



Eco Ninjas

Our Social Value Strategy 2025-2028





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1 Introduction



This document shows how Eco Ninjas Limited manages its social, environmental, and economic impact. The company's approach aligns with key legislation, including the Public Services (Social Value) Act 2012, The Procurement Reform (Scotland) Act 2014, and The Wellbeing of Future Generations (Wales) Act 2015. Social value is at the core of Eco Ninjas' operations, driven by a genuine belief in doing the right thing, not just fulfilling legal obligations.

Eco Ninjas embed social value in their wide range of projects and services. The company ensures that its work creates maximum social benefit through meticulously managed policies and procedures that deliver regional and project-specific social value. Eco Ninjas aims to generate substantial social impact and effect genuine change in the communities and stakeholders it serves, often exceeding expectations.

The company's social value strategy aligns with national goals such as NHS England's initiative on how to reduce impact on public health and the environment, save money and reach net carbon zero.

Key goals include:

- Fostering a positive culture of well-being and equal opportunities where people are proud to work.
- Supporting the communities where our theatre hats are implemented within each hospital site location.
- Taking steps to protect the environment and help the climate.
- Collaborating and innovating with the wider industry and strategic partners to support COVID-19 recovery.



Who are we?

Eco Ninjas are a small medical textile company manufacturing innovative headwear with name badges affixed and we would like to create social value that aligns with our mission and enhances community well-being. This strategy outlines key areas of focus, goals, and actionable steps to foster social value while promoting business sustainability.





Eco Ninjas

Vision & Mission

Mission:

To provide high-quality medical products/services that address health needs while positively impacting the communities we serve.

Vision:

We aim to be a trusted healthcare partner, enhancing lives through our innovative medical theatre badge hats. These hats will improve community engagement by clearly identifying all surgical staff, thereby improving patient safety, teamwork, staff morale, and the patient experience.





Our vision is to be a trusted supplier, recognised for delivering sustainable, high-quality products that positively impact theatre teams and patient safety. We are dedicated to sustainability, focusing on people and community, and promoting collaboration within our supply chain. Our goal is to secure inclusion in as many frameworks as possible, ensuring that NHS and private hospitals can purchase our products through compliant routes.



We aim for our customers to feel trusting and confident when purchasing from us. By supporting the communities where our products are used, we reinforce our core values of belonging and career progression, ensuring a safe and inclusive environment for people from all backgrounds. Our commitment extends to leaving a lasting legacy of improvements for users and local communities. We also strive to create opportunities for small and medium enterprises, as well as individuals from underserved areas, to be actively involved in our supply chain and delivery processes.



We dedicate ourselves to protecting and enhancing the environment, striving to reduce our carbon footprint. To ensure that we remain aligned with relevant legislation and continuously improve our strategies, we review our plans quarterly. Our strategy focuses on working with a range of hospitals, including NHS and NHS England, as well as regional sustainability leads, whose input helps guide our budgeting and implementation efforts.



We are working towards achieving the Level 1 Social Value Quality Mark by September 2025, with a goal of attaining Level 2 by September 2026. Danielle Checketts, our Social Value Lead, will oversee project-level implementation across the business, ensuring the successful delivery of our social value objectives.



As co-founder and Managing Director of Eco Ninjas since 2022, and more recently stepping into the newly created role of Social Value Lead in December 2024, I am incredibly proud of the journey we have undertaken and excited for what lies ahead. Over the years, we have established strategic partnerships with leading organisations across the UK, creating value not only in our proposition and participation but also by generating authentic opportunities, building strong communities, and leaving lasting legacies.



Our plans are ambitious, and we are fortunate to have the full endorsement of our leadership team, as well as NHS leads from hospitals across the country. I firmly believe that Eco Ninjas have the potential to make a genuine, meaningful impact on the communities we serve, and in the areas where we live and work. We see a bright future and are committed to driving positive change, one project at a time.





2 Responsibility and Social Business

Our Social Value Strategy is aligned with the Central Government Social Value Toolkit, the Procurement Policy Note PPN06/20, and NHS England's Social Value Framework. We identify four key focus areas, aligned to the United Nations' Sustainable Development Goals. Further, within this strategy, you will find the 30 social value performance indicators (SVPIs), which we use to drive ambitious, year-on-year social value growth. The four pillars embedded across our business to ensure responsible and social business are:

OUR PEOPLE

Enhance our employees' well-being by creating a respectful, safe and prosperous working environment with equal opportunities to progress.

OUR COMMUNITIES

Support lineside neighbours and communities Inspire tomorrow's workforce through our STEM Ambassador Programme Support local employment and economy through SMEs leaving a lasting legacy based on the needs of the community.

OUR ENVIRONMENT

Protect and enhance the natural environment
Leave our sites in a better state than they were received Connecting communities with the environment through strategic partnerships.

OUR SUPPLY CHAIN

Support, collaborate and innovate with our clients and supply chain to deliver and record the maximum long-term social impact.





United Nations' 17 sustainable development goals

3 Measurement

- To effectively measure and demonstrate our commitment to social value throughout project development, we will utilise the Measure Up tool. This will enable us to track and evidence our contributions to societal well-being in alignment with the United Nations Sustainable Development Goals (SDGs), the themes and outcomes outlined in PPN06/20, and our defined social value performance indicators.
- Measure Up will provide the means to monitor and report our achievements under the 2020 and 2021 Treasury Green Book updates, as well as the latest UK Government definition of social value. By utilising this tool, we can transparently communicate our social impact on clients, the wider supply chain, and other stakeholders.
- We will share this data with hospital users and local communities to demonstrate our ongoing commitment to social value, fostering stronger relationships and enhancing our reputation as a trusted NHS supplier.

Social Impact



4 Regional Process

Social value will be delivered locally, with a focus on benefiting patients, users, and stakeholders within the surrounding community. Under the guidance of the Social Value Lead, each region will identify its specific priorities, ambitions, and goals based on an assessment of local community needs. Social value delivery is integrated into our design, planning, and operational processes from the very beginning, ensuring that it is a core element of our approach. Our regional project management procedures are structured below:



The process for regional social value management

Identification of specific community need

1. Identification of stakeholders through the completion of our Environmental and Social (ESS) Screening, Environmental Social Appraisal (ESA) and Environmental Social Management Plan (ESMP) in line with our procedure Q03 addressing the four Network Rail themes of Economic Prosperity, Equal Opportunity, Wellbeing and COVID-19 Recovery.
2. Understand the local needs, opportunities and risks by completing the Community Wants and Needs Assessment. Completed at regional and project level.
3. Engage with the local authority, conduct interviews with community leaders, align with the regional / district/locality masterplans to agree priorities, ambitions, goals and targets.

Targets set and outcomes measured

4. Plan to achieve the goals through the creation of an options report based on the communities' requests and recommendations. Involvement from our wider supply chain, and client, to maximise resource.
5. Set expectations with the local community, supply chain and client through a range of SVPIs, metrics and indicators.
6. Track and report progress through regular update meetings, open dialogue throughout the design, and build process through our social value champions and advisors.
7. Continuous improvement of delivery and report back to our stakeholders.



5 OUR PEOPLE - Wellbeing, equality, diversity, inclusivity and fairness

We will challenge and address inequality in skills and pay in the workforce; and provide an inclusive, diverse and safe place to work where our people feel supported and can be themselves. We will focus on supporting mental well-being and support key industry issues such as suicide awareness. We will support in-work progression and educational attainment.

6 Our Communities- Support and collaborate within the local community.

Engaging effectively with the local community and stakeholders throughout the project lifecycle is essential to building well-connected and cohesive communities. We will foster collaboration by hosting events and launching awareness campaigns aimed at enhancing public communication and strengthening community involvement. This proactive approach will reinforce our commitment to community development and ensure ongoing positive engagement.





7 Our Environment

The climate crisis is something that needs addressing at an international, national, institutional and personal level. The consequences have punctuated headline news with record-breaking temperatures and increasingly common climate catastrophes.

Confronting this challenge, NHS England has set the ambitious goal to become the world's first "net zero" health service by 2045. Reaching this target necessitates urgent action throughout the NHS, perhaps most importantly in surgery. Theatres use up to six times as much energy as the rest of a hospital and contribute up to 70% of hospital waste. Consequently, to encourage collective climate action from surgical stakeholders, the Intercollegiate Green Theatre Checklist has been published.

One of the recommended changes from the Green Theatre Checklist includes the switch to reusable textiles, including **theatre hats**, sterile gowns, patient drapes and trolley covers.

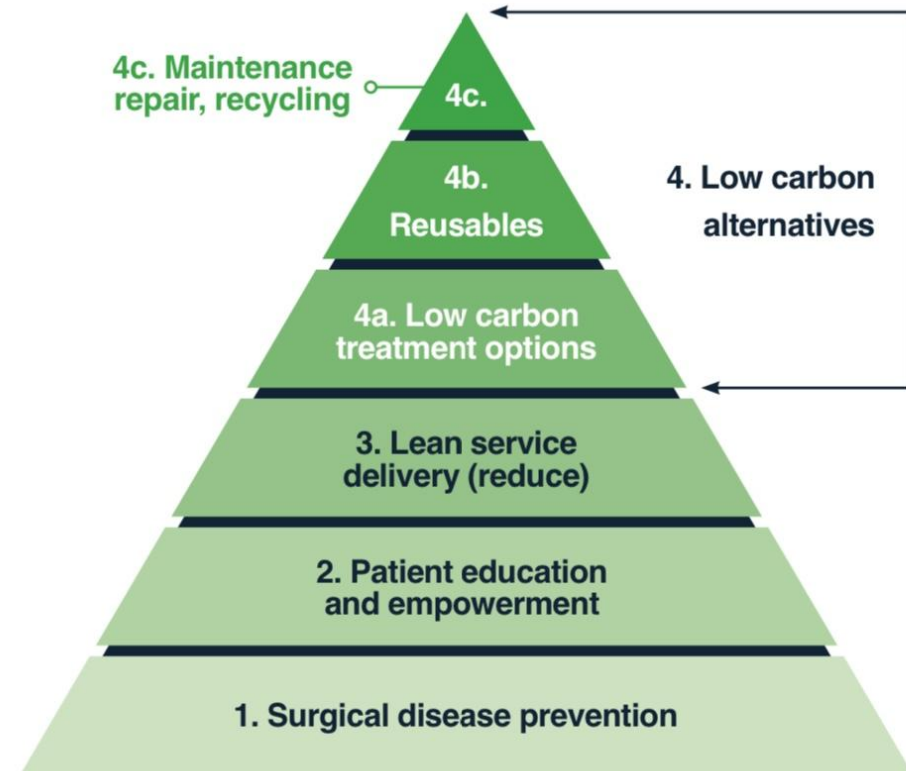


Figure 1. Principles of sustainability in healthcare.⁴

8 Our supply chain and stakeholders

- We are actively pursuing to be added to as many Frameworks as possible, which is the most convenient way for our NHS customers to purchase products from us.
- We will continue to partner with suppliers who adhere to ethical labour practices, environmental standards, and transparent operations. We will regularly assess suppliers for compliance to ensure sustainable, responsible sourcing.
- We will prioritise local and small businesses within the supply chain to stimulate regional economies, create jobs, and reduce environmental impact through shorter transportation distances.
- We will collaborate with suppliers to minimise the environmental footprint by adopting eco-friendly materials, energy-efficient processes, and waste-reduction initiatives.
- We will foster open communication and collaborative relationships with stakeholders to align on mutual social value goals, address challenges, and drive continuous improvement.
- We will encourage suppliers to innovate solutions that enhance patient care, reduce environmental harm, and drive social impact, focusing on long-term sustainability.



9 Examples of social value in action

We have consistently invested in R&D and are focused on affordable healthcare solutions.

- ❖ **Task Completed 2022-2024:** We have conducted several research studies to understand the requirement for named theatre hats and the obstacles to current methods used, such as embroidery.

- Our research and studies are available on the link below:

<https://www.econinjas.co.uk/our-studies-and-research>

- We have engaged with various patients and clinicians and have the videos of the interviews available on our website:

<https://www.econinjas.co.uk/patient-real-life-stories>

- ❖ **Task completed from January 2024:** We instructed our factories to remove the plastic packaging of our hats and badges.

- ❖ **Task completed in March 2024:** We donated a batch of our medical hats to a charity called Intercare, who collected medical equipment and textiles to help third-world countries in St. Joseph's Hospital in Southern Malawi.

We have been collaborating with academic institutions for research on community health issues.

- ❖ **Task completed.** We have worked with Innovate UK to gain grants to apply for IP protection and testing our products to a high standard. We have also worked with several universities on these projects. What they entailed and the test results are available on our website:

<https://www.econinjas.co.uk/test-results-of-badges>

- Form alliances with other businesses to support local health initiatives.

9 Examples of social value in action cont....



- ❖ **Task completed (October 2024):** We worked with a local school in Warwick called Woodloes Primary. The before and after-school clubs at Woodloes Primary implemented high-visibility vests to identify who they were to parents and children, and to make them stand out. We recognised that although they stood out, their names were unknown, so we asked them what they required. The team wanted name badges for their vests but did not have the funds to purchase any, so we worked with them and had some name badges manufactured for free. We also lent them the equipment and materials to add the attachment of press studs to their high visibility jackets so that their name badges could simply attach to them. Since having the names badges on their vests, communication amongst staff, parents and the children has significantly improved.
- ❖ **Task completed:** On 5th December, the Eco Ninja team had the first session with Sonar Engagement to go through the various elements of Social Value and learn how we could implement ways of giving back to local communities from within the team.
 - Training session No.2 was on 15th January 2025.
 - We scheduled the next session for 22nd January 2025.

Actions:

- ❖ **Task completed:** We have engaged with Nottingham Trent University Psychology students who are in their final year and must complete a PAW module (Psychology Applied to Workplace). We have tasked the students to undergo a research project to ascertain the communication issues within operating theatres due to staff not wearing easy-to-read name badges and the impact that this has on 1) patient safety 2) Patient anxiety and the patient experience and 3) staff morale. The students who have completed the work will give feedback to us in March at a conference at the University.
- ❖ **Task completed:** We shared on our social media platforms that we donated some of our medical hats to Intercare who distributed them to Malawi.
 - We will start to use the platform 'Measure-Up' to measure and our goals and to make sure we achieve them.



10

Case studies



Eco Ninjas

- A/W



Conclusion

Actions:

Our Social Value Strategy is a living document which will strengthen and develop as our company grows and as community needs change. By focusing on these key areas, Eco Ninjas will try to create meaningful impact, enhance our reputation, and ensure long-term sustainability in a competitive healthcare market.