00 PM

Agenda & housekeeping

Agenda

1. Our goal for today
2. Our wellbeing: Environment
3. What's new in MeasureUp
4. Beyond Carbon: methods that matter
5. Spotlight: new tools and resources within MeasureUp
6. Q&A + next steps

Housekeeping

- Recording will be emailed to all registrants
- Ask questions any time in chat – we'll pause twice for Q&A

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Measure Up

Our aims for today…

- Familiarise ways to value environmental impacts (not just carbon).
- Get practical with measuring and valuing environmental impacts in our own work.
- Learn about MeasureUp developments and where we're going next

Our wellbeing: Environment

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Social value is...

'impact on the wellbeing of the population'

SOCIAL VALUE INTERNATIONAL

"the worth or importance stakeholders place on changes (impacts) to their wellbeing."

"...the generation of personal and collective wellbeing over the short and long term"

bsi.

WELLBEING

Wellbeing is...

HM Treasury

Wellbeing is about how people feel [and] areas of our lives that [are] most important for personal, community and national wellbeing... **to go beyond the use of a single measure of performance (GDP).**

Office for National Statistics

Wellbeing is how we're doing as individuals, communities and as a nation, and how sustainable that is for the future.

what works wellbeing

It [includes] the environmental factors that affect us ... how we function in society, and the subjective experiences we have.

MeasureUp!

A measurement and valuation framework that provides a **credible, progressive alternative** for anyone who wants to take a **stakeholder focused approach** to their social value and impact practice.

1

Open and transparent

freely available to all and transparent in its valuation practice

2

Pragmatic and practical

making good quality valuation accessible, usable, and useful

3

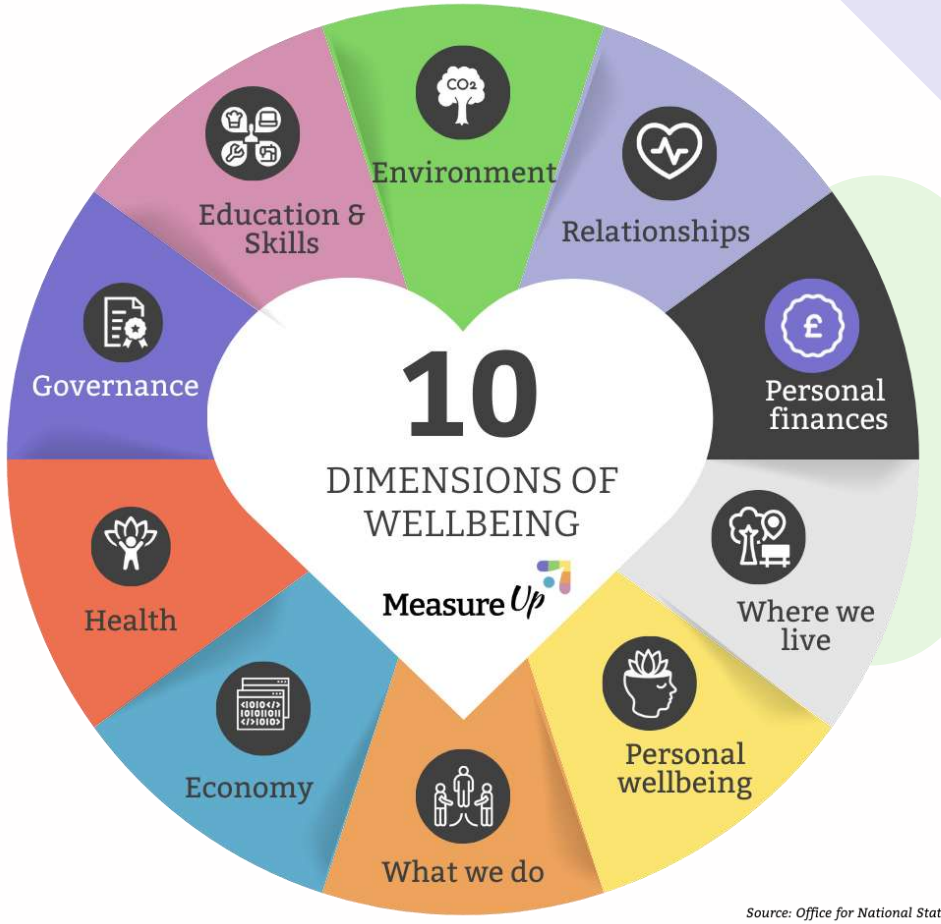
Sustainable and progressive

built in partnership with, and managed, by expert impact practitioners aiming to grow its value

The Values!

Activities

Outcomes



Source: Office for National Statistics

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Economic

Fiscal

Wellbeing

Environment

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Levels of measurement

Bronze

Proxies for planning and estimating

Silver

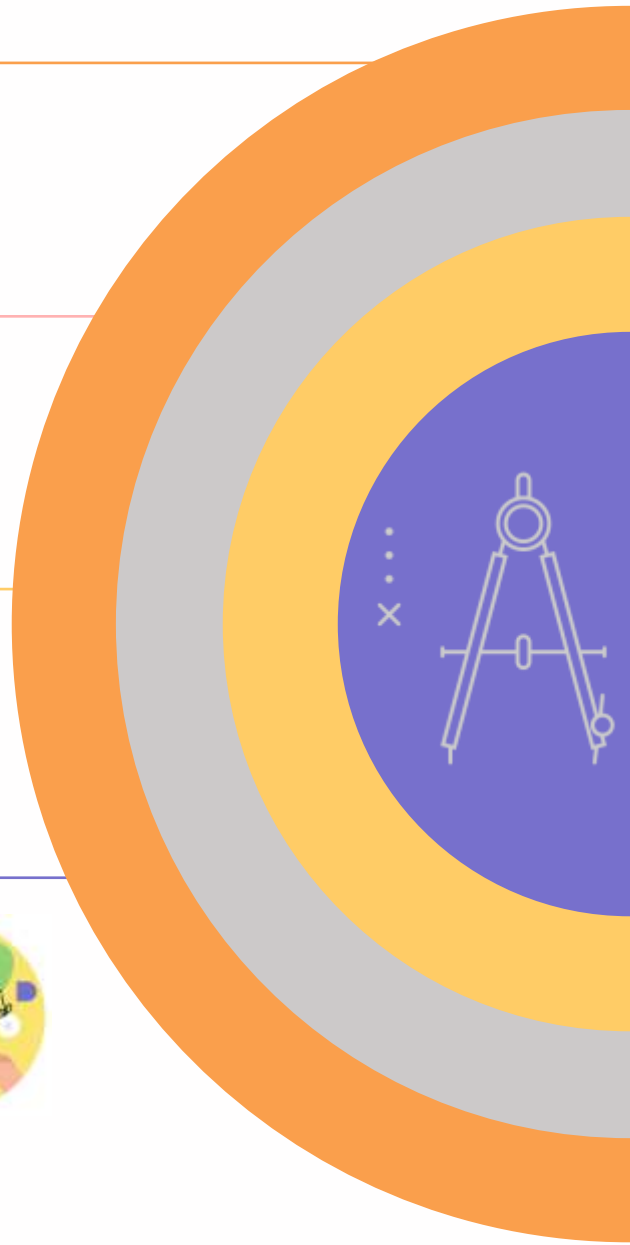
Differentials for gettir more specific

Gold

Surveys and measurement of actua results

Gold+

Ensuring the value is entirely attributable



Source: Office for National Statistics

The natural environment is relevant to people's quality of life because it makes human life and activity possible.

Measures in this topic area cover aspects of climate change, the UK's natural environment and natural capital, and the effects of human activity on the environment.

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Environment >> People >>Wellbeing

Table A4.2: Programme types and examples where there may be relevant wellbeing costs or benefits

Programme Type	Possible wellbeing costs	Possible wellbeing benefits
	Which aspects of a programme could have a negative impact on wellbeing?	*Which aspects of a programme could have a positive impact on wellbeing?*
Infrastructure including energy and transport	Community and social relationships (due to access), inequality of access to transport or other infrastructure, distribution of impacts, disruption impacts (caution should be applied to avoid double counting e.g. of noise and air quality).	Community and social relationships (due to access), reduced loneliness, activities / how people spend their time, local environment, and quality of living environment (fuel poverty).[126]
Land use, forestry and marine planning	Inequality of access, activities / how people spend their time, local environment.	Community and social relationships, activities / how people spend their time, local environment.
Urban planning and development	Community and social relationships, housing quality or availability, local environment, activities / how people spend their time, employment, commuting, inequality of access, loneliness.	As per possible wellbeing costs
Manufacturing and industry	Local environment, activities / how people spend their time.	Job quality, local environment, activities / how people spend their time.
Security	Community and social relationships including trust, how people spend their time.	As per possible wellbeing costs

So, what's happening in MeasureUp?

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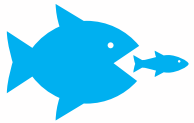
But first... what about you?

Q1) Which areas are you measuring today?

Choose as many as are appropriate:

- Carbon
- Waste
- Water
- Air quality
- Habitat / biodiversity
- None yet



Q2) Which areas are you valuing today?

Choose as many as are appropriate:

- Carbon
- Waste
- Water
- Air quality
- Habitat / biodiversity
- None yet

MeasureUp Environmental Values Progress

Our previous 'starter' set ...

Under review spring 2025

Development plan...

1. Cover all available environmental values based on the following resources:

   Defra's ENCA Databook
   DESNZ Conversion Factors
   Carbon Waste and Resources Metric

2. Align all values with Greenbook and GHG protocol guidance (and any other 'important' reporting requirements).

3. Clarify the guidance for measuring emissions and tracking change in emissions over time

4. Link values together where needed

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Measuring GHG Emission

Scope 1 (e.g.)

DONE

- Using Fuels
- Using Bioenergy
- Refrigerant & other

Scope 2

- Coming soon

COMING SOON

Scope 3 (e.g.)

DONE

- Business travel
- Material use
- Freighting goods
- Hotel stay

Waste Management

DONE

- Waste Diversion
- Recycling
- Energy from waste
- Anaerobic Digestion
- Composting

Habitat Conservation

COMING SOON

- Biodiversity
- Restoring eroded peatland

Pollution Control

COMING SOON

- Air pollution
- Water quality
- Soil erosion

But how do we measure and value these environmental factors….?

Beyond Carbon: Measures that Matter

Allan Little

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Before we start...

What's the cost?

Damage
– e.g. to value **air quality**

Abatement
– e.g. **carbon**

Wellbeing
– e.g. **outdoor recreation**

Baking the cake before we ice it

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Not all cakes need icing!

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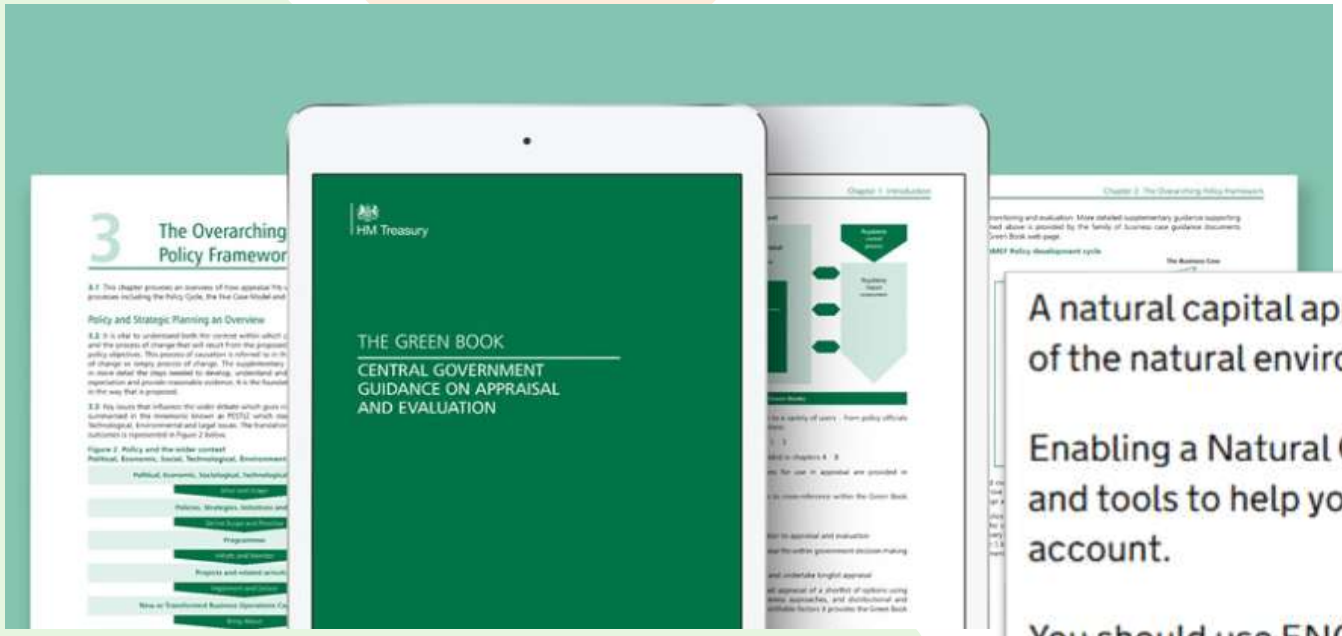
Getting started: the Green Book



A natural capital approach to policy and decision making considers the value of the natural environment for people and the economy.

Enabling a Natural Capital Approach (ENCA) resources are data, guidance and tools to help you understand natural capital and know how to take it into account.

You should use ENCA resources if you're a:

- government economist or analyst
- public sector organisation interested in understanding the scientific and economic evidence around the natural environment
- private practitioner, interested in natural capital evidence, tools and resources used in government

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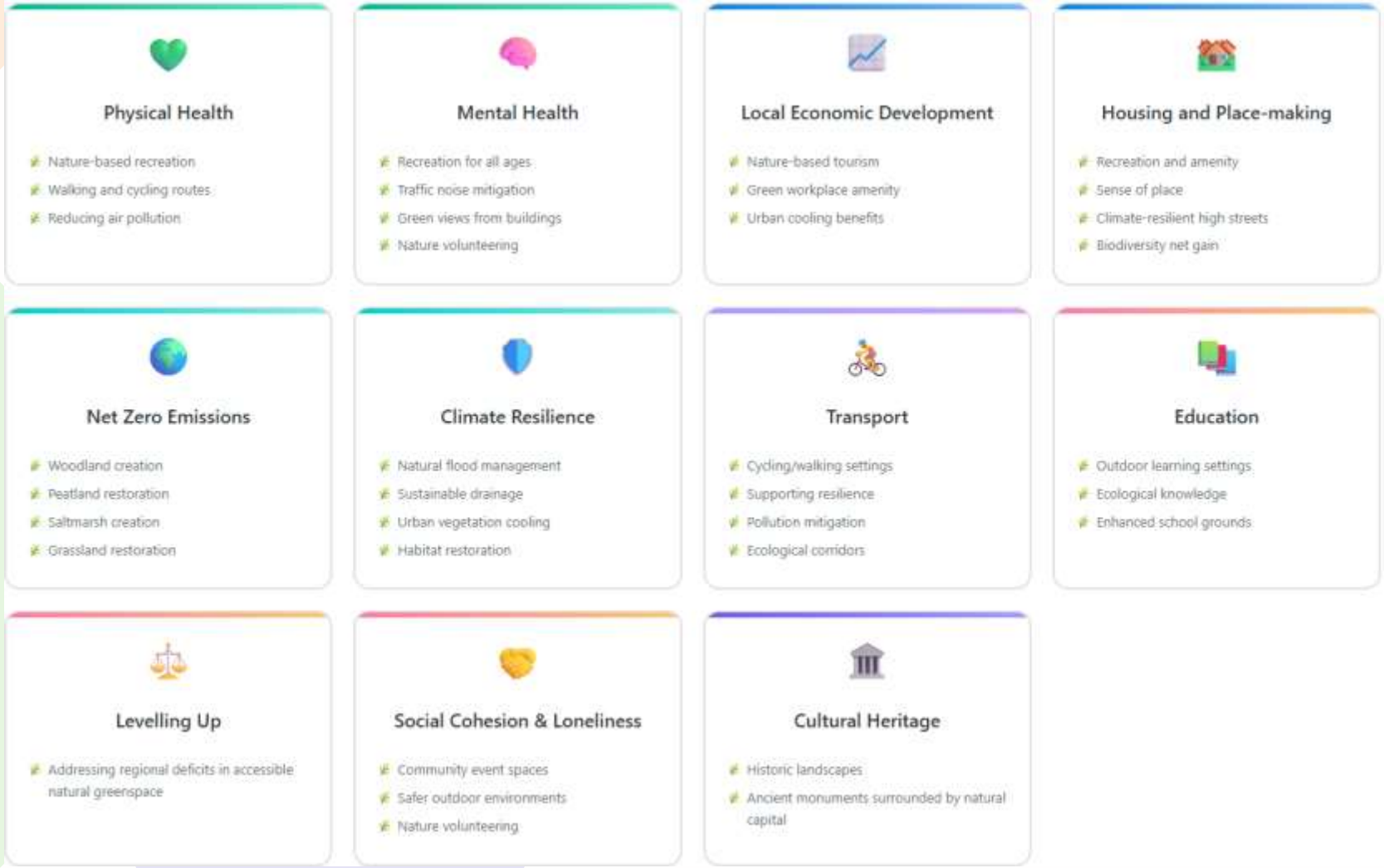
Could nature be part of your solution?



ACT Government | ACT Wellbeing Framework

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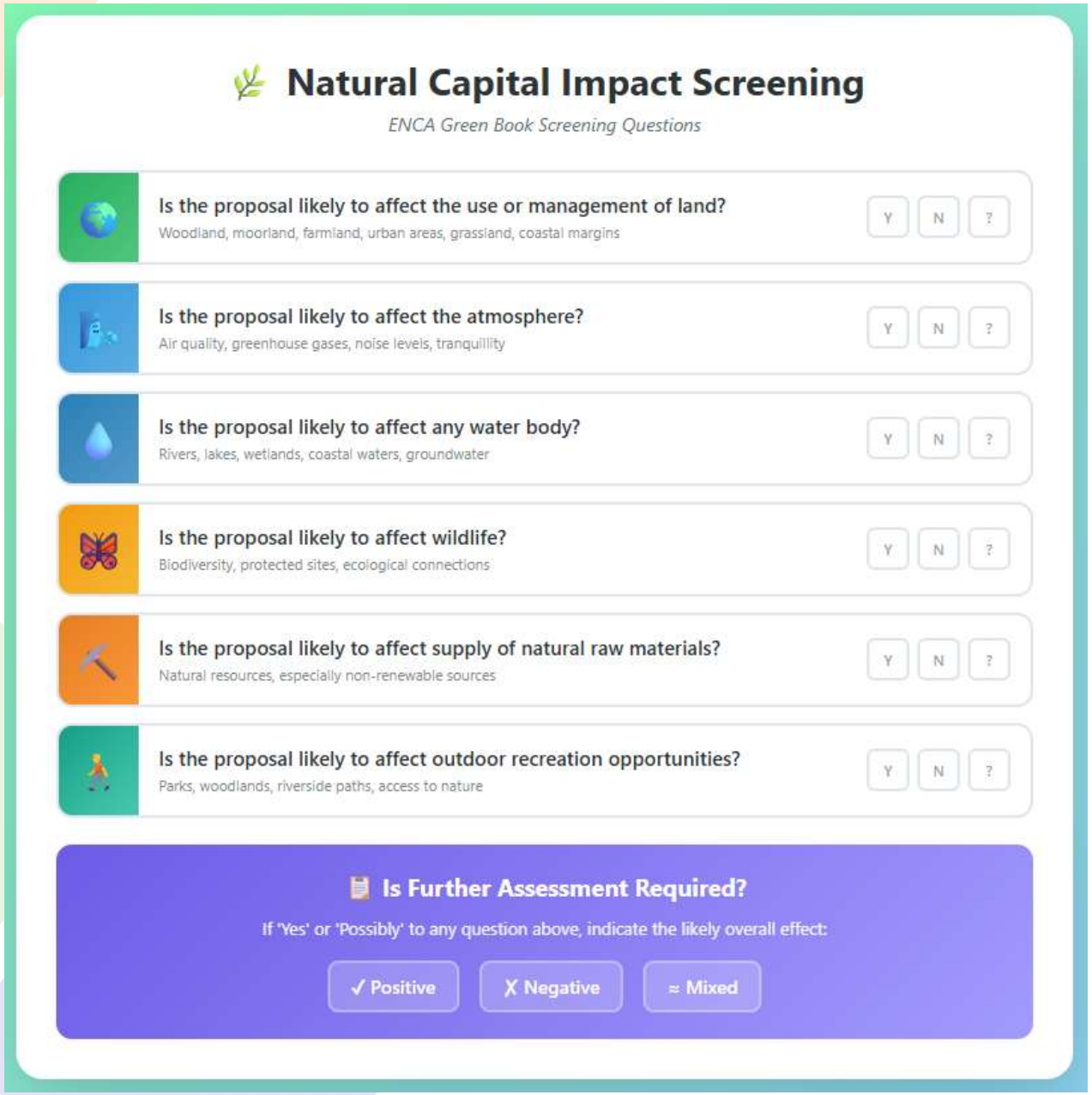
Screening



Natural Capital 4-Step Assessment Approach

ENCA Impact Pathway Framework

1 Understand Environmental Context

Identify relevant natural systems and establish baseline

- ✓ Describe proposed measure
- ✓ Identify scale & location
- ✓ Map affected broad habitats
- ✓ Establish environmental baseline

2 Assess Natural Asset Effects

Analyse physical and biological changes

- ✓ Identify affected assets (land, water, air)
- ✓ Assess spatial scale of effects
- ✓ Determine risks vs opportunities
- ✓ Consider timeframe of impacts

3 Value Welfare Implications

Quantify and monetise societal benefits

- ✓ Identify who is affected
- ✓ Quantify service changes
- ✓ Apply valuation methods
- ✓ Consider geographic specificity

4 Manage Uncertainties

Optimise outcomes and manage risks

- ✓ Identify critical factors
- ✓ Cost and manage risks
- ✓ Plan monitoring approach
- ✓ Design mitigation measures

Key Principle

Each step should be properly considered with relevant ENCA evidence consulted.
Assessment detail should be proportionate to the scope, significance and materiality of potential impacts.

Beyond carbon: Green Book values

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Value	Description	Low	Central	High	Unit
Air pollution (NOx)	National average damage cost values	£797	£8,330	£31,584	per tonne of pollutant
Air pollution (PM2.5)	National average damage cost values	£20,728	£95,761	£296,565	per tonne of pollutant
Air pollutant removal by vegetation	Welfare/health benefit of reduced air pollution from vegetation	£20		£1,089	per hectare (various land covers)
Noise	Marginal change in road noise levels	£15		£266	per 1 decibel change
Noise reduction by vegetation	Average road noise damage costs avoided for households benefiting from noise mitigation by urban woodland		£112		per household
Nature based recreation	Welfare value of outdoor recreation sites	£56		£140,478	per hectare (various land covers)
Physical health benefits from nature	Indicative health savings/benefits from every physically active visit to greenspace	£4		£17	per marginal physically active visit to greenspace
Local amenity	Average additional value per property within 100m - 500m of accessible green or blue space	£1,799	£3,599	£11,081	per property (capital value)
Visual amenity	Average price premium for a property with a view over green or blue space		£7,212		per property
Loss of amenity	Welfare cost from significant litter accumulation in residential areas	£23		£89	per household
Water availability	Industry average present value lifetime social cost of providing water supply				mega litre per day
Water quality	Improvement in water quality status	£25,740	£29,718	£34,515	per km
Flood damage	Typical damage per property from a flood event	£9,360		£52,650	per property (flooding at different water depths)
Flood regulation (woodland)	Avoided water storage costs from woodland water storage in flood catchments	£113		£283	per hectare (woodland)
Nature based carbon reduction (peatland)	Carbon reduction value of restoring eroded peatland	£581		£6,197	per hectare (peatland)
Soil erosion	Average indicative cost of soil erosion (production, water quality, flood risk)	£152		£247	per hectare of average erosion
GHG values	Target consistent marginal abatement cost	£160	£319	£480	per tonne CO2e

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How to value carbon

"A four-step process is needed to carry out the appraisal of the impacts of a scheme on GHGs" (Dept for Transport, TAG Unit A3)

1. **Scope** – Whole Life Carbon Assessment (**Capital**, **operating**, and **user** carbon). Proportionate.
2. **Quantify** - energy and other material effects, e.g. tonnes of concrete
3. **Convert** - tonnes of carbon equivalent emissions (tCO2e)
4. **Value** - using DESNZ carbon series

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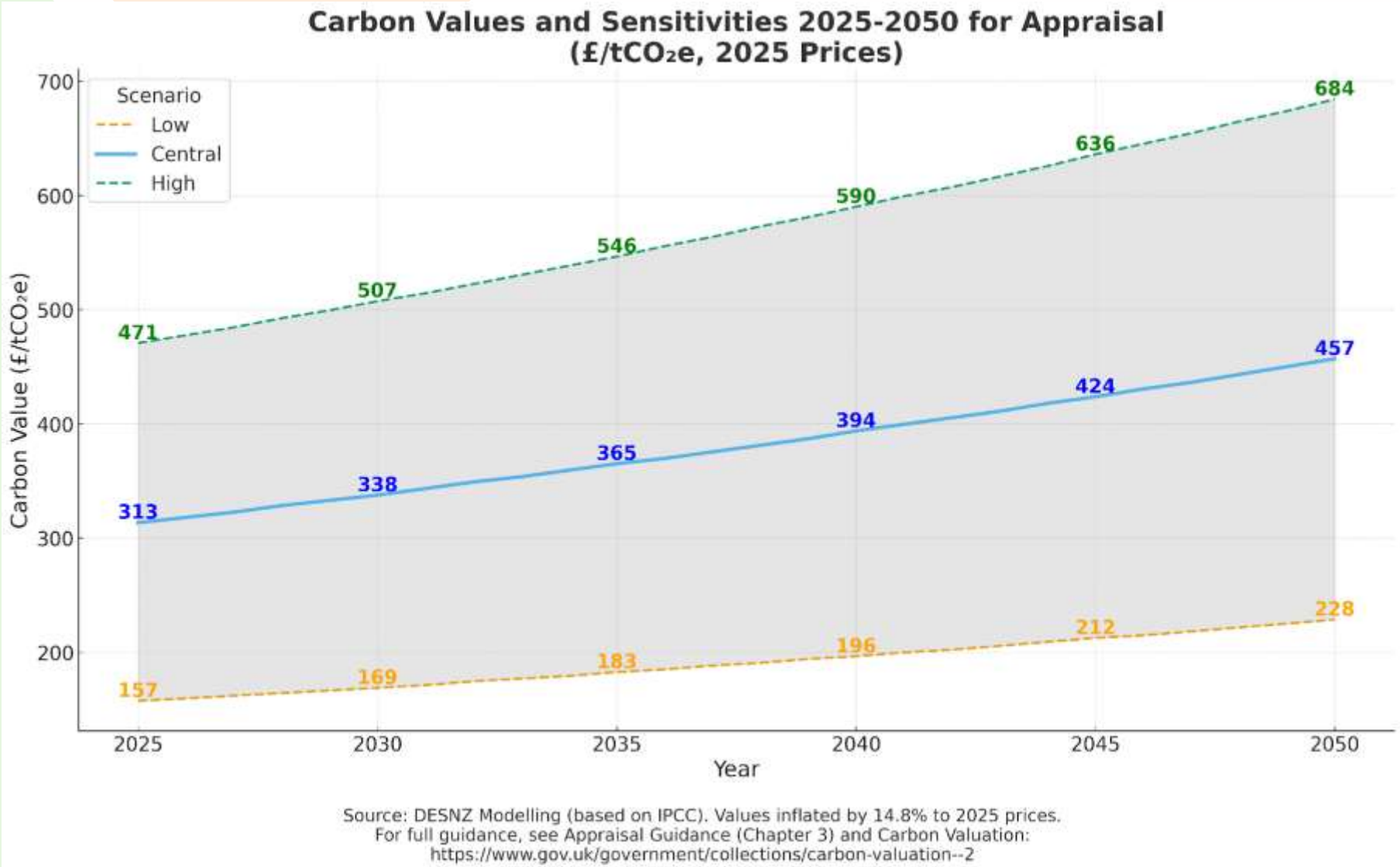
Carbon values



Source: DESNZ Modelling (based on IPCC). Values inflated by 14.8% to 2025 prices.
For full guidance, see Appraisal Guidance (Chapter 3) and Carbon Valuation:
https://www.gov.uk/government/collections/carbon-valuation--2

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How NOT to value carbon

UK Emissions Trading Scheme:

Permit cost (~£50) inappropriate as carbon value

Used to adjust value of traded emissions
(e.g. £313 – £50 = £263)

Takeways

- Bake the cake before you ice it
- Everyone could / should…
  - Ask whether nature can be part of the solution
  - Use the screening tool
- Monetisation not always important
- It's most useful when it might change a decision
- Avoid cherry picking – most env valuation is to estimate **costs**
- Check for overlaps – risks of 'double counting'
- Record sources, factors, and discounting choices

So, what does this look like in MeasureUp?

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Scope 3 ‘new’ Greenhouse Gas Emissions

Master Value: EN1 Measuring Greenhouse Gas (GHG) Emissions

Scope 3 values published in July:

- Business travel: travelling for work (by air)
- Business travel: travelling for work (by land)
- Business travel: travelling for work (by sea)
- Commuting to/from work or Homeworking
- Transmission and distribution
- Water supply and treatment
- Material use
- Waste disposal
- Freighting goods
- Hotel stay

‘New new’ Greenhouse Gas Emissions – Scope 1

Scope 1 Emissions:

- EN1.1.1 Using Fuels
- EN1.1.2 Using Bioenergy
- EN1.1.3 Refrigerant & other
- EN1.1.4 Running Company Passenger Vehicles

Remember that the monetised value represents a cost or disbenefit!

Example:

The monetised value of CO2 emissions from passenger vehicle for **Average sized Petrol Car is £0.041 per km.**

Company L reports approximate travel distances for average sized Petrol Car as **20,000 km.**

Total Monetised value of passenger vehicles for this organisation is **20,000*£0.041 = £820 over a year.**

‘New’ Waste Management

- EN2.1 Waste diversion from landfill
- EN2.2 Anaerobic Digestion
- EN2.3 Composting
- EN2.4 Energy from Waste
- EN2.5 Recycling

This value is not a “footprint”!

Example

The monetised environmental value of carbon savings **per tonne of waste diverted by recycling is £166.**

Assume as an organisation you diverted 100 tonne of waste by recycling. If you don’t know material of the waste, you can approximately calculate monetised value of the recycling as

100tonne* £166 = £16,600

This value represents carbon savings from recycling.

Coming next...

GHG Emissions - Scope 2 values

Pollution

- Air pollution
- Water quality
- Soil Erosion

Habitat Conservation

- Biodiversity - protection of areas, and increasing
- Restoring eroded peatland

We need help with...positive environmental actions!

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Key Takeaways

"Bake the cake, then (decide whether to) ice it": scope impacts first, then select measurement methods, whether and how to value.

Be informed by your audience – who are you reporting to?

Be proportionate; it's fine not to monetise everything.

Beyond carbon, how are you impacting on the environment?

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Beyond the Scorecard

WINNING SOCIAL VALUE BIDS WITH MEASUREUP

25 Sept, 2025 1:00 PM

Where to next?

More values coming soon

- Next Environmental values
- Traineeship
- Children's wellbeing
- Homelessness

MeasureUp estimator

- Easier to estimate your value
- In Impact Reporting's software

Framework Adoption

- Local Authority case studies
- SME support
- Improved measurement options

Sponsor a Value

- Build MeasureUp with us!
- Check out the Ideal Value Set for what is coming

Most importantly...

have a go

Measure Up

01

Available for free

Measure Up is the first free and open platform that allows anyone to select social value activities that actually matter to them

02

Stakeholder focussed

Engage with your stakeholders to understand their needs, and to evidence change

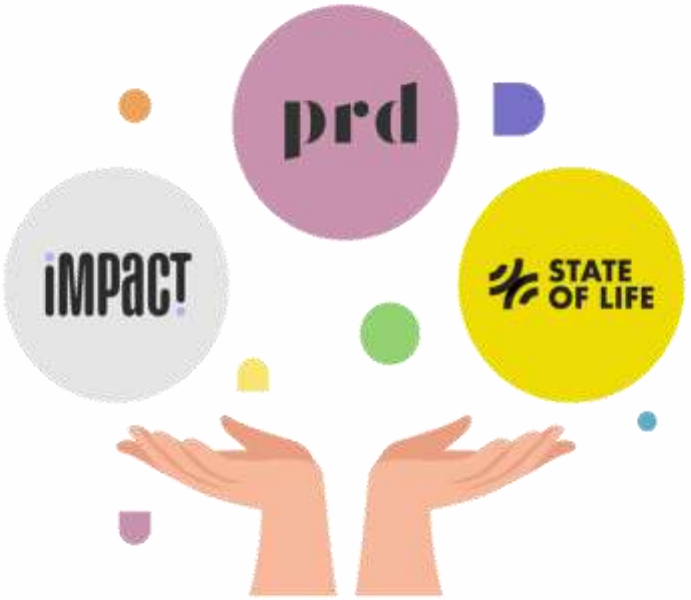
03

Spotlight the underrepresented

MeasureUp focuses on wellbeing, including economic, governance, and environmental factors that impact us all

Need extra help?

Strategic planning and place-based support	• PRD
Data management and social value software	• Impact Reporting
Valuation research/stakeholder engagement	• State of Life
Sponsor a value	• Email: hello@measure-up.org



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Thank You & Questions