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Project: “Establishment of a transnational network of adult education providers for the promotion of social inclusion of vulnerable groups” – STEP UP

*Project N° 621376-EPP-1-2020-1-EL-EPPKA3-IPI-SOC-IN*

## Title: Social Impact Report





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This report was prepared by the team of Equal Society and concerns the evaluation of the project activities and the measurement of social impact of the Erasmus+ program “Step up” with the Social Return on Investment (SROI) methodology.

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## Introduction

The STEP UP Project aims to establish a new transnational network of adult education providers. The network's goal is to facilitate the cooperation and exchange of experiences among the participating organisations, and promote adult learning as a mean for facilitating the social inclusion of vulnerable groups.

The Network supports the promotion of arts, as an educational method, in the context of the social inclusion of vulnerable groups, such as homeless people, refugees, the elderly, people with disabilities and mental health problems, the impoverished and disadvantaged women.

### Objective of the report

The objective of this report is to present the findings from the evaluation of the project activities which was conducted at several stages of the project implementation, using both quantitative and qualitative tools, and in particular:

- Evaluation of the pilot activity, implemented in Greece, Portugal, Spain, Poland, Hungary and Turkey by the project partners in cooperation with supporting organisations and professionals;
- Evaluation of the 2-days event which was organised in Greece after the finalisation of the pilot activity with the aim to present the findings and experiences from the pilot activity;
- Evaluation of the 6 training to trainers that were organised by the consortium partners;
- Evaluation of the 6 workshops targeting trainers, professionals and representatives of organisations engaged in the fields of adult education and social inclusion;
- Evaluation of 6 communication and raising awareness events organised in the partners' countries;
- Evaluation of the project implementation by the consortium partners after the first two monthly coordination meetings; in the 21<sup>st</sup> monthly coordination meeting which was held in Budapest, Hungary; as well as in the 24<sup>th</sup> monthly coordination meeting which was held in Athens, Greece after the implementation of the project final conference.

Secondly, the aim of this evaluation is to use the principles of social return on investment (SROI) to assess the experience and outcomes of participants in each action of the Step up project.

Social Return on Investment (SROI) is a tool that helps measure the value of the impact of a project or service by considering a range of outcomes for all stakeholders affected by the project. It aims to put a monetary value on a range of social outcomes, both intended and unintended, so they can be included in the value of a project. It also takes into account what would have happened anyway and who else may have contributed towards the outcomes to ensure that an activities contribution to value is not over-claimed.



*Social Return on Investment (SROI) is a tool that helps organisations in measuring social impact and economic value they are creating. It can be thought of as a broad approach to cost-benefit analysis which is primarily used by public sector organisations in deciding whether or not the benefits resulting from an intervention justify its costs.*

The SROI process is made up of the following stages:

- Talking to stakeholders to identify what social value means to them
  - Understanding how that value is created through a set of activities
  - Finding appropriate indicators, or 'ways of knowing' that change has taken place
  - Putting financial proxies on those indicators that do not lend themselves to monetisation
- Comparing the financial value of the social change created to the financial cost of producing these changes

The initial stage of the analysis was the detailed recording of the stakeholders involved. In this specific analysis, the following categories were defined as key stakeholders:

- ✓ Consortium partners
- ✓ Vulnerable groups
- ✓ Professionals (trainers / representatives)
- ✓ General public

## Social Return on Investment

The SROI analysis revealed the story of change and value created as a result of the program.

It was established that for the total funding of the project, **STEP UP** €367.110,37 is attributed to € 1.365.460,54 in social and economic benefits.

This equates to an SROI ratio of **3,72: 1**.





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# What was the impact?

for every  
€ 1 invested...



€ 3,72 of social value  
created...





The study focuses on the changes experienced by those involved in the actions of the STEP UP project and summarizes the effects of the project on different stakeholders.

The evaluation is based on the Social Return on Investment methodology and follows its standards and principles.

The value of the results can be compared to the investment required to create them, providing an indication of cost-effectiveness. In this way, SROI puts social impact into a language widely understood by investors and decision makers. It also helps organizations better understand the processes that affect their stakeholders by identifying the links between activities and impacts.



## STEP UP

The general objective of the Step Up project, which is co-funded by the Erasmus+ programme of the European Union, is to establish a new transnational network of adult education providers of informal and non-formal educational activities, who are working on the promotion of social inclusion of specific adult education learners groups and in particular vulnerable groups. The specific objective of the project is to foster European cooperation between adult education providers working with specific adult education learner groups and in particular vulnerable groups (homeless people, people with high support needs, people who struggle with mental health problems, people on a low income, minorities, etc). The Network facilitates the cooperation and exchange of experiences among participating organisations, and promotes the role of culture and arts, in the context of adult education, in facilitating the social inclusion process of vulnerable groups.

Art is a tremendously positive force in bringing people together, and creating an inclusive and creative atmosphere where all values and principles co-exist and can be criticised. Regular participation in cultural activities has been proven to contribute to individual and social wellbeing and fostering a cohesive society.

## Evaluation of the project’s activities

During the project, an evaluation was carried out for the following activities:

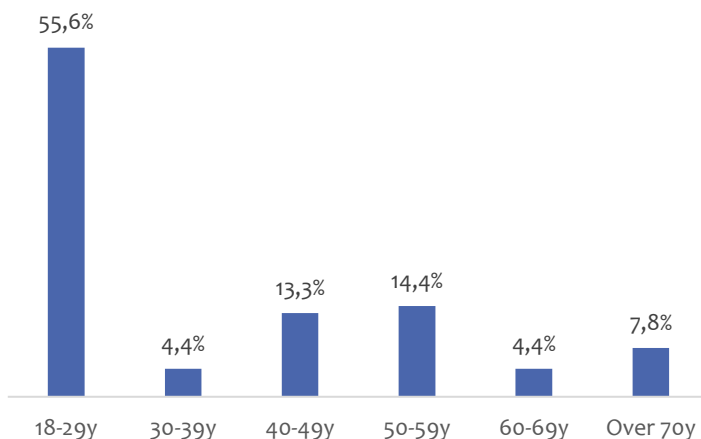
### *Evaluation of the pilot implementation*

#### Activity 2.3: Pilot implementation of the selected good practices

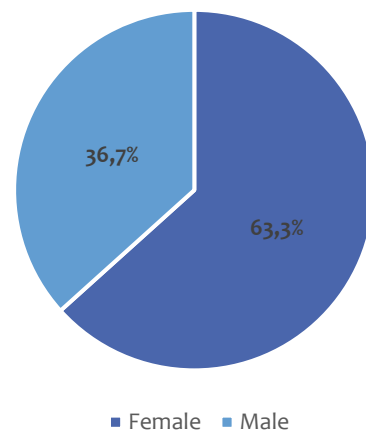
Upon completion of the pilot implementation, a portion of the participants (N=90) answered the adapted digitized version of the questionnaire.

### DEMOGRAPHIC INDICATORS

A. Age:

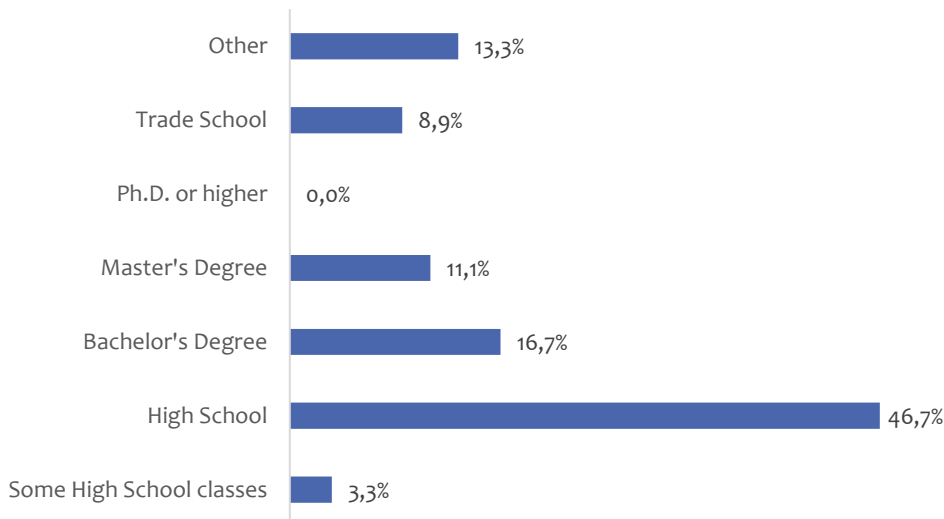


B. Gender





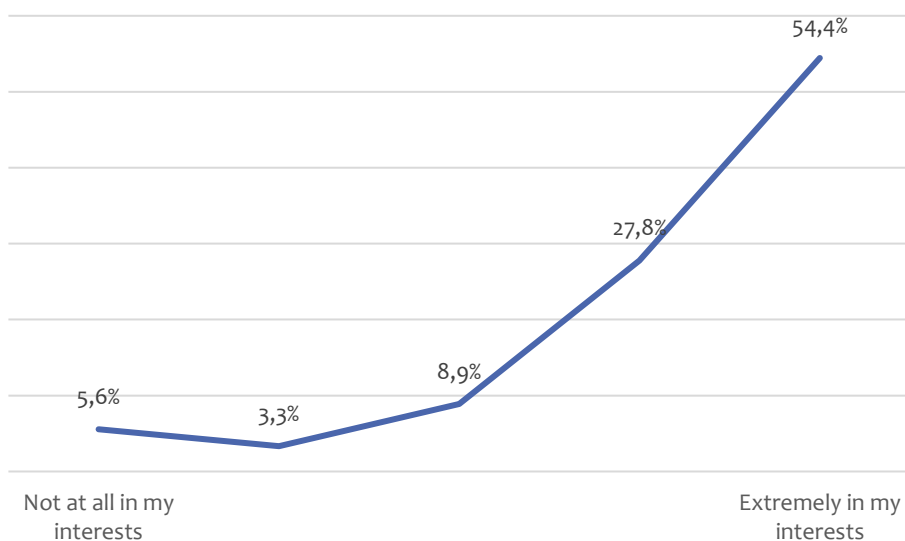
**C. Education:**



EVALUATION PILOT IMPLEMENTATION

**A. Interested about in the topic of participation.**

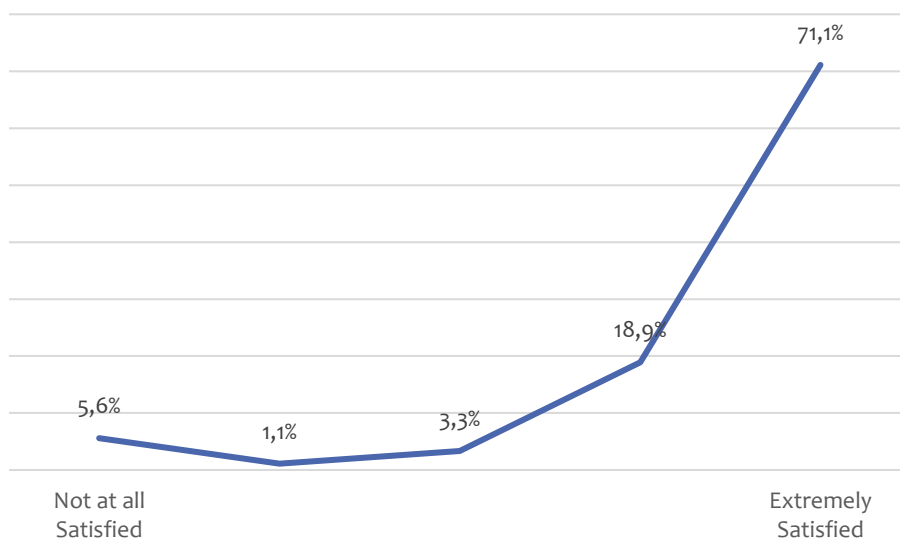
The average value of interest for the selected good practice was 4.2 (n=90)





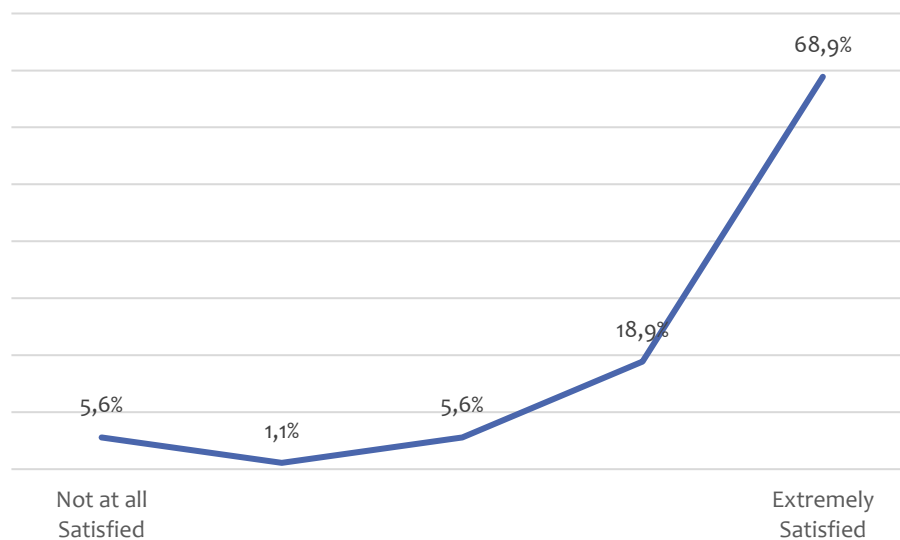
### B. Satisfaction from the experience of participating

The average value of satisfaction from the experience of participating in the specific activity was 4,5 (n=90)



### C. Satisfaction with the content of the activity

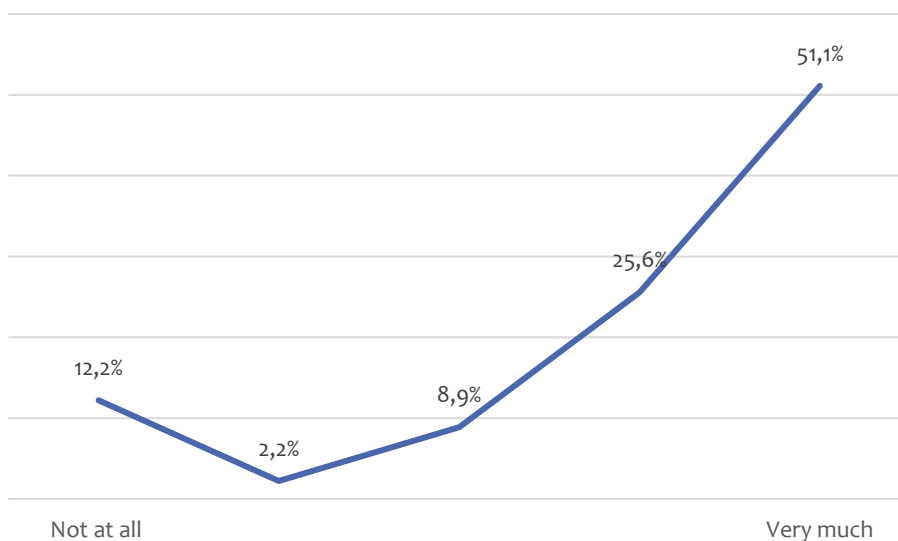
The average value of satisfaction with the content of the activity was 4,44 (n=90)



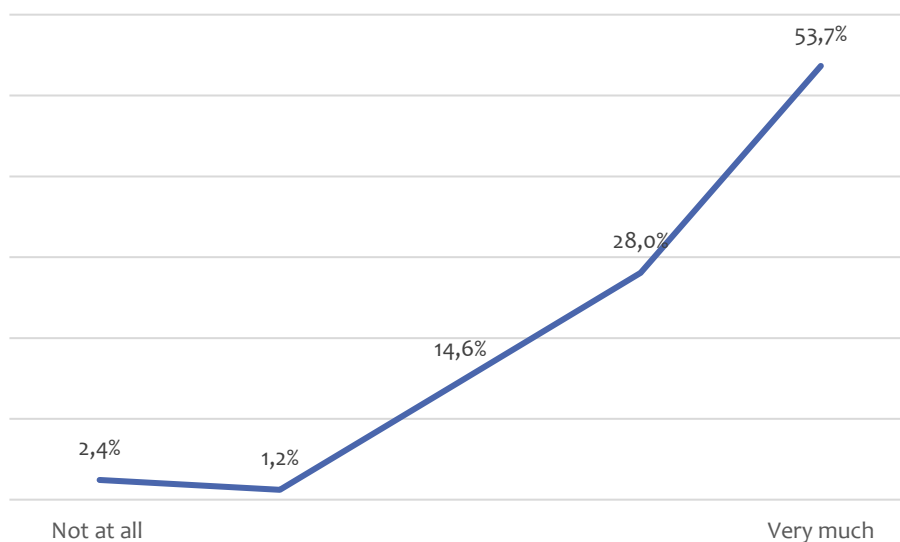


### D. Reaction & Knowledge

- The information from each activity presented was sufficient (N=90) and adapted to their needs.

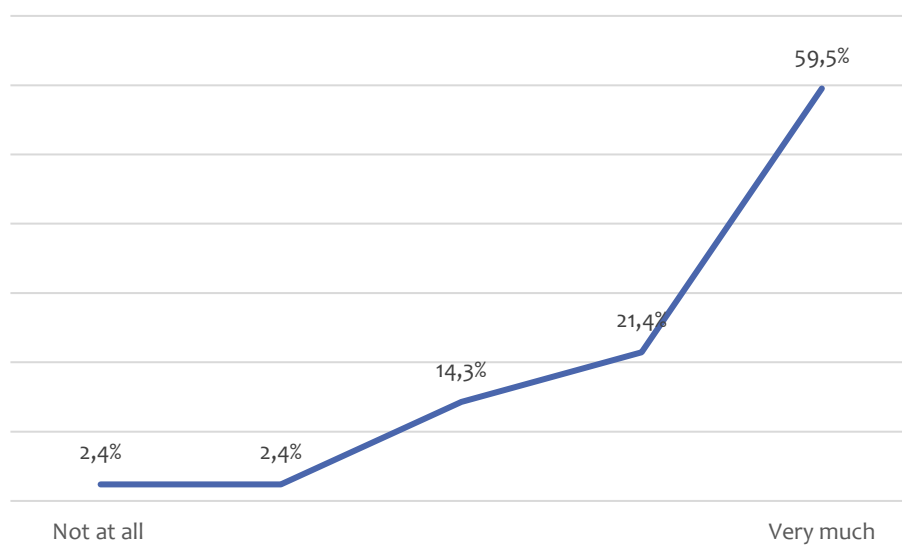


- As a result of participating in the activity, participants' cultural knowledge and skills improved (N=84).





- Finally 59,5% (n=42) of respondents answered that they would participate in a possible continuation of this activity?





## Evaluation of the training to trainers

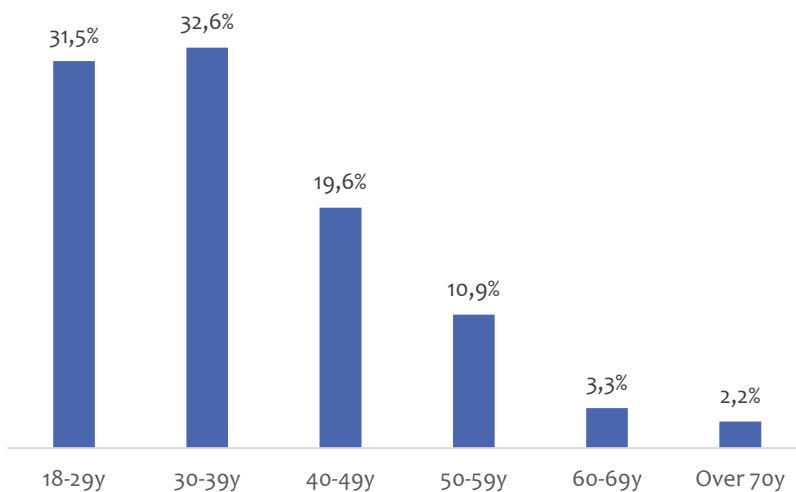
### Activity 2.6: Delivery of training to trainers

Based on the manual created under Activity 3.1, all partners provided training to 20 trainers and/or members of vulnerable groups who were interested in becoming trainers themselves.

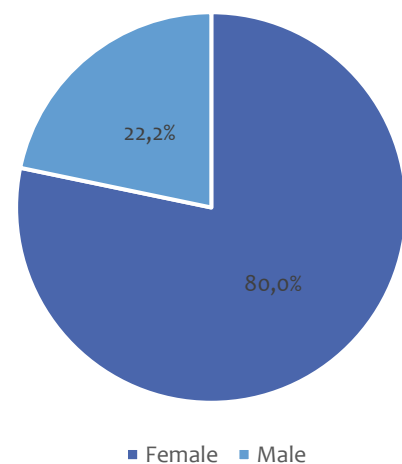
Upon completion of the training of trainers, the majority of participants (N=92) responded to the adapted digitized version of the questionnaire.

#### DEMOGRAPHIC INDICATORS

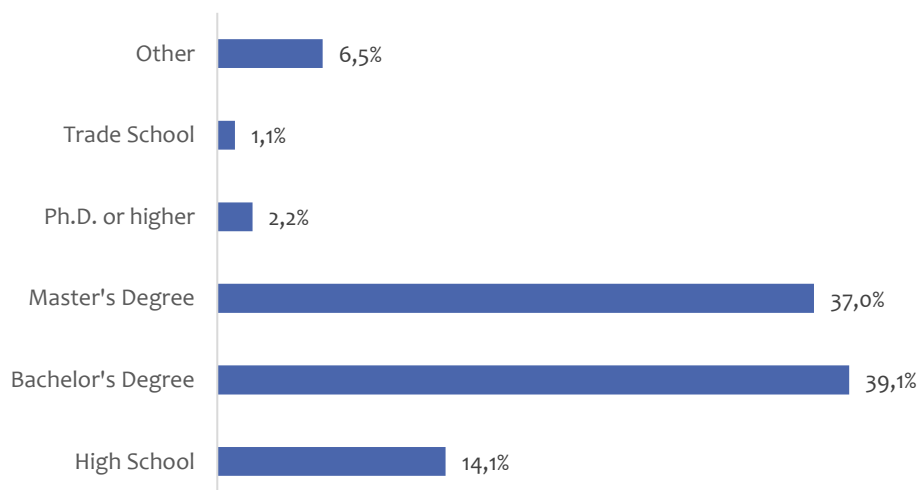
##### A. Age:



##### B. Gender



##### C. Education:

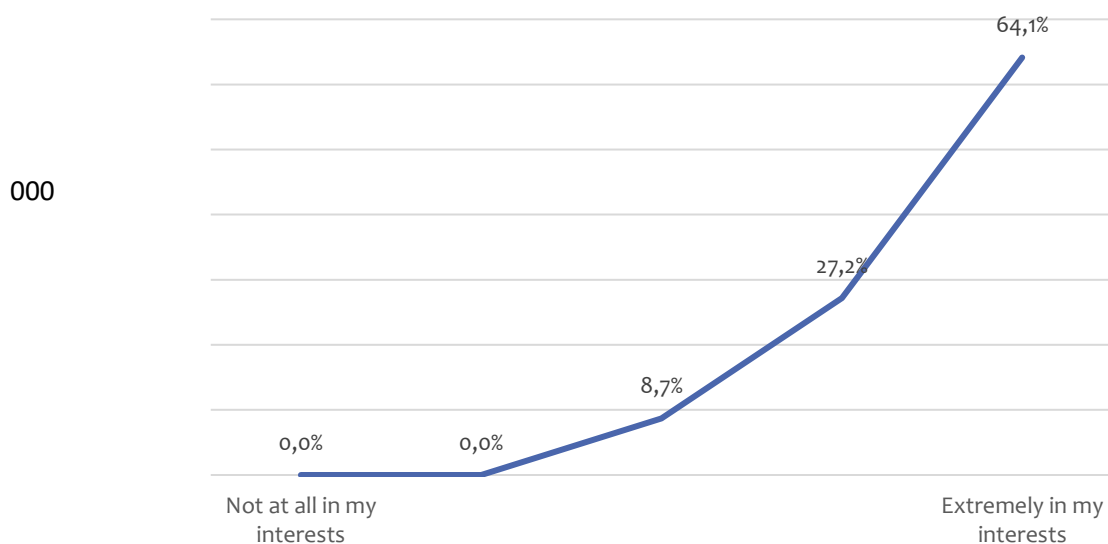




## EVALUATION OF THE TRAINING TO TRAINERS

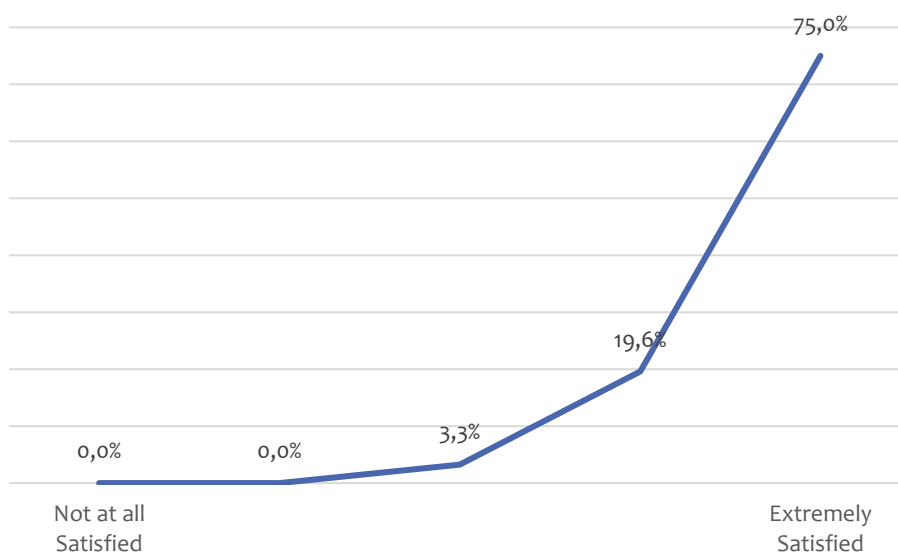
### A. Interested about in the topic of training.

The average value of interest for the topics of training was 4,5 (n=92)



### B. Satisfaction with the content of the sessions and presentations

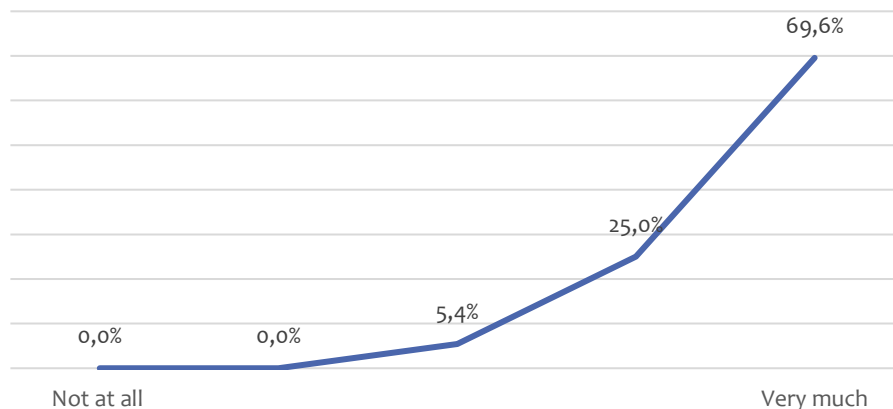
The average value for the content of the sessions and presentations in the specific activity was 4,7 (n=92)



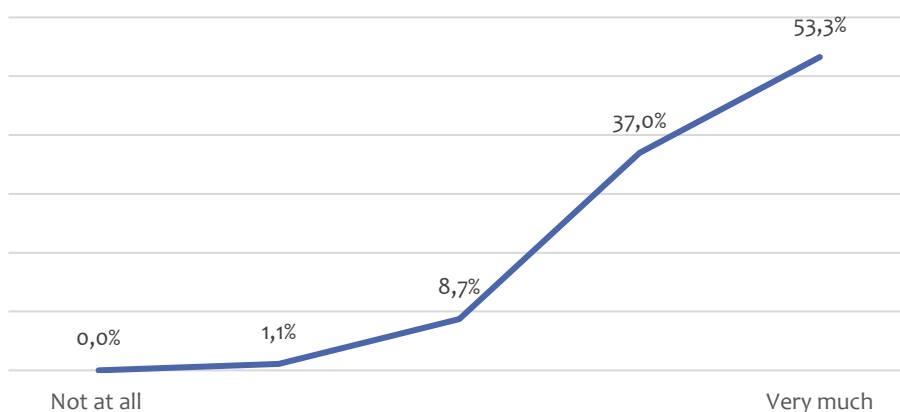


### C. Reaction with the content and duration of the sessions and presentations

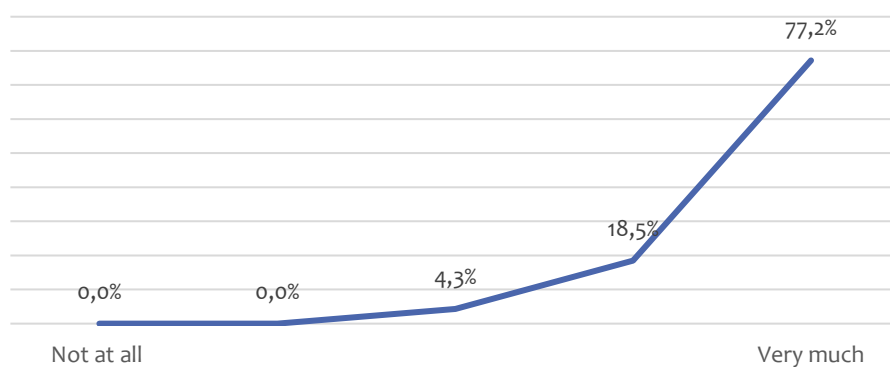
The presentations and all sessions were clear and understandable (average value 4,6)



The duration of the training was adequate and sufficient, (average value 4,4)



The majority of trainees stated that the training content was well prepared by all partners, (average value 4,4)

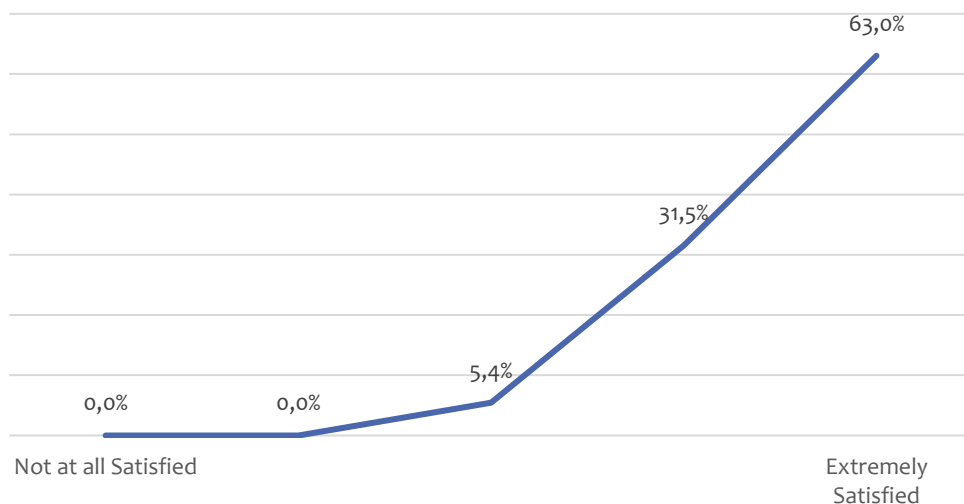




This specific training will help them in planning and implementing other cultural activities, thus motivating their work performance, as stated by 91.30% (n=92) of the participants in the training.

#### D. Overall satisfaction of the training to trainers

The average value of the overall satisfaction from training to trainers was 4,6.





## Evaluation of the training to professionals, trainers/trainers/representatives

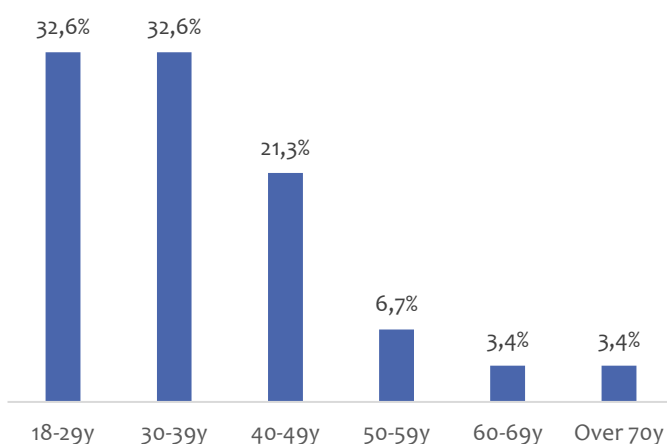
### Activity 4.2: Training to professionals, trainers/trainers/representatives of organizations involved in adult education

In each partner country, a presentation of the STEP UP Project and its results, in particular the Manual, took place. The participants were able to read and analyse the document, which was distributed in paper or digital format, according to the decision of each partner. Subsequently, there was a moment of discussion about the contents of the Manual, and the participants paid added attention to the analysis of Section 3 - "Design and Production of Artistic and Cultural Activities as an Educational Method for Vulnerable Groups", as it was the most practical section, thus of most interest to the attending professionals.

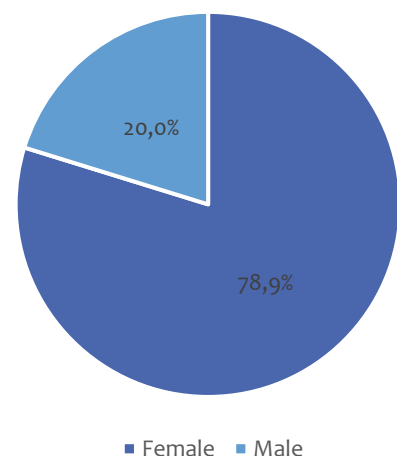
Upon completion of the training to professionals, trainers/trainers/representatives, the majority of participants (N=89) responded to the adapted digitized version of the questionnaire.

#### DEMOGRAPHIC INDICATORS

##### A. Age:

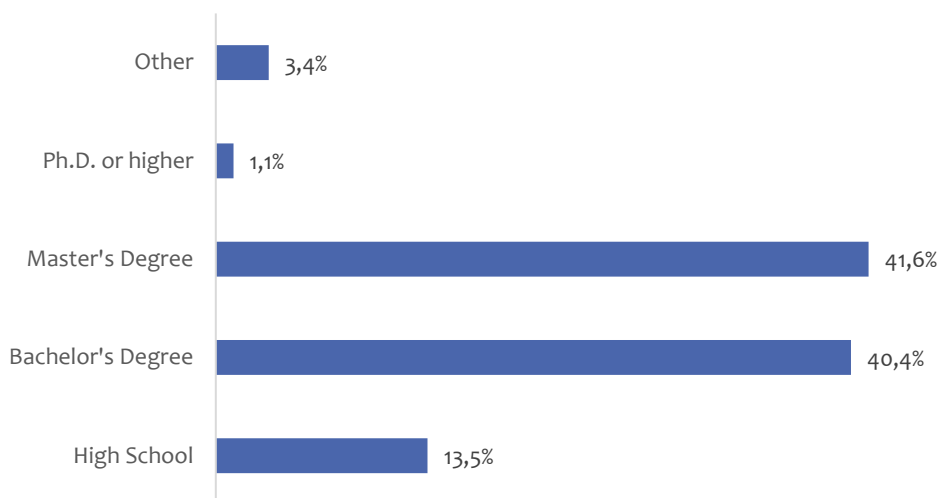


##### B. Gender





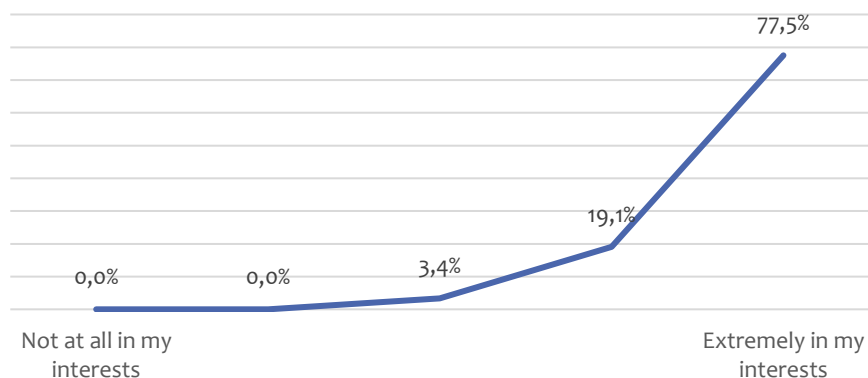
**C. Education:**



**EVALUATION OF THE TRAINING TO PROFESSIONALS/TRAINERS/REPRESENTATIVES**

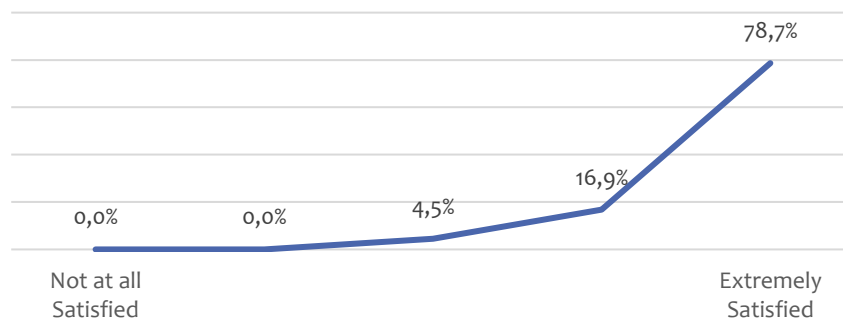
**A. Interested about in the topic of training.**

The average value of interest for the topics of training was 4,7 (n=89)



**B. Satisfaction with the content of the sessions and presentations**

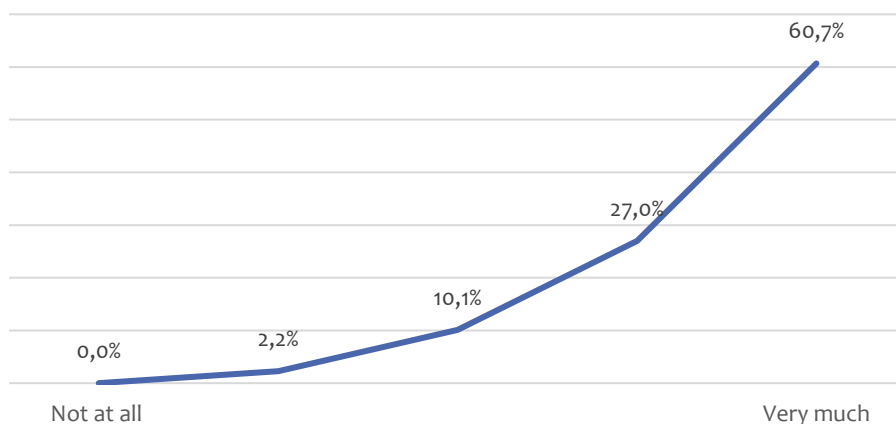
The average value for the content of the sessions and presentations in the specific activity was 4,7 (n=89)



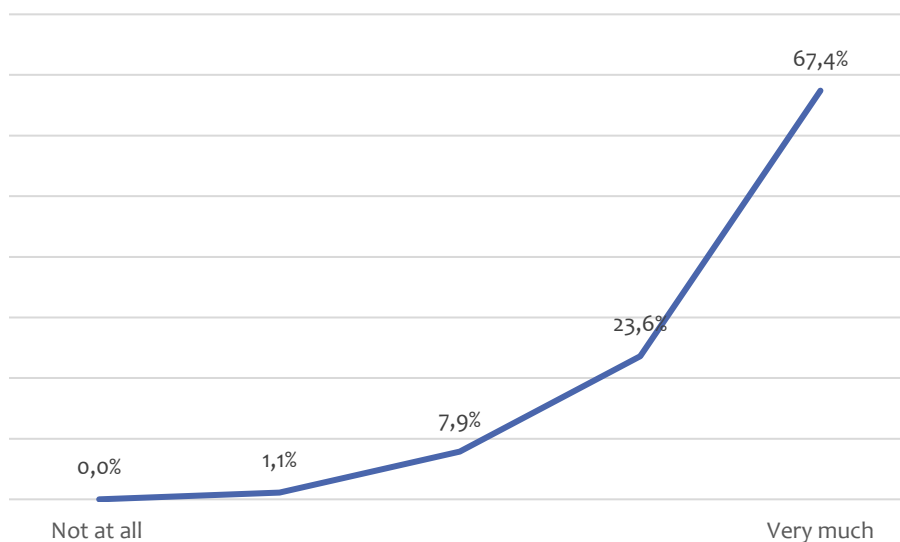


### C. Reaction on the behavior

As a result of the training, the way participants think about cultural/artistic activities as an educational tool has changed (average value 4,5)

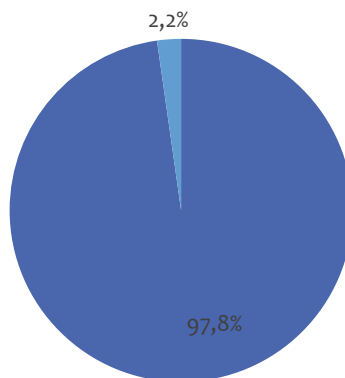


Furthermore, they believe that the advice and guidelines provided in the handbook could facilitate the planning and implementation of cultural and artistic activities aimed at vulnerable groups, (average value 4,6).



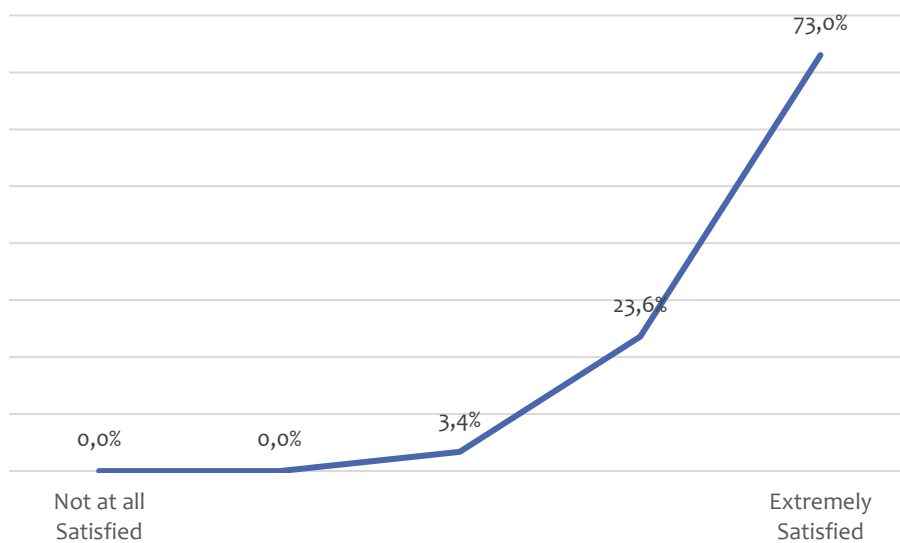


Participants (97.8%, n=89) declared that they would consider the handbook when planning cultural/artistic activities in the future.



#### D. Overall satisfaction

The average value of the overall satisfaction of the training to professionals, trainers/representatives was 4,7.





## Evaluation of the 2nd communication events

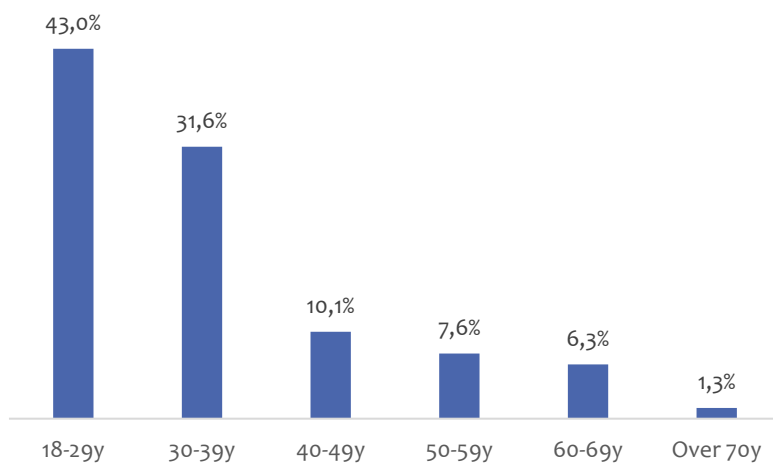
### Activity 1.6: Organization of communication and raising awareness activities

As part of this activity, communication and awareness-raising events were organized in each country with the aim of disseminating information about the project's network and activities. The events are aimed at a wide range of stakeholders and served the purpose of attracting new organizations to the network.

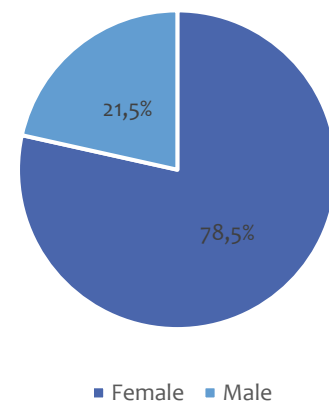
At the end of the events, part of the participants (N=79) answered the adapted digitized version of the questionnaire.

#### DEMOGRAPHIC INDICATORS

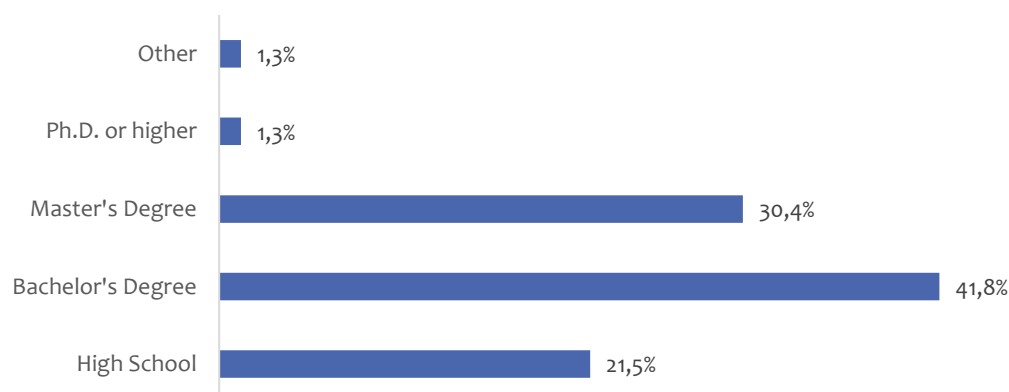
##### A. Age:



##### B. Gender



##### C. Education:

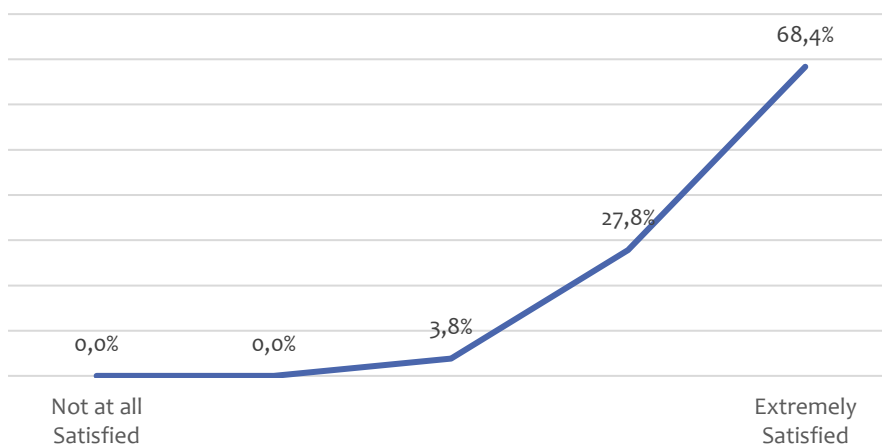




EVALUATION OF COMMUNICATION AND RAISING AWARENESS

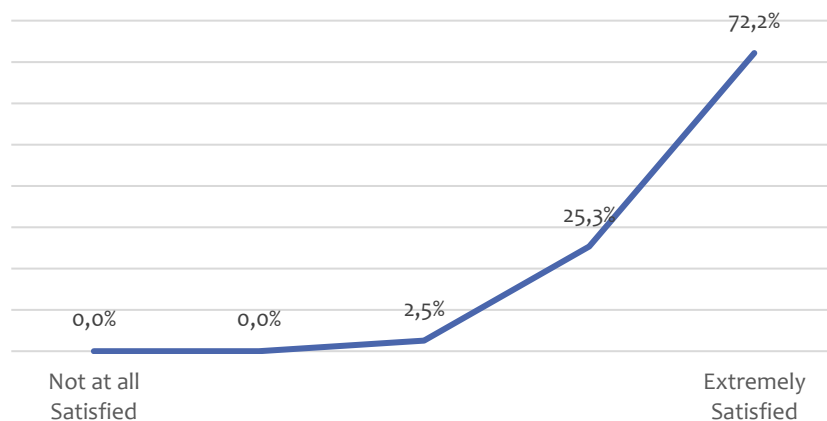
**A. Satisfaction with the content of the events.**

The average satisfaction score for the content of the events was 4.6 (n=79)



**B. Satisfaction with the participation experience.**

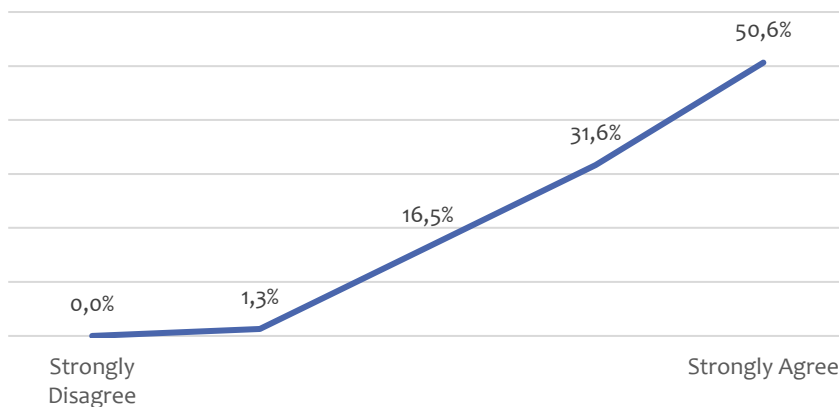
The average satisfaction score regarding the overall experience of participating in the events was 4.7 (n=79)



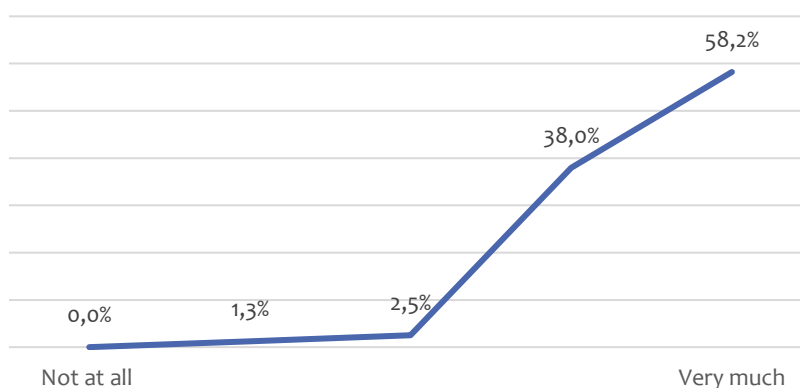


### C. Reaction

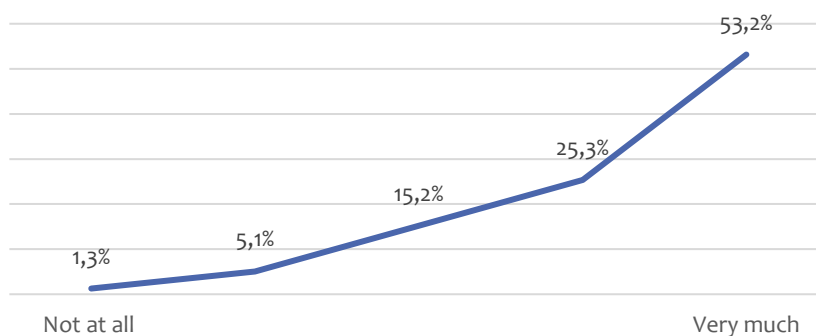
The subject of the activity was effectively designed to meet the requirements regarding professional needs and work goals. The average value was 4.7 (n=79)



Regarding the effectiveness of the methodology used during this activity the average value was 4.5 (n=79)

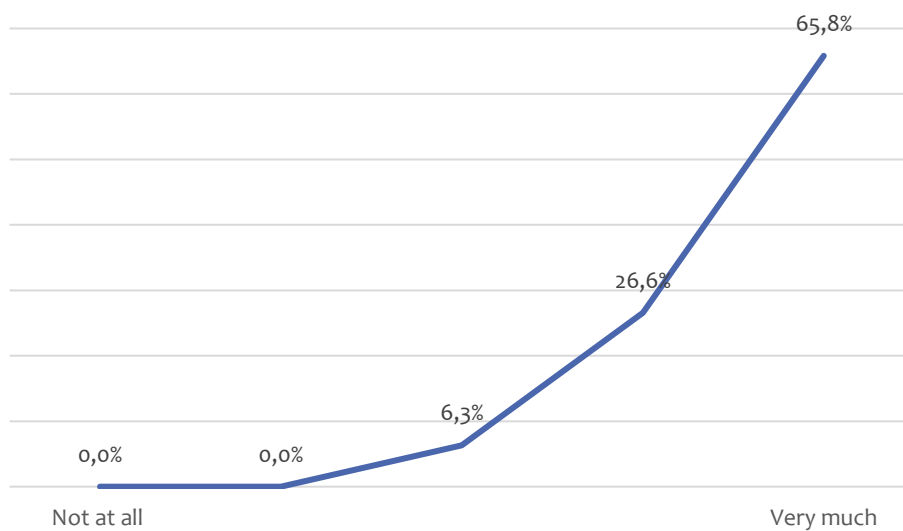


It was declared that there was enough information about the subjects they participated in (average value 4,2, n=79).





As a result of the activity, participants acquired cultural knowledge and skills (N=79, 4,6)





# Impact Evaluation

## Methodology of SROI

### Social Return on Investment (SROI)

Social Return on Investment (SROI) analysis is an internationally recognised approach that provides a framework to understand, measure and value the impact of a program or organisation. It is a form of cost-benefit analysis that examines the social, economic and environmental outcomes created by the activities of the program and the costs of creating them.

### Social Value Principles

Social value is the value that people place on the changes they experience in their lives. The Principles of Social Value provide the basic building blocks for anyone who wants to make decisions that take this wider definition of value into account.

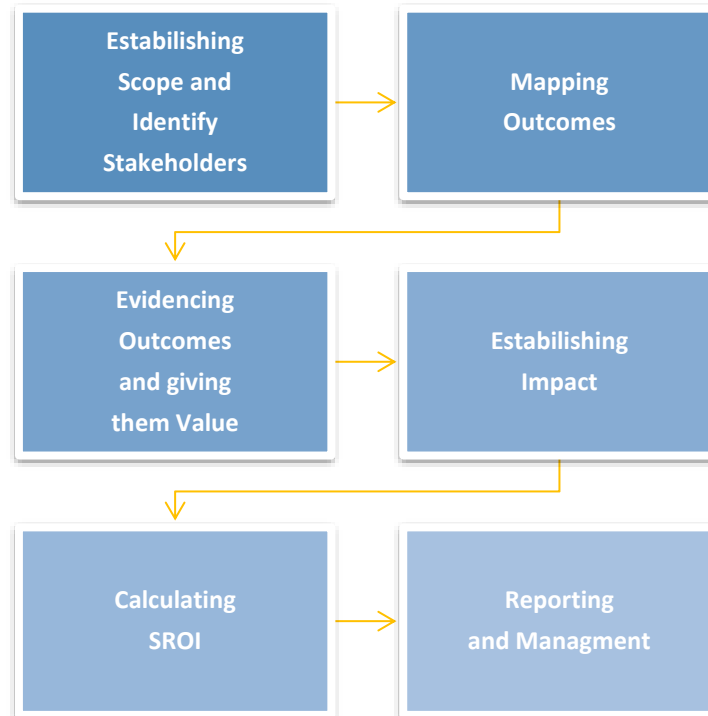
Principles	Definition
1 <b>Involve stakeholders</b>	Stakeholders should inform what gets measured and how this is measured and valued.
2 <b>Understand what changes</b>	Articulate how change is created and evaluate this through evidence gathered, recognising positive and negative changes as well as those that are intended and unintended.
3 <b>Value the things that matter</b>	Use financial proxies so the value of the outcomes can be recognised.
4 <b>Only include what is material</b>	Determine what information and evidence must be included in the accounts to give a true and fair picture, such that stakeholders can draw reasonable conclusions about impact.
5 <b>Do not overclaim</b>	Organisations should only claim the value that they are responsible for creating.
6 <b>Be transparent</b>	Demonstrate the basis on which the analysis may be considered accurate and honest and show that it will be reported to and discussed with stakeholders.
7 <b>Verify the results</b>	Ensure appropriate independent verification of the analysis.





## Approach

To carry out this SROI analysis we undertook six phases of work that are based on those developed by Social Value International. Experienced and accredited SROI practitioners oversaw the analysis.



There are two types of SROI reports,

- Evaluative - conducted retrospectively and based on actual outcomes that have already taken place.
- Forecast - predicts how much social value will be created if the activities meet their intended outcomes



# Stakeholders

Stakeholder engagement is an indispensable stage in an SROI analysis. The overall value of an investment can only be measured by identifying and engaging the stakeholders affected, and changes brought about by the investment to different stakeholders. This analysis has engaged with stakeholders at each stage of analysis to understand what changes are for them and what they feel, to develop a theory of change between inputs, outputs, and outcomes to narrate the true picture and determine the value of changes in them.

Because the number of stakeholders in an activity can be large, the analyzes include the stakeholders who are considered important, that is, the people or entities that are affected or have the greatest influence on the activity under consideration. Also, the participants are selected on the basis of two criteria: the importance of their results and the ability to collect data. The materiality assessment method helps us to see which stakeholders and which results are important, so that we can include them in the analysis.

The collection of data was carried out with questionnaires for all categories of those involved, throughout the duration of the project.



*«SROI considers that stakeholders are best placed to identify where value has accrued. Stakeholders are people, organizations or entities that experience change, whether positive or negative, because of the activity that is being analyzed. Without this input the analysis is unlikely to capture what really matters to people and be relevant to their lives».*





## Social Impact

As highlighted, understanding and measurement of outcomes that matter most to the stakeholders substantiate the effectiveness and impact of the **STEP UP** project on them. This section of the report highlights the outcomes experienced as a result of the project for each material stakeholder and also examines those outcomes that represent end-points in the chains of changes for each stakeholder (and are therefore included on the Value Map). Below illustrates the outcomes experienced by the key stakeholders involved in the project and highlights those included in this analysis. It also outlines the indicators used to assess material outcomes.

### Inputs

**Inputs** are the resources needed to deliver an activity. These can be monetised or non-monetised. All inputs that enable an activity to happen need to be recorded”.

The total funding required for the nearly three years of project implementation was € 367.110,37. These costs concern project management and activity development costs, costs for transnational meetings and event costs.

**Total present value of inputs**  
**€ 367.110,37**





## Outputs

Outputs can be described as ‘the quantitative summary of an activity’

List of indicators	Value achieved
1.1. R1-Number of decisions for the establishment of the Network’s Steering Committee;	1
1.2. R1-Number of formal agreements and strategies for the Network;	1
1.3. R1-Number of kick off meetings;	1
1.4. R1-Number of agendas for the organisation of the kick off meeting;	1
1.5. R1-Number of presentations in the kick off meeting;	6
1.6. R1-Number of lists of participants in the kick off meeting;	1
1.7. R2-Number of project brochures;	1
1.8. R2-Number of electronic newsletters; <i>Number of recipients of the electronic newsletters (professionals and organisations)</i>	12 3,329
1.9. R2-Number of lists of recipients of the electronic material;	1
1.10. R2-Number of communication and raising awareness events; <i>Number of participants in the communication and raising awareness events</i>	12 420
1.11. R2-Number of presentations in the communication and raising awareness events;	12
1.12. R2-Number of agendas for the communication and raising awareness events in the 6 countries;	12
1.13. R2-Number of lists of participants in the communication and raising awareness events;	12
1.14. R2-Number of web platforms developed;	1
1.15. R2-Number of agendas for the organisation of the final conference;	1
1.16. R4-Number of final conferences;	1
1.17. R4-Number of lists of participants in the final conference;	1
1.18. R4-Number of presentations in the final conference;	7
1.19. R5, R6-Number of focus groups organised in all 6 countries; <i>Number of participants in the focus groups (in total)</i>	12 76
1.20. R5, R6-Number of lists of participants in the focus groups;	12
1.21. R5, R6-Number of reports summarizing the collected good practices;	6
1.22. R7, R6-Number of workshops with the participation of all partners;	1
1.23. R7, R6-Number of agendas for the workshop;	1
1.24. R7, R6-Number of presentations in the workshop;	4
1.25. R8-Number of good practices piloted; <i>Number of members of vulnerable groups participated in the pilot activity</i>	6 139
1.26. R8, R2-Number of two-day events organized in Greece;	1
1.27. R8, R2-Number of agendas for the two-day event in Greece;	1
1.28. R8, R2-Number of lists of participants in the two-day event:	1
1.29. R9-Number of toolboxes of good practices produced;	1
1.30. R10-Number of lists of recipients of the toolbox; <i>Number of recipients of the toolbox (professionals and organisations)</i>	7 2507
1.31. R11-Number of training programmes delivered; <i>Number of trainees (trainers and members of vulnerable groups)</i>	6 146



List of indicators	Value achieved
1.32. R11-Number of lists of participants in the training programmes;	6
1.33. R12-Number of manuals produced;	1
1.34. R13, R14-Number of policy recommendation reports;	1
1.35. R13, R14-Number of lists of recipients of the policy recommendations report;	6
1.36. R15-Number of lists of targeted organizations and authorities;	6
1.37. R15, R16, R17-Number of workshops targeting organizations and authorities; <i>Number of participants in the workshop (professionals, trainers/representatives of relevant organisations))</i>	6 194
1.38. R15, R16, R17-Number of presentations in the workshops;	6
1.39. R18-Number of reports summarizing the experience from the workshops targeting relevant authorities, organisations and professionals;	1
1.40. R19, R20-Number of evaluation tools developed;	8 (questionnaires)
1.41. R19, R20-Number of participants;	1
1.42. R19, R20-Proportion of the target population participating in the project;	1
1.43. R19, R20-Number of key stakeholders involved;	1
1.44. R19, R20-Number of employees;	1
1.45. R19, R20-Members of vulnerable groups.	1
1.46. R19, R20-Changes in awareness, knowledge and skills;	1
1.47. R19, R20-Changes in individual capacity, i.e. confidence, self-esteem, social skills, problem solving skills;	1
1.48. R19, R20-Increased mental wellbeing;	1
1.49. R19, R20-Change the way we use culture as an integration tool for vulnerable groups;	1
1.50. R19, R20-Change the way we use culture as a non-discrimination tool;	1
1.51. R19, R20-Change the way we use culture as tool that can lead us to a more sustainable future;	1
1.52. R19, R20-Create a culture -central agenda between the partners;	1
1.53. R19, R20-Partners could embrace the cultural activities and create new culture oriented activities in the future;	1
1.54. R19, R20-Make policy makers understand the importance of culture as an educational tool for promoting social inclusion;	1
1.55. R19, R20-Provide capacity building to all the stakeholders in order to promote the role of cultural and artistic activities, as an educational method, in facilitating the social inclusion of vulnerable groups.	1
1.56. R19, R20-Number of Social Impact reports produced;	1
1.57. R21-Number of decisions on the cultural activities that will be implemented after the end of the project;	1
1.58. R21-Number of decisions on the dissemination campaign to be implemented after the end of the project.	1
1.59. R24, R25-Number of project reports;	2
1.60. R22, R23-Number of Project Management Plans	1
1.61. R22, R23-Number of agendas for the monthly coordination meetings.	24



## Understanding Outcomes

**Outcomes** are the changes resulting from an activity. The main types of change from the perspective of stakeholders including unintended (unexpected) and intended (expected), positive and negative change.

According to the 4th principle of the guide of an SROI analysis, the materiality assessment method was used, to help us which results are important, so that they are included in the analysis.

4

**Only include what is material**

How many experienced the change, according to the degree of importance and materiality.

## Theory of change

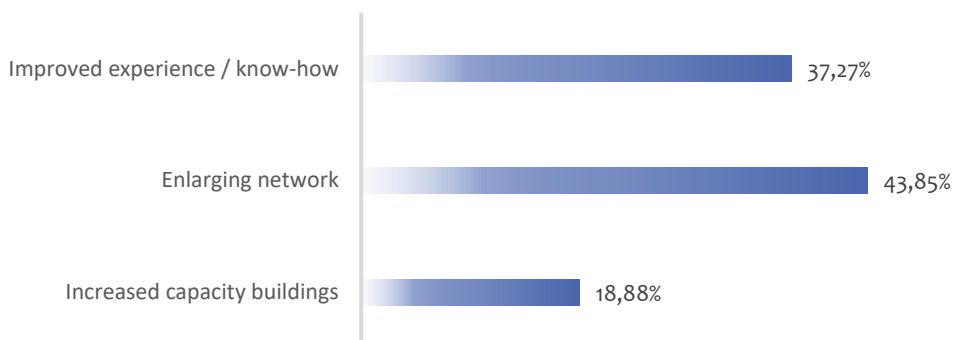


### Outcomes for consortium partners

The organizations that collaborated in the development of the project are an important source of increasing social value, as they were the central support mechanism in the implementation of the project. The results of the research are presented as follows:

The changes defined as significant according to the materiality assessment concern:

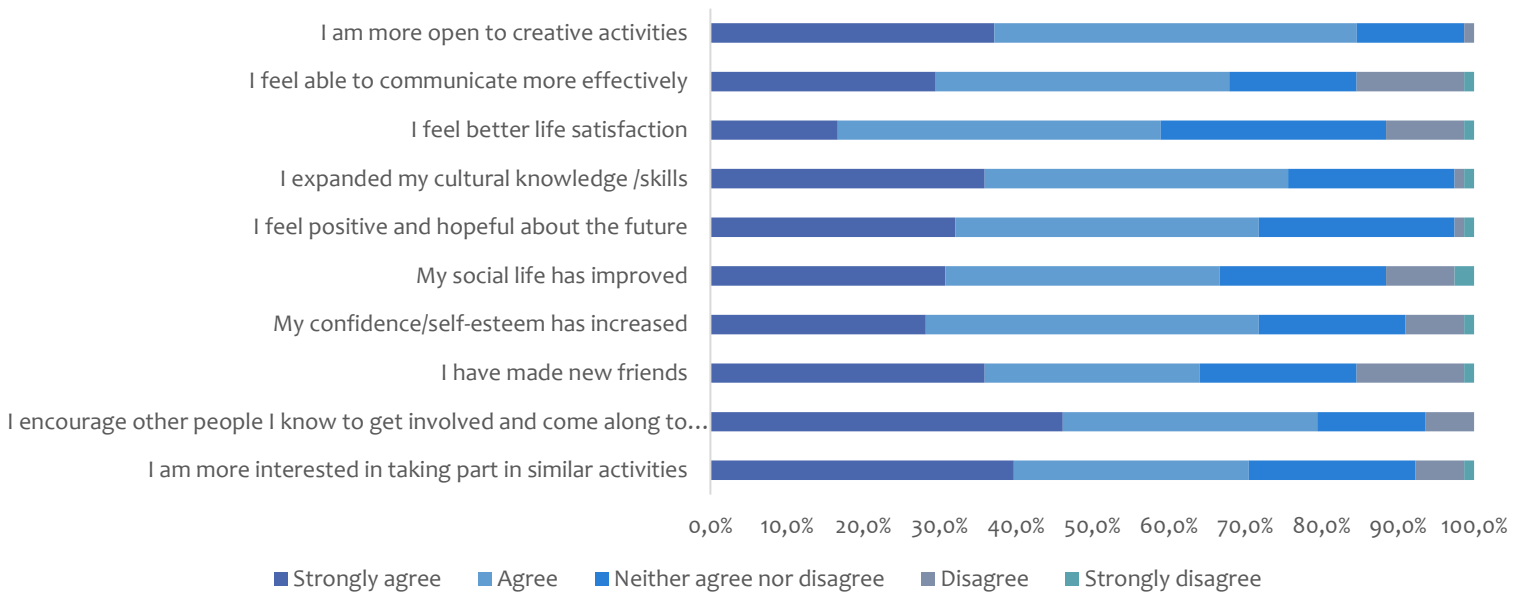
- **Increased capacity buildings**
- **Improved experience / know-how**
- **Enhanced network**





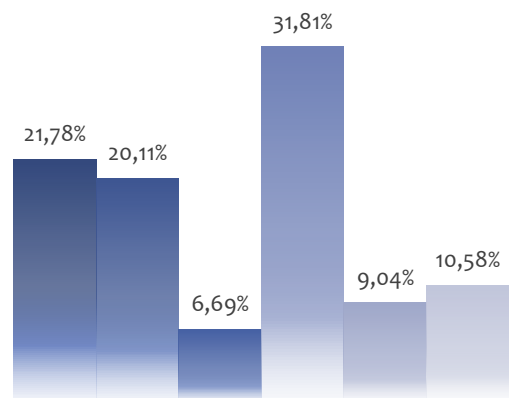
## Outcomes for Vulnerable groups

The main social outcomes for participants who took part in the pilot implementation are:



The main changes that were judged to be important, and to avoid excessive claims in the measurement, the following results were calculated for the SROI index:

- **Enhanced self-esteem/confidence**
- **Increased communications skills**
- **Become more happy**
- **Improved social life / make new friends**
- **Learned new things**
- **More motivation for participating**



- Enhanced self esteem/confidence
- Increased communications skills
- Become more happy
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- More motivation for participating

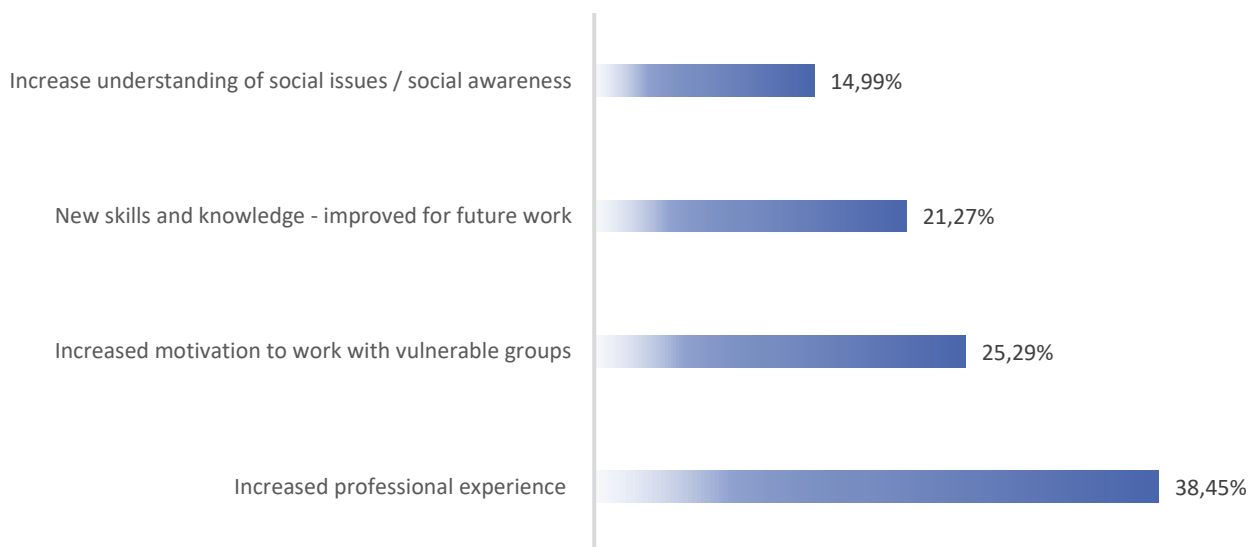


## Outcomes for Professionals

Positive societal changes were also noted by members of the training in professionals, trainers/representatives who participated in Activity 4.2: Training to professionals, trainers/representatives of organizations involved in adult education.

To estimate the social value, the following changes were calculated:

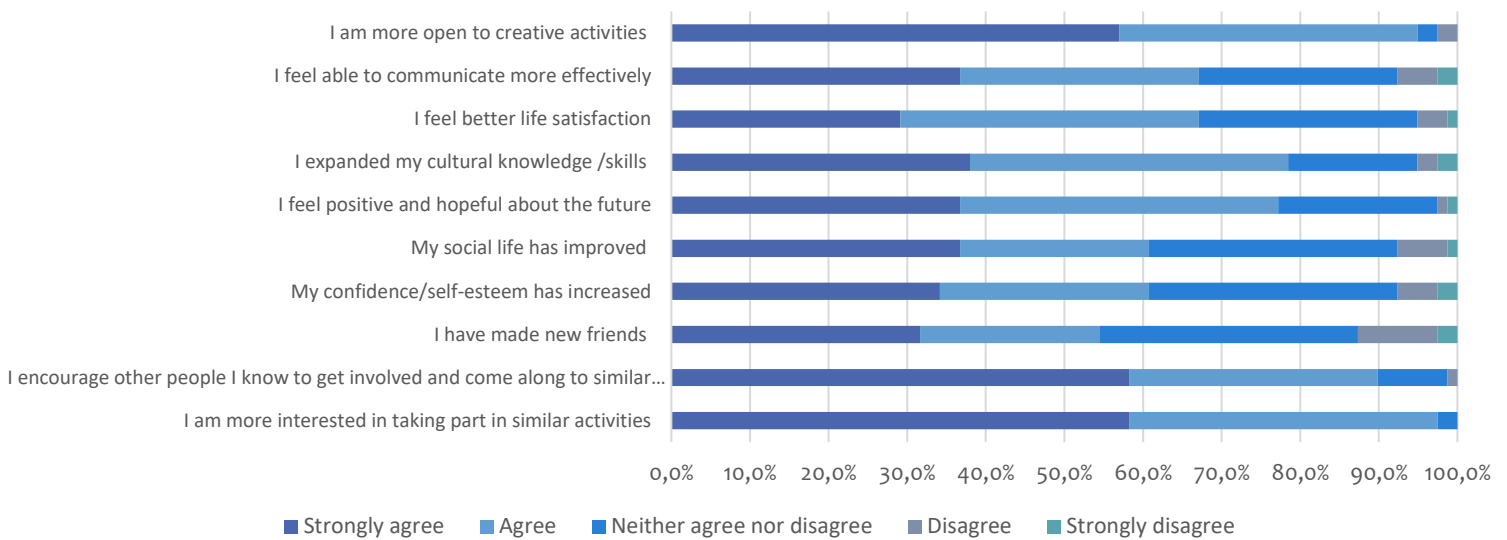
- *Increased professional experience*
- *Increased motivation to work with vulnerable groups*
- *New skills and knowledge - improved for future work*
- *Increase understanding of social issues / social awareness)*





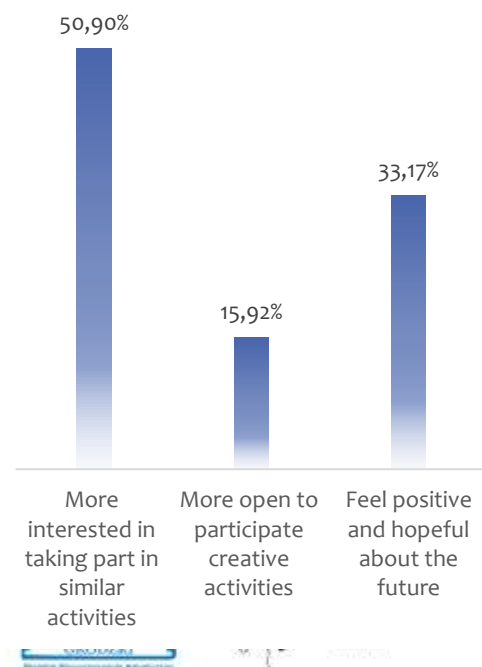
## Outcomes for *General public*

The participants in the **Activity 1.6: Organization of communication and raising awareness activities**, which were organized in each country with the aim of disseminating information about the network and project activities, marked changes as can be seen in the following figure.



The main changes that were judged to be important, and to avoid excessive claims in the measurement, the following results were calculated for the SROI index:

- **More interested in taking part in similar activities:**
- **More open to participate creative activities**
- **Feel positive and hopeful about the future**





## Outcome Indicators

### Indicators

Indicators are used as the basis for measuring outcomes in the SROI methodology. We used the stakeholder engagement process in Phase one to understand the changes in stakeholders' behavior, mindset, and values as a result of this program, and identified different indicators on this basis. However, the outcome of each stakeholder may vary in degree, perception, expression, or frequency due to individual circumstances, and it is not possible to measure an outcome using a single indicator.

### Duration

Duration is the length of time the outcome lasts, and each outcome has a different duration. This project objectively determines the duration of each outcome based on the subjective prediction of stakeholders.

Recording the duration of the results of an activity is important for its evaluation. Although a change may follow the person involved for a long time after the activity has been completed, there may not be sufficient evidence to determine the exact length of time. In this particular analysis, the duration of the results was obtained as an average from the corresponding question that the participants were asked to answer.

### Financial proxies

During the previous stage, we used indicators to prove whether or not an outcome occurred. The next step is to put a price on each outcome using a financial proxy to define the financial value. It should be noted that this step prices the outcome and not the indicator, but indicators are also taken into consideration when choosing a financial proxy.

It should be emphasized that with "financial proxies" we do not consider whether the people involved can buy the corresponding products or services, but we use them because they are a simple way of assigning a monetary value to results that are not tradable.

#### Financial Proxy:

What is the value of this outcome to the stakeholder?

Also, in some cases we use the potential cost value saved. Finally, the lowest values were defined as the values of the proxies, in order to avoid their overestimation.





3

Value the things that matter

How much of the outcome did this stakeholder experience?

## Impact Factor

In order to follow the SROI principle of not over-claiming, we eliminated the predicted social impact of the **STEP UP** project, which was not caused by the project evaluated here. The impact factors we considered are divided into four factors, the deadweight, displacement, attribution and drop off, explained below:

### Deadweight

Deadweight accounts for the extent to which the individual would have experienced an outcome anyway in the absence of the project.

A baseline is needed as the starting point against which changes resulting from the project can be measured and deadweight calculated.

This refers to an outcome occurring regardless of the existence of a project. This study's deadweight is assessed individually for each outcome by the stakeholders, based on the statistical results of the survey. We use the average of the result of the survey to complete the calculation.

Consortium partners=25%

Vulnerable groups=21%

Professionals=33%

General public=25%

**Deadweight**  
*How much  
of the outcome did this  
stakeholder experience?*

### Attribution

This refers to the probability that stakeholders would have the same outcome due to the intervention of other factors, even without this project. Unlike deadweight, attribution takes into account intervention from other projects, while deadweight is the probability that the outcome would naturally occur.

Attribution (the proportion of the outcome that is attributable to an organization) is calculated as a percentage. It will never be possible to get a completely accurate assessment of attribution, but it is important to note that an activity from a specific service may not be the only factor contributing to an observed change in a stakeholder. We use the average of the survey result to complete the calculation.





Co-funded by the  
Erasmus+ Programme  
of the European Union



Consortium partners=5%

Vulnerable groups=0%

Professionals=30%

General public=10%

### Attribution

*How much of this  
outcome was a result of  
the project?*

## Displacement

Displacement considers if there is a situation where a program might reduce a negative outcome in a certain location or for a certain demographic, but that outcome has actually been displaced to somewhere else and so has not been eliminated from society. In **STEP UP** project, the majority of areas had no significant displacement. This factor represents the effects of the target project on other projects or stakeholder factors outside of the project. The SROI Guide also states that not every project contains this particular factor. In this project, outcomes of stakeholders are mostly enhancement of personal life quality or improving skills. Such enhancement does not result in negative results for others and hence displacement is set to be zero.

## Drop off

Drop-Off is a measure which recognises that outcomes could tend to reduce over time.

### Drop off:

*How long will the impact of  
the change last?*

While an outcome may have an impact over many years, the direct relationship between the program and the outcome over time is most likely to be reduced. However, to avoid over claiming, a conservative figure of 10% is weighted against all outcomes.





## Calculating the SROI ratio

The outcome of the SROI analysis is a story about the value of change created, relative to the investment. The SROI ratio is a shorthand for all of the value for all of the stakeholders. For example, a ratio of 3 : 1 indicates that an investment of € 1 delivers €3 of social value.

The project for the entire duration of its implementation was financed by **€ 367.110,37**



This generated a range of outcomes for stakeholders, which were estimated at a social value of **€ 935.969,00.**

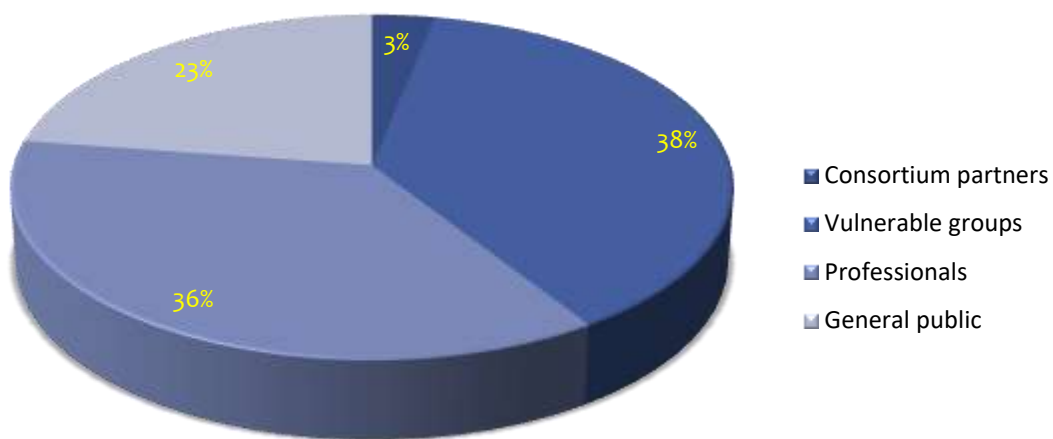


Outcomes of Stakeholders	Value created	
Consortium partners	45.902,10	3.16%
Vulnerable groups	548.401,76	37,74%
Professionals	529.184,44	36,42%
General public	329.689,95	22,69%
<b>Present Value (PV)</b>	<b>1.453.178,26 €</b>	
<b>Discount rate</b>	<b>3.5%</b>	

<b>Present Value of outcomes</b>	<b>1.365.460,45€</b>
<b>Present Value of inputs</b>	<b>367.110,37€</b>
<b>SROI</b>	<b>3,72</b>



## Social Value Contribution



SROI ratio



SROI  
3,72: 1



€1.365.460,45

€ 367.110,37

*“For every 1 euro invested in the **STEP-UP** project **3,72** euros of social value was created.”*





## Conclusions

The SROI analysis suggests that the STEP UP project has a positive impact and a return on investment of €3,72 for every €1 invested over the almost three years of its implementation.

The current SROI calculated takes stakeholder involvement into account. Included are results from the implementation of good practices, the training of trainers, professionals and those who participated in the dissemination and awareness events. Included are the results from the implementation of good practices, training of trainers, professionals and those who participated in the dissemination and awareness events. Research shows that social value is created by all stakeholders involved for outcomes such as gaining experience, increased confidence and self-esteem, increased communication skills, understanding of social issues, motivation to participate in activities, increased knowledge about cultural activities also the acquisition of new methodologies and skills which are important elements for the future career path.

## Limitation

SROI measures and accounts for a much broader concept of value, through measuring change in ways that are relevant to the people or organisations that experience or contribute to it. It is about value rather than money. There are however limitations with the methodology, many of which are being addressed by the SROI Network and will be overcome as SROI becomes more widely used with a more established evidence base.

One of the main perceived limitations of SROI, as with other types of evaluation, is that it is difficult to compare results between organisations. SROI should not be viewed as being all about the final financial ratio. This attracts skepticism and criticism and means many of its benefits are overlooked.

SROI is a process of understanding and valuing impact and should be used by organisations to understand where their impact is greatest and how they could improve what they do.





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EDUCACIÓN

GENCLİK  
HİZMETLERİ