

## Balanced Scorecard, what is it?



The Balanced Scorecard is a previous instrument for evaluating the proposals submitted by construction companies for framing/financing in social housing programs. It intends to improve the projects of developments, promoting the integration of the new developments in terms like urbanism, neighborhood and facilitating the engagement and development of these new communities with the areas, services and infrastructures in their surroundings.

This instrument, to be applied in social housing developments, intends to encourage good practices and innovations in the design and construction teams, promoting a more sustainable urban development.

## For further information please contact:

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# Balanced Scorecard for Social Interest Housing

Building communities and social housing developments more engaged and resilient for the future

## CAIXA





Millions of new homes have been constructed under social interest housing programmes in Brazil in recent years providing increased access to affordable housing for lower income households across the country.

*Future Social Housing programs present opportunities to establish higher standards of environmental performance and improvements in urban planning and community engagement.*

The Balanced Scorecard is a tool that allows evaluating the performance of the communities and all the necessary services to guarantee the social, economic and environmental sustainability of the developments created.

## How does the Balanced Scorecard work?

The Balanced Scorecard is divided into 5 different categories, and a category of innovation and good practices, applied to the developments and classified through a scoring system that considers favorable aspects of the place of insertion of the development, environment, community and public areas.

- Climate Change and Resilience
- Natural resources, biodiversity and ecology
- Transportation and Mobility
- Community and Neighborhood
- Local Economy

Each category is divided into subcategories, and in some of the parameters, specific requirements are defined, usually required by legislation or regulations.

A number of evaluation criteria have been defined by each subcategory where they are detailed what the constructor must do, to meet the goals of the categories.

The evaluation of each subcategory is carried out by punctuation, according to the evidences presented.

One development can be classified as:

- Minimum
- Good
- Excellent

**Create a healthy economy... employment opportunities and opportunities for constructors.**

**Supporting the new communities to become dynamic, integrated "real places" inserted in the local context, patrimony and traditions.**

**Create accessibility and sustainable ways of transport**

**Design for efficient use of natural resources and for the environmental sustainability of the developments.**

**Adapt to climate change... more resilient and adapted to the impacts of current and future climate.**

## Benefits of the Balanced Scorecard

These instruments will support the decision-making and improvements in the design of the projects, allowing, together with the municipality, to define specifications and guidelines for social housing and urban infrastructure necessary to support the proposed projects...

- Evaluate and qualify the sustainability and quality of projects
- Value the best choice of location, deployment and access to public services
- Encourage innovative and integrated development solutions
- Generate database with standardised and comparable information (collection)
- Support the investment / financing decision
- Allow evolution over time