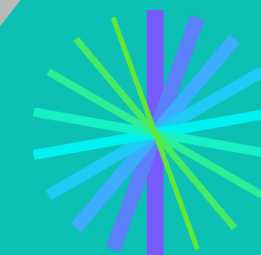


Social Return on Investment

“Focus on the Person”

2022-2023



funded by

Metlen
Energy & Metals

“Focus on the Person”

With a particular interest in the needs of local communities, Metlen group supports the implementation of the SKEP'S Disability Awareness Educational Program "Focus on the Person"

This initiative acquires a special value both for the S.K.E.P. union as well as for Metlen as it actively contributes to the selection of the Global Sustainable Development Goals (Goal 4 "Quality Education", Goal 10 “Reduced Inequalities” and 17 "Cooperation for the goals").

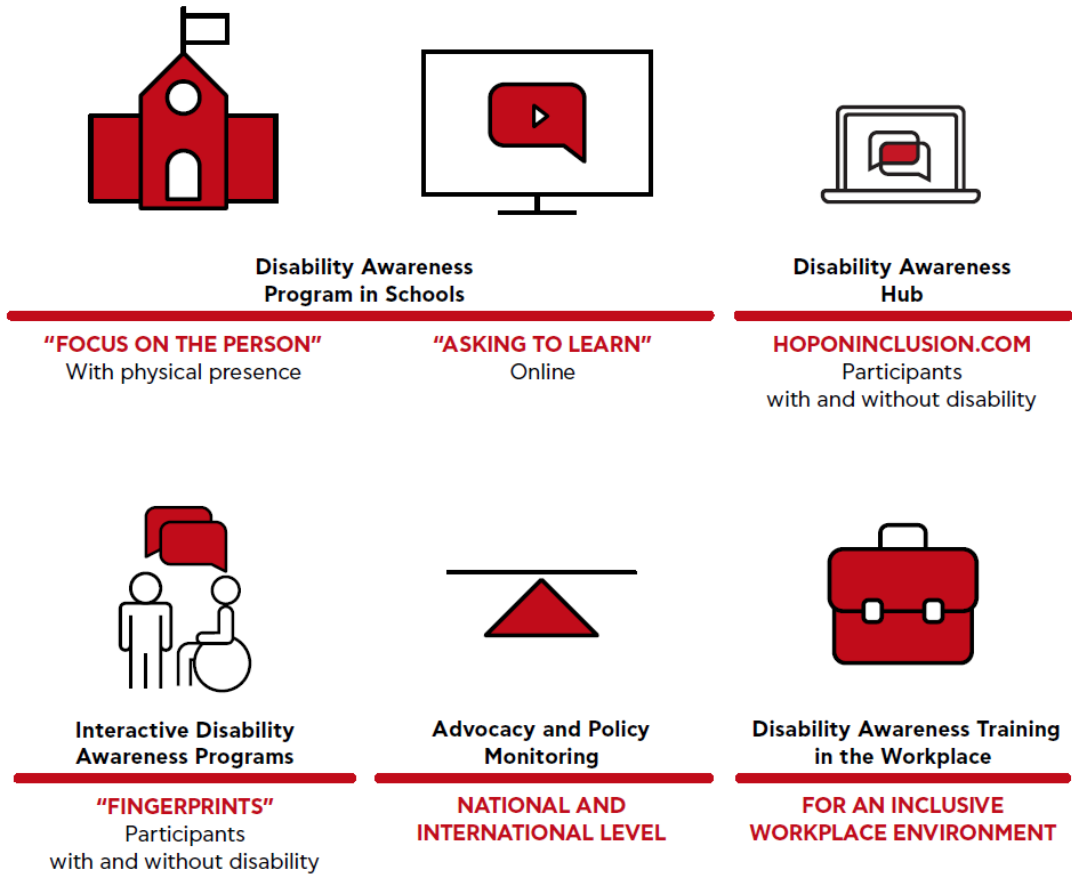


This paper summarizes the results of social impact of the educational program "Focus on the Person", undertaken by Equal Society, with the aim of highlighting the social effects produced by the participation of those involved in the educational program during the school year 2022 in schools in the Municipality of Distomo, Arachova & Antikyra and the school year 2023 in shools within the Attica area.

The Association of Social Responsibility for Children and Youth - SKEP is a nonprofit organization established in 2008 in Athens, Greece, striving for a barrier-free and rights-based Inclusive Society. Since the beginning we have been implementing Disability Awareness Educational Programs aiming to deconstruct stereotypes and reshape attitudes.

At SKEP have dedicated ourselves to fighting social exclusion and the lack of visibility of people with disability.

- **Vision:** An all-inclusive society where everybody feels accepted and useful
- **Mission:** The social inclusion of people with disability as well as socially vulnerable and marginalized groups
- **Target Group:** Everyone, the young and the less young.
- **Topics of Interest:** Battling ignorance and deconstructing stereotypes
- **Methodology:** Implementation of Disability Awareness Educational Programs



Through Diversity Awareness Educational Programs, SKEP strives to deconstruct stereotypes and reshape attitudes towards diversity, starting from the early school years all the way to society as a whole. The ultimate goal is to coexist harmoniously in a constantly changing and evolving world.



“FOCUS ON THE PERSON” with physical presence

The innovative educational program “Focus on the Person” has been successfully implemented since 2009. The Disability Awareness Educational Program is approved by the Ministry of Education and Religious Affairs.

- Conducted in Schools & Universities.
- Address primary & secondary general education students within the school curriculum, as well as university students.
- Consist of an Experiential Non – Formal Educational Program: Open Informative dialogue promoting awareness. SKEP’s motivational speakers with disability talk about crucial issues concerning people with disability, in a direct and honest way.
- Implemented & coordinated by SKEP’s motivational speakers (youth with physical impairments).

Goals of the Educational Program “Focus on the Person”

It aims to awaken students and change their attitude towards diversity while introducing them to the notion of social acceptance and equality.



01

Deconstruct stereotypes of prejudice about disability through the awakening of the general population and the reshaping of attitudes



02

Integrating people with disability into everyday life, aiming towards their social inclusion



03

At the same time, the Educational Program contributes towards students’ psycho-social development, enabling them to view both society & themselves in a different way.



Scope

The objectives of the evaluation:

- to identify key stakeholders and their outcomes through their participation in terms of changes experienced in their lives
- to understand how activities lead to outcomes for stakeholders, according to the logic model
- to determine the impact and the social value

"The main goal of the analysis is to maximize social impact and highlight the 'theory of change' for each stakeholder through their participation".

Methodology

Social Return on Investment (SROI) is an international standard for measuring the value created in society by Corporate Responsibility programs. Metlen has adopted SROI in order to understand the impact of the activities it invests in and to show that it understands the value created, manages and proves it, based on the internationally recognized methodology. Following the basic principles, the final social impact index is calculated, which is the benefit/cost ratio of the action we are studying.

- ☐ Involve stakeholders
- ☐ Understand what changes
- ☐ Value the things that matter
- ☐ Only include what is material
- ☐ Do not over-claim
- ☐ Be transparent
- ☐ Verify the result

SROI



Stage 1: Establishing Scope and Identifying Stakeholders



Stage 2: Mapping Outcomes



Stage 3: Evidencing outcomes and Giving them a value



Stage 4: Establishing Impact



Stage 5: Calculating SROI



Stage 6: Reporting

The SROI analysis follows the methods described in the Social Return on Investment guide, the recognized international SROI methodology guidance document of The Social Value Network International. The five steps listed above are the standard procedure for conducting an SROI analysis.

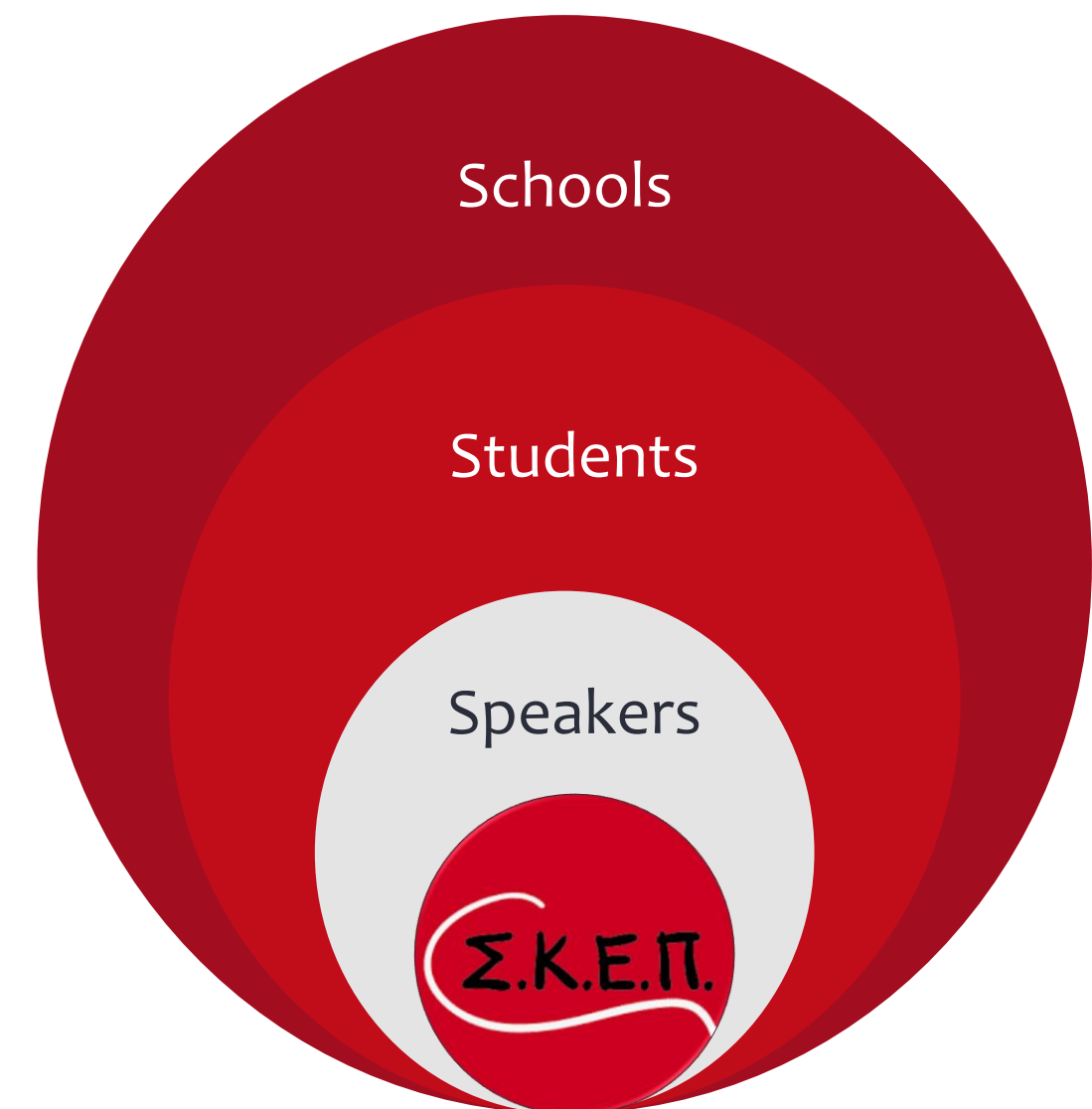
Stakeholders

The SROI guide emphasizes that the most important part of a social impact analysis is stakeholder engagement. Inclusion of stakeholders is the fundamental requirement of SROI.

“Stakeholders are defined as: people or organisations that experience change as a result of your activity, or those who affect the activity under analysis”.

Because the number of stakeholders in an activity can be large, the analyzes include the stakeholders that are considered important, i.e. the people or entities that are affected or have the greatest influence on the activity under consideration.

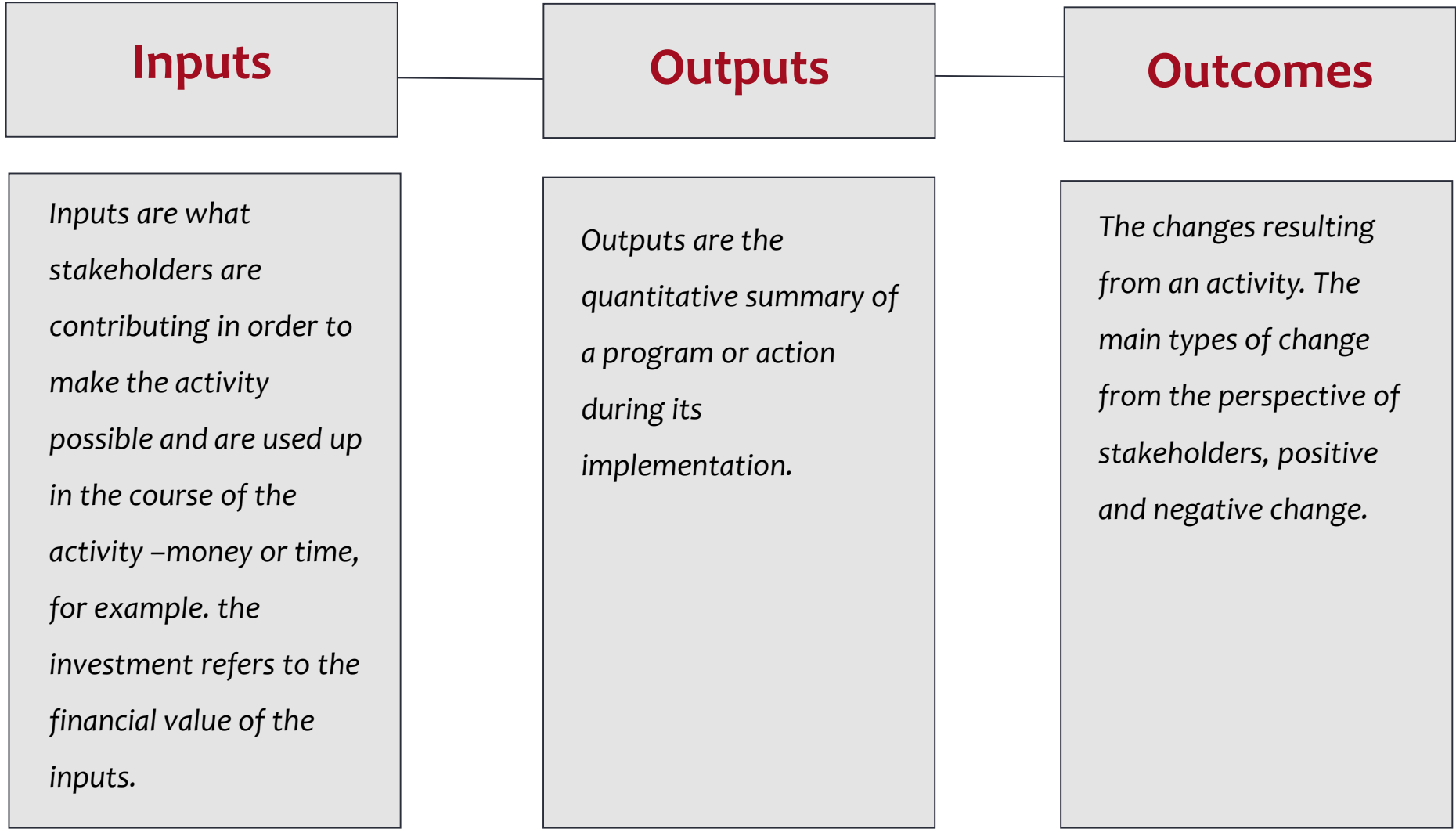
Through consultations with the Association's collaboration team, a detailed mapping of all stakeholders was carried out and the key stakeholders were defined as those experiencing the most changes due to their direct involvement in the educational programs. We also recorded the places, those that underwent significant and immediate changes due to the interventions and which are included in the social value calculation, taking into account the accessibility and the immediacy of the intervention.



Social Impact



Social Impact Assessment



Metlen
Energy & Metals





2022-2023



4.849
Students



79
Schools



95
motivational
speeches



2
Speakers



Outputs

2022

“Focus on the Person” in Prefecture of Viotia



February

March

April

May

June

80 Students
1 Speech
1 School

135 Students
3 Speeches
3 Schools

41 Students
1 Speech
1 School

234 Students
4 Speeches
4 Schools

34 Students
1 Speech
1 School

2023

“Focus on the Person” in Attica area



January

February

March

April

May

June

546 Students
13 Speeches
10 Schools

962 Students
17 Speeches
13 Schools

1211 Students
20 Speeches
15 Schools

394 Students
9 Speeches
8 Schools

962 Students
20 Speeches
17 Schools

250 Students
6 Speeches
6 Schools



“I realized that by using the right words around disability we eliminate the shame, ignorance and fear that no human being should feel. I learned that people with disabilities can drive, swim, dance, play sports, travel...”

Educator

"I thought that people with disabilities were capable of a few things, but after I attended the program, I realized they were capable of many more things than I had imagined!"

Student

"... my involvement with this program helped me gain visibility to strengthen the fight against ignorance and prejudice and to promote actions that each person can take to create an inclusive society.“

Speaker

"Children need to be exposed to situations where they experience empathy. It is something that helps their development as people and at the same time helpful in the teaching practice"

Educator



Outcomes

Following a survey the changes were understood for the stakeholders and the value chain was approached to explain the relationship between inputs outputs and outcomes. Based on these we developed the **Theory of change (ToC)**.

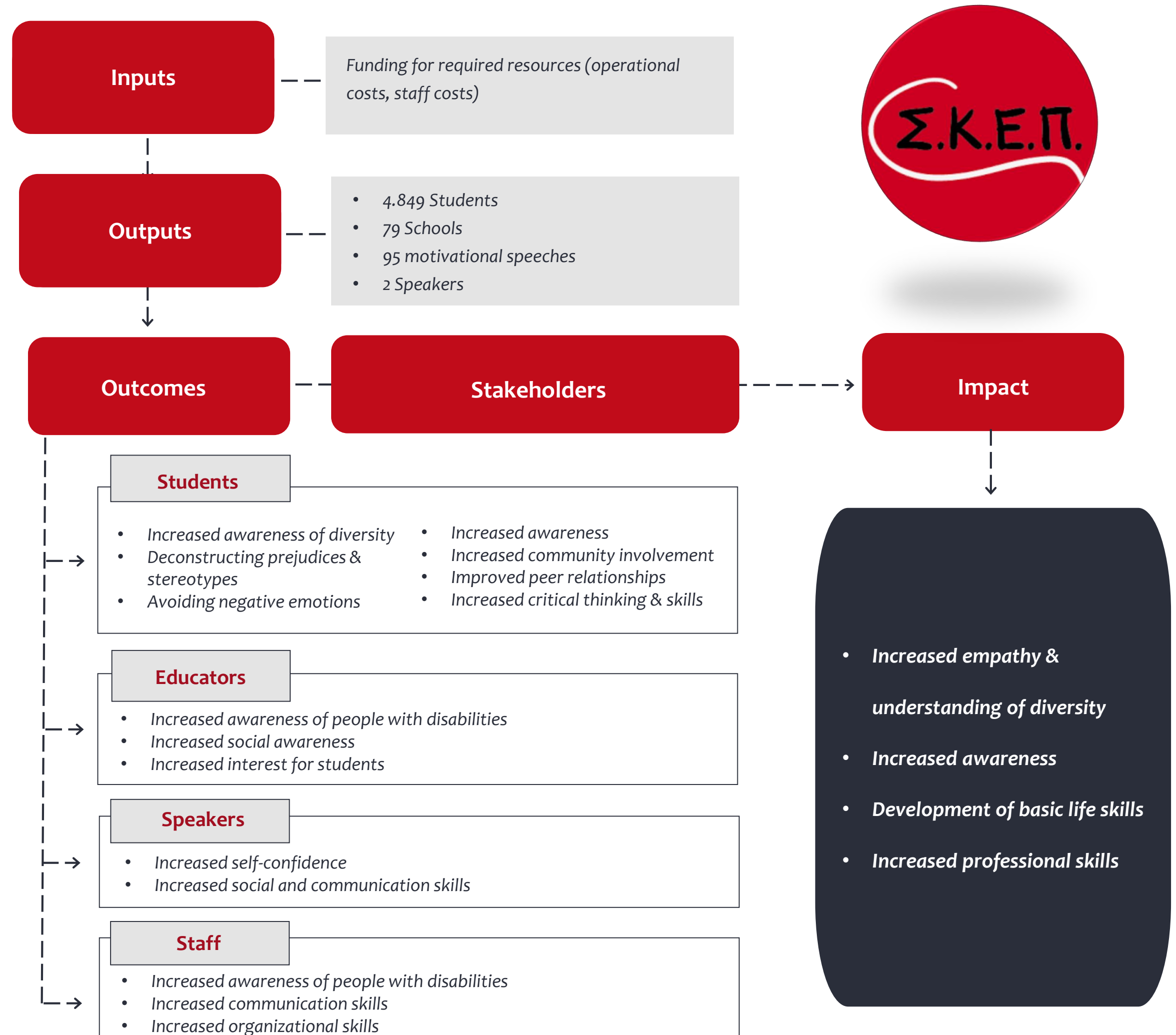
Increased empathy, understanding and acceptance of diversity were the main outcomes of the intervention for the students. Revision, attitude change and rejection of negative emotions are also outcomes that support the set of characteristics of a future active citizen. It is particularly important for students, especially during their school years, to develop an awareness of disabilities because it will enable them to become better citizens as society's attitude towards a person with a disability affects their inclusion not only in schools but and the community in general.

From the analysis it also emerged that the increased awareness did not only affect the students but also the other stakeholders in the implementation of the program such as educators and the management team (staff) of S.K.E.P.



Theory of Change

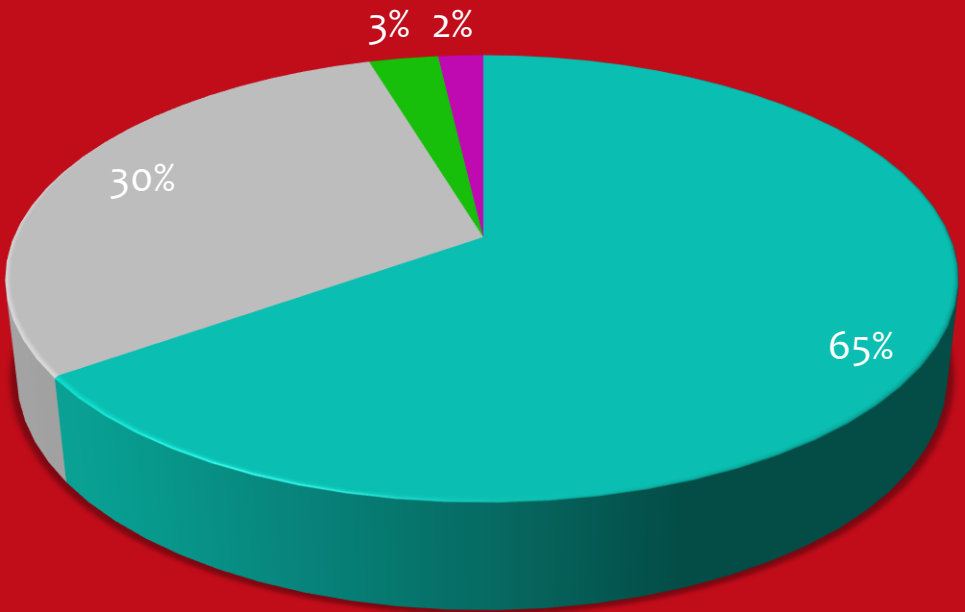
“For every 1€ invested in the educational program “**Focus on The Person**” creates 4.13 € in value for society”.



SROI Calculation



Social value distribution



- Students 65,19%
- Educators 30,19%
- Speakers 2,80%
- Staff 1,82%



SROI Calculation

Taking into account the value of the financial proxies of each change and the application of the parameters deadweight, attribution and displacement we calculate the total social value produced by the stakeholders.

The SROI ratio describes the social impact of the “Focus on the Person” educational program.

Applying the input-output-results model, it was calculated that for the considered years 2022-2023, a social value equal to €133,782.85 was created by all those involved.

Stakeholders	Social Value	
Students	87.206,85 €	65,19%
Educators	40.387,26 €	30,19%
Speakers	3.748,26 €	2,80%
Staff	2.440,48 €	1,82%
	133.782,85 €	

Discount rate	3,5%
Total Present Value (PV)	128.089,02 €
Cost of Investment	31.000,00 €
SROI	4,132





“For every 1€ invested in the educational program “Focus on The Person” creates 4.13 € in value for society”.



The evaluation was prepared by the Social Value Greece team of Equal Society.

Social Value Greece

Olga Drellia

Director of Impact at Social Value Greece

