



Social value statement

Date: May 2025

Background

Social value is integral to our business – it shapes our decisions, guides our actions, and enables us to deliver a wider impact, beyond our core services. Behavioural Insights Limited ("BIT") was founded in 2010 as the world's first government team dedicated to the application of behavioural insights to deliver a positive impact for communities, clients, and employees. We work with a wide range of government departments and organisations worldwide to deliver high-quality, high-impact solutions that improve economic, social, and environmental outcomes and implement our solutions as widely as possible.

BIT is a social purpose company 100% owned by Nesta. Nesta is a registered charity with overarching, publicly stated charitable objects at its core. It designs, tests and scales new solutions to society's biggest problems, changing millions of lives for the better. Together with Nesta, BIT shares a commitment to be world leaders in driving innovation for social good. Our social value statement outlines our dedication and commitment to using our skills, resources, and influence to drive positive change; and incorporates guidance from the UK Government's [Procurement Policy Note 002](#).

The social value activities we deliver as part of our projects are developed in collaboration with our clients, ensuring they align with the nature of the contract so we can maximise value for both our clients and the community. For each activity, we establish measurable goals and targets with our clients to reinforce transparency and accountability.

Responsible procurement processes

We manage our resources responsibly. We always procure goods and services after conducting due diligence on potential suppliers and contractors. We conduct our operations in an honest and ethical manner and seek to source services from organisations with a similar approach. We are committed to continuing to improve transparency, integrity, and accountability to ensure fair and responsible business practices.

Providing added value to the community

We routinely host pro-bono talks and presentations. Our team has delivered thousands of hours of free talks and curriculum and training support to schools, universities, charities, and our clients. We will continue to provide these learning opportunities in areas that can bring the most societal benefits.

We strive to add as much value as we can to the communities we work in. To support this, we actively encourage our colleagues to engage in volunteering activities and share their experiences with peers, fostering a culture of social good and strengthening connections with the local community.

Environmental stewardship

We are committed to fighting climate change, including working towards net zero. We are conscious of having a net-positive impact on the environment – not just by minimising our negative impacts, but by maximising our positive impacts through policy, public engagement, and the activities of our clients. We demonstrate our commitment to sustainability by publishing our annual carbon reduction plans and partnering with an independent organisation for enhanced reporting.

Diversity and inclusion

Equity, diversity, and inclusion (EDI) is important to us, promoting inclusion both internally and externally. Our comprehensive EDI strategy focuses on closing pay gaps, increasing employee diversity, and fostering an inclusive culture. Our work endeavours to provide more equitable outcomes for minoritised and disadvantaged communities.

Wellbeing

People are our most valuable asset and supporting the physical and mental health and wellbeing of our employees, clients, partners, and those that partake in our projects is paramount. We prioritise employee wellbeing by offering a flexible working model that supports a healthy work-life balance. In addition, we provide ongoing support through our 24-hour Employee Assistance Programme, corporate Headspace account and a variety of sports and wellbeing clubs.

Ethical standards

In our initiatives and projects, we are committed to upholding the highest ethical standards. Our multi-layered process of review ensures our work is of the highest quality and aligns with our core values promoting transparency and accountability. Ethical considerations are embedded in our decision-making, and we strive to create positive contributions to society, whilst fostering trust within the community.

Within our ethics process we prioritise the wellbeing of both participants and researchers in line with the Government Social Research Ethics Guidance. This

commitment extends to our clients and partners, and we take all precautions to keep this at the forefront of all we do.

Continuous improvement

We understand that our commitment to social impact is an ongoing journey and recognise the importance of contributing beyond our core operations, we will continuously explore opportunities to engage in initiatives that align with broader societal needs and challenges. We remain dedicated to routinely gathering feedback, assessing our efforts, and developing our strategies to ensure a more significant and lasting contribution.