



How much value do you create?

The SROI approach

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Services



The better the question. The better the answer.
The better the world works.

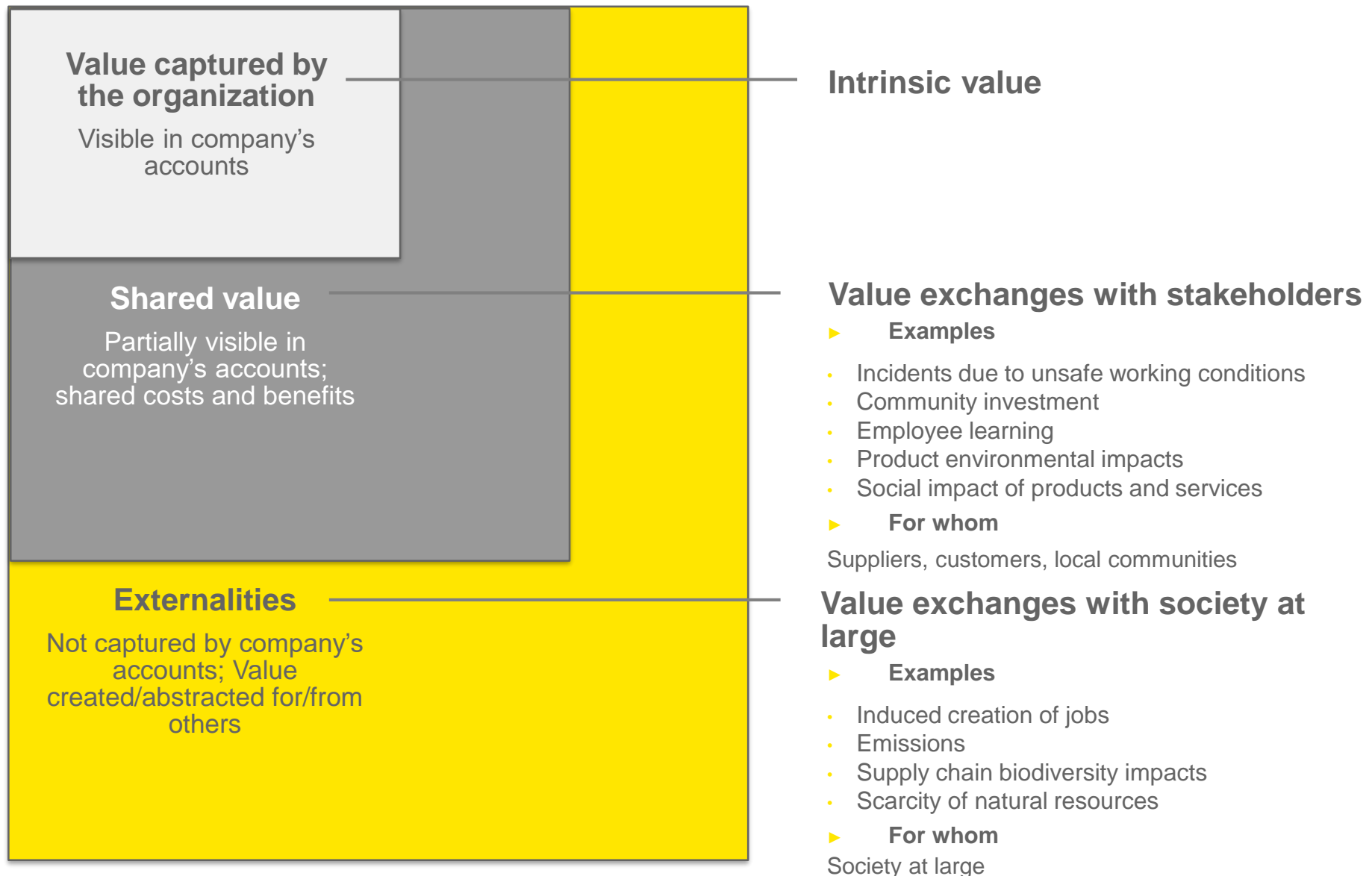


Building a better
working world

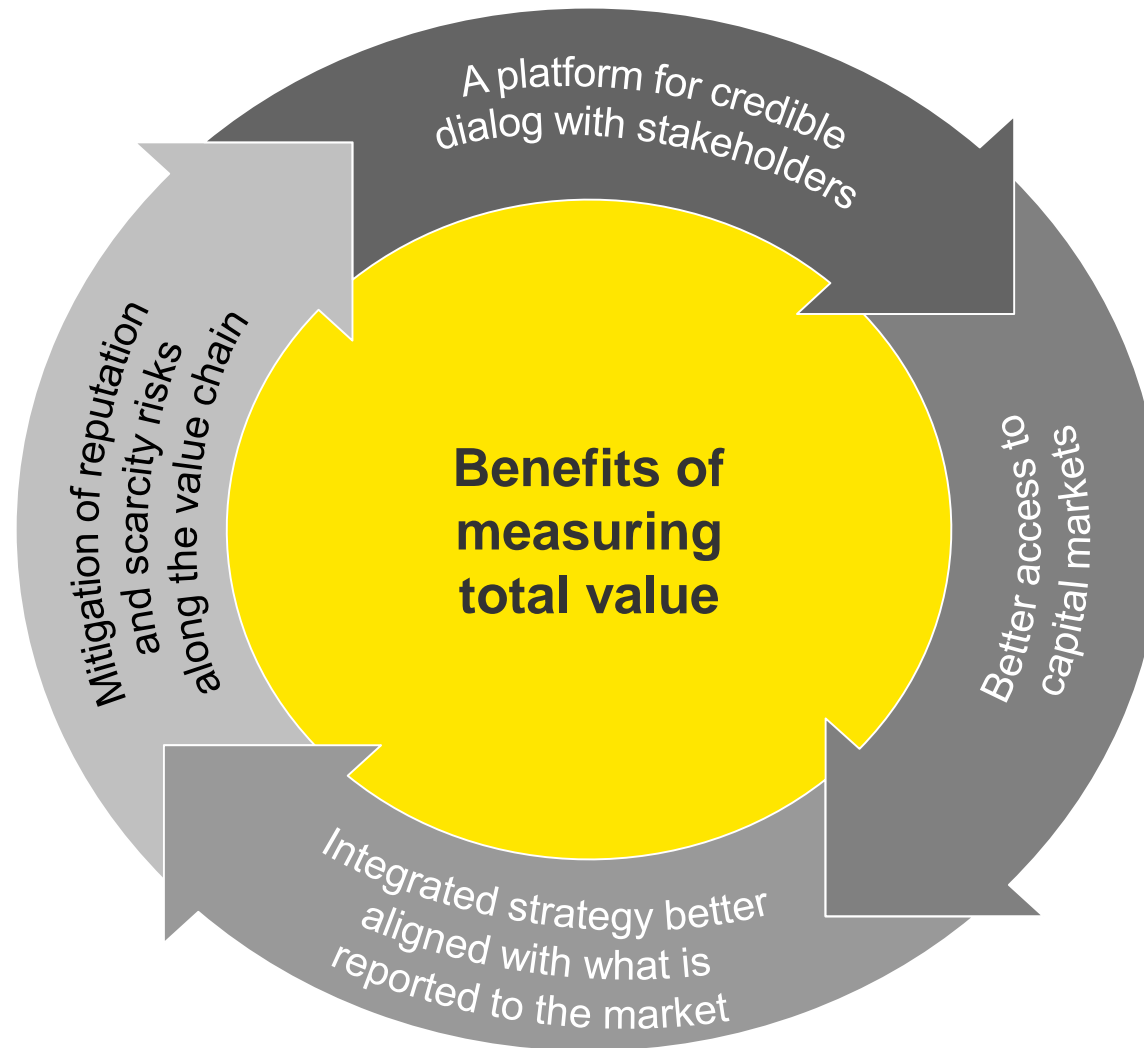
Outcomes measurement

- ▶ How much and what kind of value is created by the use of my products?
- ▶ How many jobs are supported by my organization?
- ▶ What is my contribution in GDP, direct and indirect taxes?
- ▶ What is the value my organization creates for its employees and how can I measure it?
- ▶ How much value is created by my operations for the local community?
- ▶ How many jobs are supported by my operation?
- ▶ What is the total value created by my organization and how can I measure it?

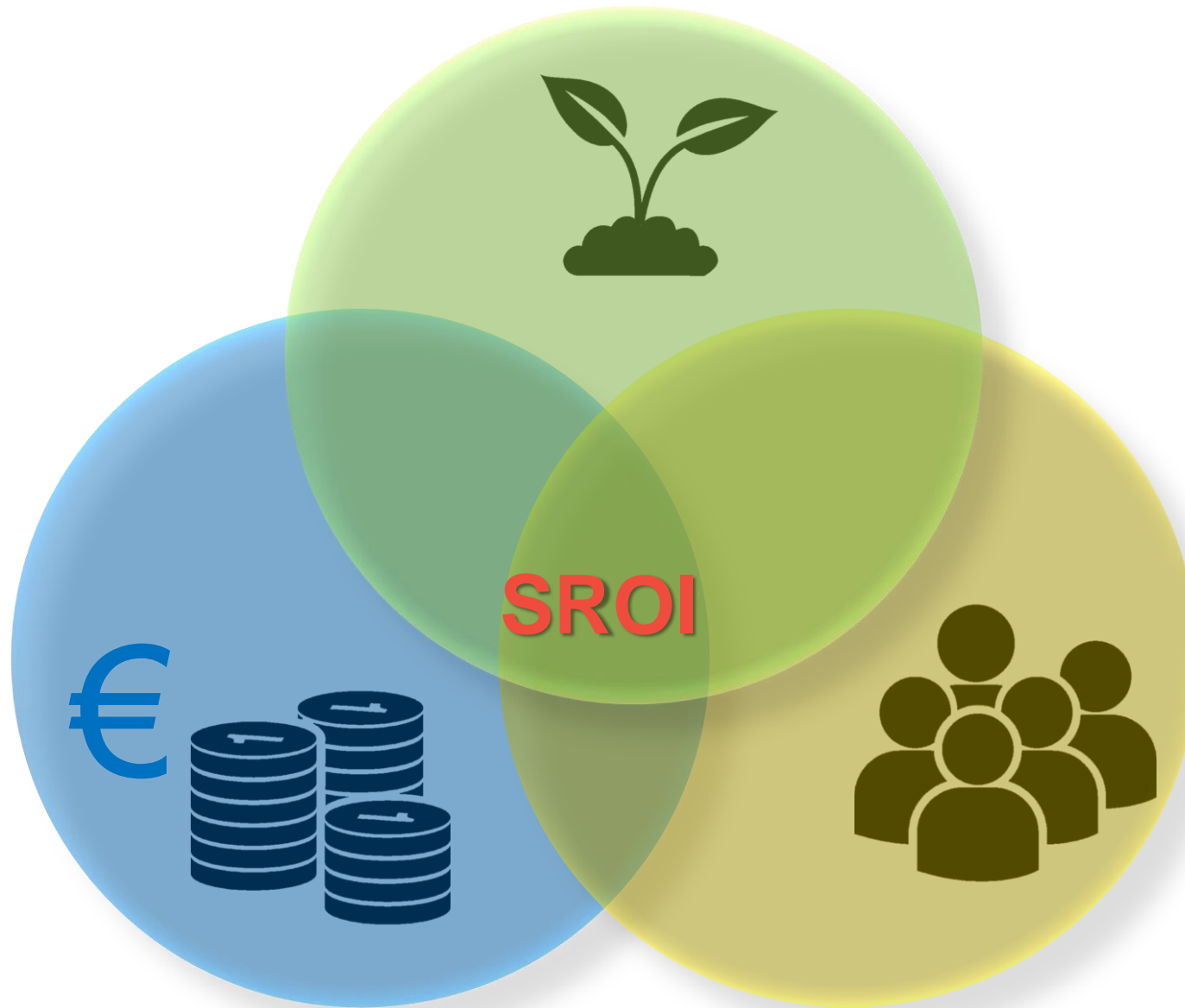
Total Value defined



How can outcomes measurement benefit your organization?



Social Return On Investment



The 7 SROI principles

- Stakeholder engagement



- Understanding the changes

- Estimate the material impacts



- Report the most material

- Avoid overestimation

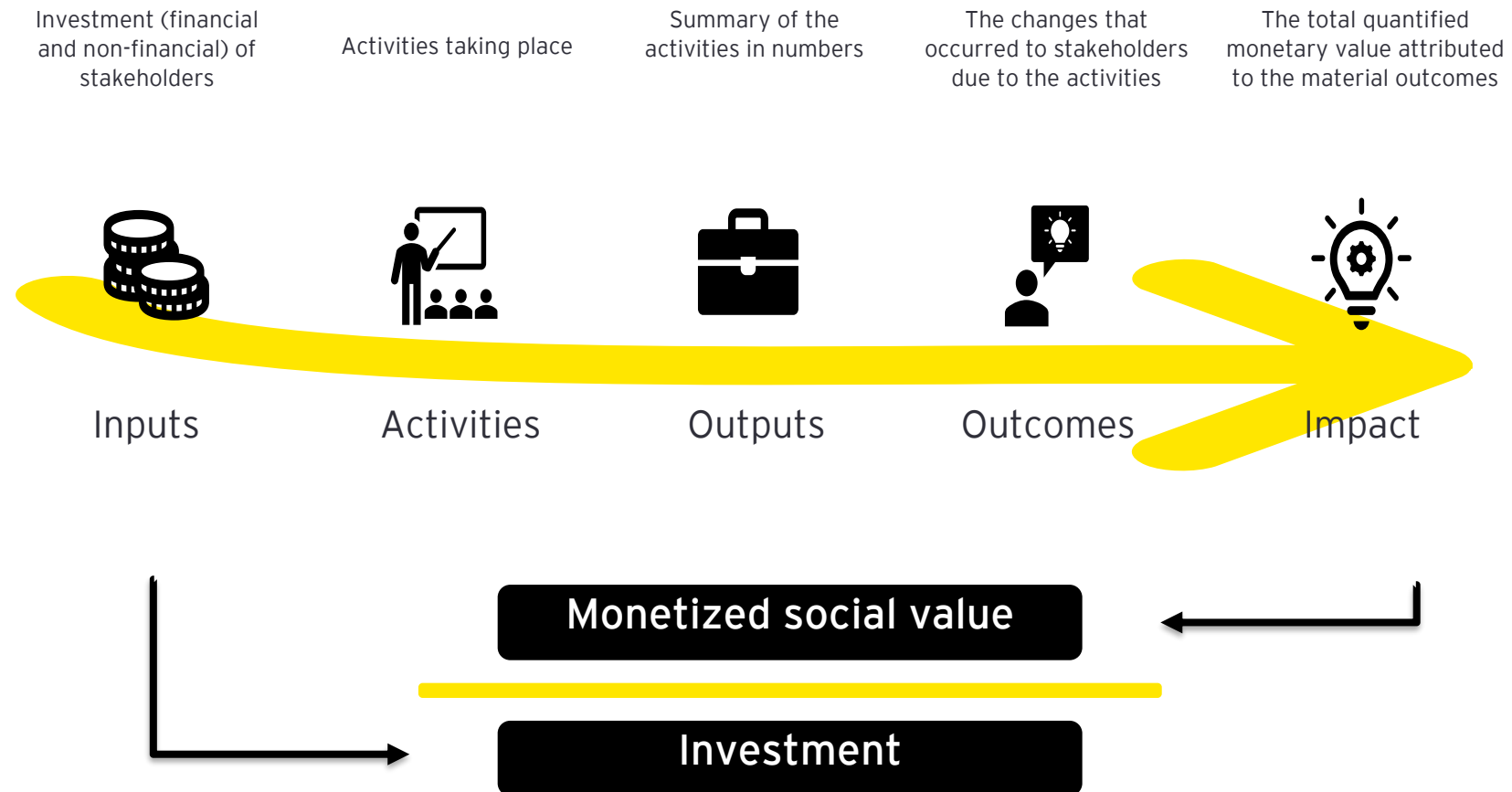


- Transparency

- Validation of the results

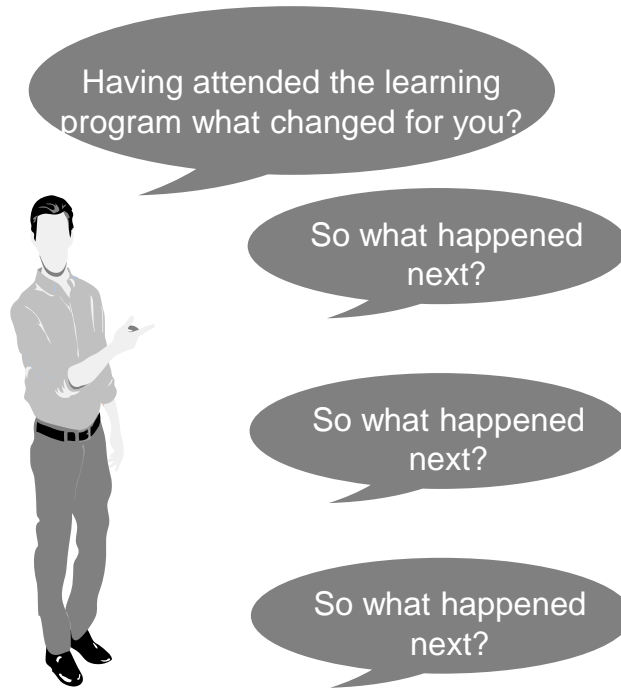


What is an SROI analysis?



Theory of change

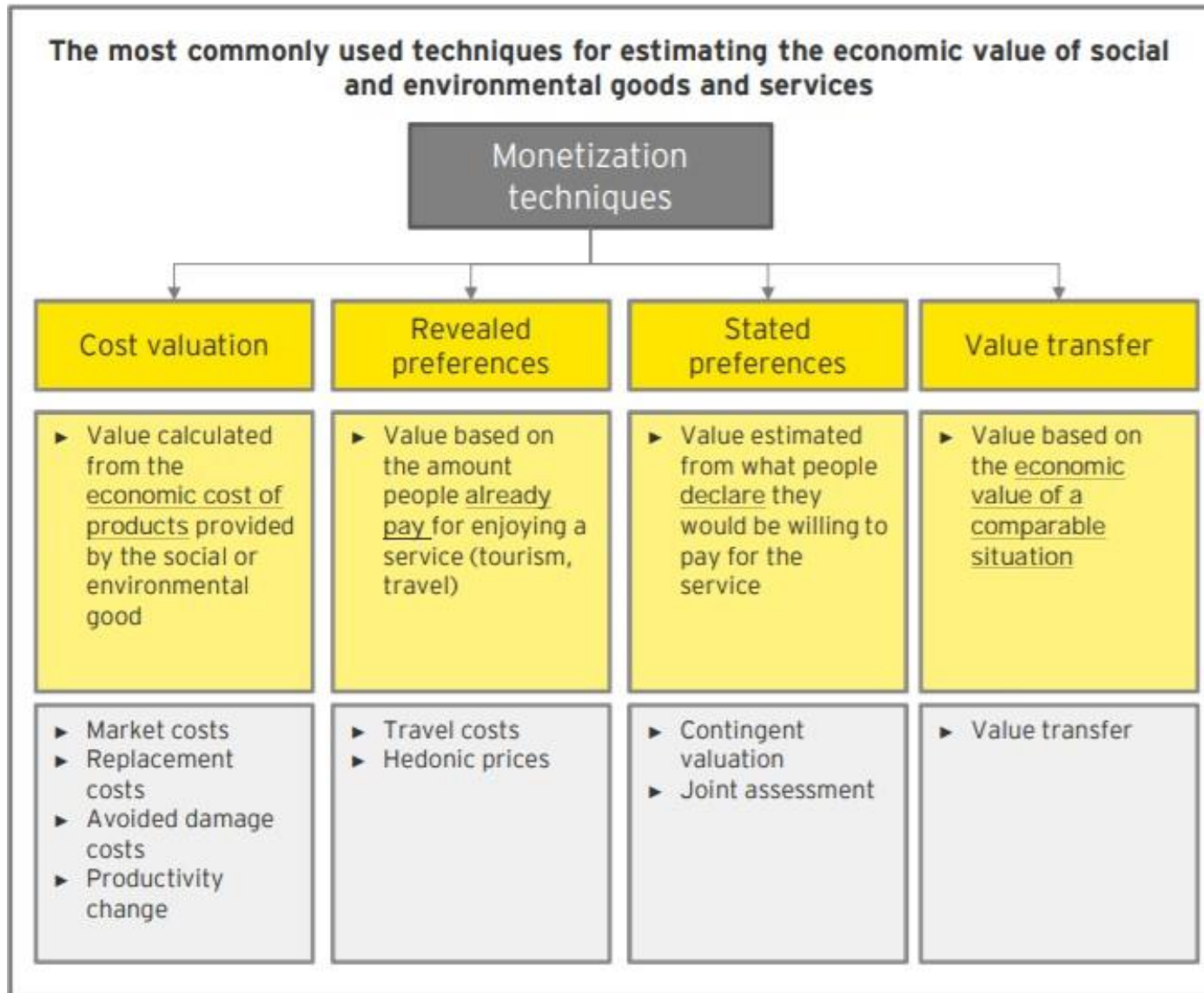
- A sequence of changes created in the lives of those affected by the activity.
- It is based upon **stakeholder engagement** in order to collect information and construct the logic models that allow us to define the experienced changes by all stakeholder groups.



Impact map

Stage 1		Stage 2			Stage 3						Stage 4						
Who and how many?		At what cost?			What changes?	How long?	How much?			How valuable?			How much caused by the activity?				Still material?
Stakeholders	Inputs			Outputs	Outcomes	Evidence			Value (options)			Deadweight %	Displacement %	Attribution %	Drop off %	Impact (in current year)	
					Description	Duration of outcomes	Indicator and source	Quantity	Ranking	Financial Proxy	Value						
Who do we have an effect on?	How many in group?	What will/did they invest and how much (money, time)?	Financial value (for the total population for the accounting period)	Summary of activity in numbers	How would you describe the changes that result from activities after involving your stakeholders?	How long will/did it last?	How would you measure it?	Number of stakeholders	Outcomes start	By stakeholder	What proxy would you use to value the change?	What is the value of the proxy for the change per stakeholder?	What will happen/ what would have happened without the activity?	What activity would/did you displace?	Who else contributed to the change?	Does the outcome drop off in future years?	Number of people (quantity) times value, less deadweight, displacement and attribution
Who has an effect on us?					Where would/did you get the data from?	Does it start in period of activity (1) or in period after (2)	Highest = 1		Where would/did you get the data?								
Students (6-18 y/o)	25,000	Time (h)	-	- Career development and consultancy activities for 25,000 students	Improved interest & performance in school/university	2	Based on the country specific e-survey responses.	24,052	1	1	Estimated based on the responses received from the online survey.	\$ 274	28%	1%	25%	2%	\$ 3,547,144
					Received new Computer Science or other academic/professional certification	4		21,356	1	2		\$ 52	3%	1%	3%	68%	\$ 1,043,522
Teachers / Trainers	205	Time (h)	\$ 153,986	- Career development and consultancy activities for 25,000 students	Improved teaching skills, method and efficiency	3	Based on the country specific e-survey responses.	193	1	1	Estimated based on the responses received from the online survey.	\$ 902	27%	0%	11%	42%	\$ 113,374
Schools	120	Space (\$)	\$ 280,041		Increased partnerships with other organizations	4	Based on the country specific e-survey responses.	120	1	1	Estimated based on the responses received from the online survey.	\$ 8,000	44%	6%	25%	38%	\$ 379,688
		Equipment (\$)		Improved computer science education offered	4	120	1	2	\$ 6,625	25%	19%	25%	25%	\$ 363,340			
NPO partner	1	Space (\$)	\$ 55,000	Entrepreneurship training for 5,000 students	Improved reputation/credibility	5	Based on the country specific e-survey responses.	1	1	1	Estimated based on the responses received from the online survey.	\$ 15,000	25%	0%	25%	25%	\$ 8,438
		Equipment (\$)			Increased partnerships / projects with new or existing organizations	5		1	1	2		\$ 15,000	25%	0%	25%	25%	\$ 8,438
Other partners (i.e. NPOs, local municipalities, public organizations, etc.)	3	Money (\$)	\$ 10,000		Improvement of citizen's computer science skills and knowledge	3	Based on the country specific e-survey responses.	3	1	1	Estimated based on the responses received from the online survey.	\$ 6,000	25%	0%	25%	33%	\$ 10,125
Organization	1	Money (\$)	\$ 63,050	The objective is to assess the social value created to stakeholders other than the Organization and therefore the company's outcomes are not part of this analysis.													

Economic valuation and monetization techniques

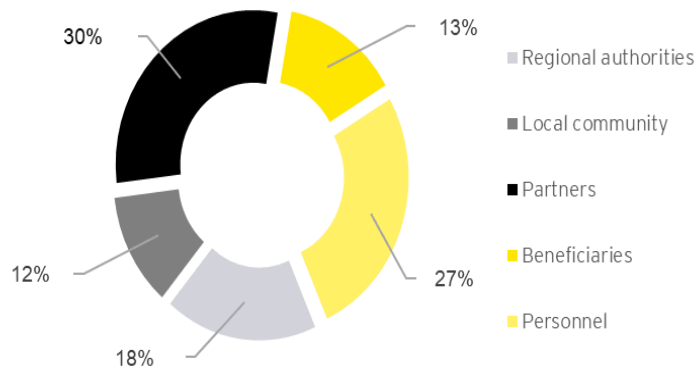


Analysis and reporting

The data populated SROI impact map will allow the estimation of the SROI ratio, which will indicate the **social value generated to stakeholders for every €1 invested.**

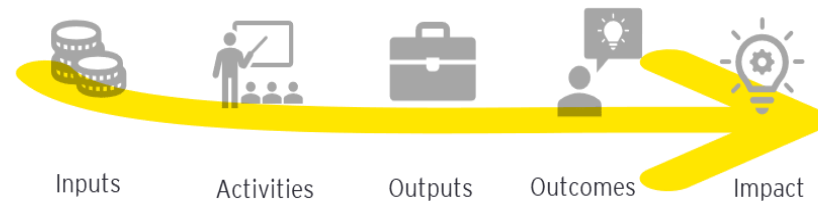


Total social value created per stakeholder group from the activity



Note: Graphics are for illustration purposes only.

Social value of outcomes created per stakeholder group





Thank you