

## Campaign briefing – Value the Planet

### What are we aiming to achieve?

Our Value the Planet campaign aims to shift perception of RICS in the UK by positioning us as leaders on social impact - encouraging society to value the planet for future generations.

- We are leading on advocating the UN Sustainable Development Goals (SDGs) as good practice
- We are educating and supporting our profession and sector with tools to help implement SDGs
- We are celebrating examples of best practice through the RICS Social Impact Awards
- We are sharing good practice through social impact case studies from large and small firms
- We are inspiring the next generation to choose a surveying career by leading on social impact

### What are the key messages?

- The UN Sustainable Development Goals (SDGs) provide a model for addressing the most important economic, social and environmental challenges of our time.
- RICS is calling on professionals in the built environment to align their operations to these SDGs
- As our sector contributes significantly to environmental and social impact through land development and management of built infrastructure, we can take the lead on emissions and climate change, resource use and waste generation and stamping out corrupt practices by ensuring that the utmost professionalism is employed across the built and natural environment
- We are pioneering better environments by bringing together the leading thinkers across the built and natural environment sector to progress innovation and create better places and spaces for future generations.
- RICS is a force for positive social impact working collaboratively to overcome the challenges and maximise the opportunities of urbanisation, the scarcity of global resources and climate change to help build resilient, successful communities.
- The global adoption of RICS standards creates a foundation for confident markets

### What campaign tools are available?

- Implementing UN SDGs toolkit
- Webinar series on implementing the UN SDGs (Free CPD) from 1 November
- Best practice case studies

### How do stakeholders get involved?

**Get involved** [rsvp@rics.org](mailto:rsvp@rics.org) – Tell us if you have a case study

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