

# About Us

## AIMS

Seratio provides a modular capacity development ladder that together defines what 'good' looks like at each level, and how value transfers between each stakeholder. It does this through a series of fast value metrics by using a consistent and uniform objective natural tool called the Social Earnings Ratio.

## STRUCTURE

CCEG is a not-for-profit academic institution.

Seratio is a SaaS platform trading partner.

## HISTORY

- |      |  |
|------|--|
| 2011 | S/E created in by Professor Olinga Ta'eed                            |
| 2012 | Tested S/E at University of Northampton                              |
| 2013 | Scaled it through unique international wiki-university collaboration |
| 2014 | SaaS Automation  |
| 2015 | Commercial Launch  |

# Social Earnings Ratio

The Social Earnings Ratio (S/E) is a currency for non-financial values. It is a disruptive metric which is based on international GAP (General Accounting Principles) converting sentiment into financial value.

$$\text{Total Value} = \text{Financial Value (p/e)} + \text{Social/Intangible Value (s/e)}$$

The Social Earnings Ratio (s/e) is the corollary to the Price Earnings Ratio (p/e), the single number index of financial value which is accepted on all stock markets in the world.

## THEORETICAL FRAMEWORK

To measure and understand linkages between Good Thoughts, good Citizen, good Family, good Community, good Organisations, good Region, good Nation, good World.



Mind Citizen Family

the most rapidly adopted social impact analysis metric in the world

[Vatican Press, 2015]

The ability to measure value objectively, consistently and fast (eg. organisational value in 10 secs, personal value in 60 secs), Seratio has analysed and benchmarked:

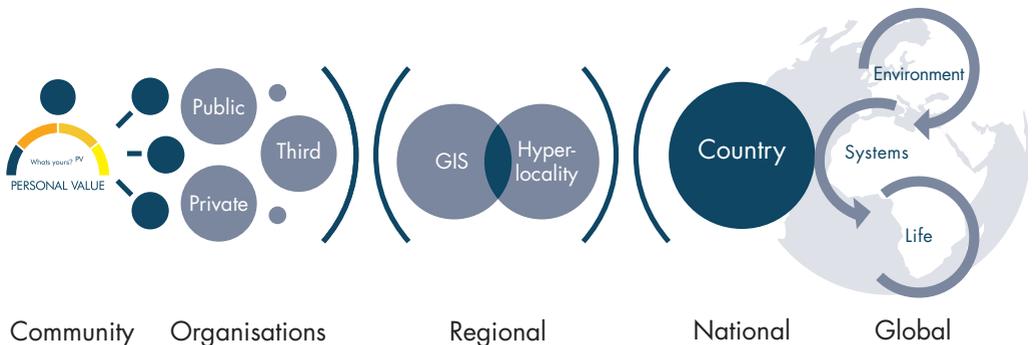
Organisations worth  
**£2,771bn**  
 Responsible for  
**7,616,000** employees  
 Reported on  
**£4.06bn** of CSR spend  
 Measured  
**£17.73bn** of social value  
 Tracked  
**£13.68bn**  
 of created social value

This has led The Vatican Press to describe our work as: “the God metric ... the most rapidly adopted social impact analysis metric in the world”<sup>1</sup> and speeches to politicians, billionaires, world banks, at The House of Lords and at The Vatican.

Seratio has expanded its offering upstream from measuring social value of Organisations to Regional mapping, Nation mapping and Global levels ... and downstream to Community Value, Personal Value and the value of our Thoughts. This linkage is very powerful – how one influences the other.

Prodigy Metrics examples:

- Organisational Value
- Personal Value
- Freedom Value
- Health & Wellbeing
- Value of Arts
- Impact Investment
- Happy Cities
- Animal Welfare
- Consumer Index
- Hyperlocality



# SERATIO

- SaaS Platform: provision of rapid volume analysis and benchmarking
- Consultancy: commissioned projects that stand on their own
- Advisory: formal and informal guidance on best practice
- Licensing: representing us on a geographic territory, or sector specific basis.
- Education: capacity development online platforms and course content

## PUBLIC SECTOR:

Seratio enables Public Sector organisations to meet their obligations under the Public Services (Social Value) Act 2012 (SVA) and also to unlock the hundreds of millions of pounds of social value which they could be adding to their local communities just by using their procurement power.

Seratio helps Public Sector organisations give companies and social enterprises the incentive they need to provide local social value, not just once but in an ongoing competitive race to outdo each other. It facilitates a race-to-the-top in the provision of public services, rather than a race-to-the-bottom. In Seratio, Public Sector organisations now have a partner with a tool and methodology that accurately measures whether they are achieving their aim of social value equal to 10-20% of a contract's value, for every tender.

Seratio detailed engagement with customers allows them to set criteria effectively and safely for social value in their tenders, and have bidders' performance against these criteria assessed and monitored. It is this objective measurement, made possible by a robust and scalable social value metric that unlocks the potential of the SVA.

Seratio's expertise and assistance creates a system whereby:

- Targets of achieving Social Value equal to 10-20% of the value of the contract are within reach.
- The organisation can set general social value criteria and/or set specific criteria for particular tenders, with our guidance on how to comply with EU procurement rules
- Criteria that specify the local social value added can be set allowing the organisations to legitimately give local firms a chance to do better than bigger (inter)national firms.

- A powerful 3-step engagement process to develop strategic social value goals is executed to optimise and target the specific areas of social value creation that organisations most need or feel they most need. This helps them move beyond the sole use of apprenticeships to demonstrate a social value and involves engaging with all stakeholders – voluntary organisations as well as suppliers - to establish a joined-up approach to delivering social value into the community.
- Seratio provides the social value sections for ITTs and PQQs
- Bidders submit information on their 'social value add' as part of their bid. This information is independently verified and assessed against the organisation's criteria for the particular contract.
- Seratio not only assesses the bids but also monitors the performance of the winning bidder for the life of the contract, including feedback from those actually receiving the benefit of the social value service.

£3bn + Social value management

In 9 months, Seratio has been commissioned to provide the social value management of over UK£3 billion of public procurement in the UK, putting us as the leading provider by far.

(September 2015)

# ORGANISATIONAL VALUE:

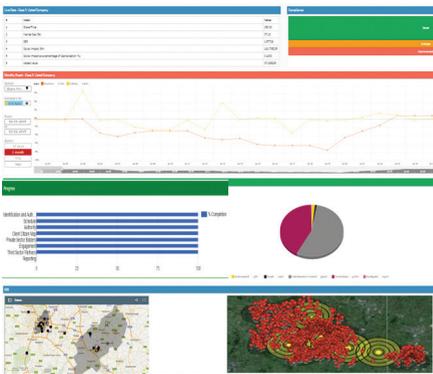
Seratio provides a Social Value Map and real-time live Dashboard to articulate the organisation's value externally, internally and with all stakeholders. We do this regularly for private, public and third/NGO/civil sectors, large and small. The analysis translates the organisation's intangible outcomes into financial numbers to compare *pari passu* against traditional financial performance figures. We also report on value created between stakeholders and answer key questions previously unanswerable.

## MULTI-STAKEHOLDER CITIZENSHIP

- **Shareholders:** value contribution to the capitalization (net worth) of the organisation allowing more efficient use of non-financial resources to achieve greater financial value
- **Transparency in Supply Chain:** value created in suppliers internationally and ensuring compliance with Modern Slavery Act 2015 which works just like the Bribery Act in terms of fiducial duty.
- **Stakeholders:** value of the organisation's engagement with customers, community, environment and government which increasingly drive perception and financial sentiment eg. share price
- **Risk Avoidance:** provision of metrics such as tax avoidance and pay disparity to mitigate management PR risk into a positive feature of company performance

## VALUE OF NETWORKS

- **Human Resource:** Evaluation of the value of the staff individually, internal team performance and external engagement in society
- **Power of networks:** including social media networks to create value, peer to peer networks curated by company, formal and informal networks – all articulated in hard financial currency
- **Regional Value:** The organisation's outreach and influence into the geographic area where they operate to allow leverage in local engagement issues and to demonstrate leadership in the region.
- **Benchmarking:** we will benchmark all figures against our UK£ 2.7 trillion of value we have measured since 2011 within your sector, outside the sector and against specific competitors



Dashboard

## ACADEMIC

- Supported by 92+ universities
- Conferences in London, Prague, Istanbul
- Social Value & Intangibles Review
- 30,000 subscribers
- 3500 heads of CSR of world largest corporations
- International research cohort to PhD and DBA levels
- Massive Open Online Courses (MOOC) [www.seratio.org](http://www.seratio.org)

# PERSONAL VALUE

Using S/E, Seratio now measures the PV of individuals. This worth is not only his/her financial value, but also a reflection of 'other' non-financial values – what we DO for society and the value in our networks.

We all know how companies strive to get financial value from our behaviours and sentiments – be that insurance, consumer companies, or even dating sites. The fact that PV can now be measured has triggered a massive interest from high profile leaders and visionaries including the Nobel Prize winner Desmond Tutu and the Tutu Foundation, The UN and celebrities who want to articulate their value to their audience. You have power, when you are able to be aware of, measure and even quantify your own value.

## WHAT'S YOUR PV?



Measure your impact on the world.

## PARTNERS



## FOLLOW US ON SOCIAL MEDIA



[facebook.com/TheCCEG](https://facebook.com/TheCCEG)



[@theseratio](https://www.instagram.com/theseratio)



[theseratio.tumblr.com](https://theseratio.tumblr.com)



[@thecccg](https://twitter.com/thecccg)  
[@theseratio](https://twitter.com/theseratio)



[CcegOrgUk](https://www.google.com/+CcegOrgUk)



[thecccg.blogspot.co.uk](https://thecccg.blogspot.co.uk)



[Centre for Citizenship  
Enterprise and Governance](https://www.linkedin.com/company/centre-for-citizenship-enterprise-and-governance)



[TheCCEG](https://www.youtube.com/TheCCEG)

[www.seratio.com](http://www.seratio.com) [www.cceg.org.uk](http://www.cceg.org.uk)

# Seratio™ World Leader In Measurement of Value.

Measuring the movement  
of Non-Financial and  
Intangible Value.

Social Impact Analysis curated by  
Centre for Citizenship, Enterprise and Governance

 **Centre for Citizenship  
Enterprise and Governance**

