

We Value Nature 10-Day Challenge Event

Social programmes are not just charity for charity's sake – how to calculate the Social Return on Investment (SROI), 17.03.2021 [Session held in Bulgarian]

Session summary & key takeaways

It is way too often that social programmes and initiatives (especially in the corporate world) are planned and executed without particular consideration of potential effectiveness. This session presented the case for Social Return on Investment (SROI) – a methodology for both planning, and evaluating the outcomes of social initiatives. Using SROI, organisations can plan, execute, evaluate, and communicate their initiatives in a way that maximizes their value to society (measured in monetary terms).

Key takeaways:

1. SROI is a method for planning social initiatives and evaluating their benefits toward maximizing their value to society
2. Measuring the monetary value of the changes brought about in society from social initiatives allows organisations to succinctly communicate their benefits to a wide range of internal and external stakeholders.

Warm thanks to the speakers for the insights shared:

Ivan Paspaldzhiev, Senior Consultant & International Service Leader Natural & Social Capital, denkstatt Bulgaria

Klimentina Rasheva, Managing Partner, denkstatt Bulgaria

Key solutions presented / actions to take

The session presented a practical overview of the steps you need to take for SROI analysis and how it can be useful for structuring social initiatives.

Useful resources

[Social Value International standards & guidelines](#)

[The session outline is available in Mural.](#)