

Social Return on Investment



funded by
MYTILINEOS
Energy & Metals



MYTILINEOS supports the fight against food insecurity of vulnerable social groups in our country, significantly contributing to the achievement of goals 1, 2 & 3 for Sustainable Development.

MYTILINEOS supports the "Collect 2023" action implemented by the Food Bank in 2023.

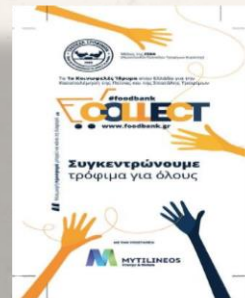
Collect is an activity of collecting and distributing food from consumers in chain stores, with the active participation of trained volunteers of the Food Bank. The volunteers are in the stores, handing out informative material to consumers and urging them to buy any product they want and donate it to the Food Bank.

The action is carried out in collaboration with 4 SuperMarket chains.



"Collect 2023"

The goal of the program is to collect 50 tons of food to support more than 50,000 people. These foods are gathered from consumer offers, they are foods with a long shelf life and items that are most needed (pasta, legumes, rice, milk, tomato juice, cereals, sugar, flour).



Scope of analysis

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".



SROI analysis will contribute to the account of the Collect 2023 action and better understand the social impact for all parties involved. Furthermore, the evaluation of the action is important for funding, as it will highlight the benefits of Collect for the communities we help, as well as the final beneficiaries. Finally, it will create the framework to be able to value the results experienced by all stakeholders in the action, which otherwise might be difficult to value in accounting terms.

«Food Bank»



Methodology

Social Return on Investment (SROI) is a method for measuring the social, environmental, and economic impact of a project or initiative. It is a tool that helps assess the value of a Corporate Social Responsibility project beyond its financial returns. It focuses on the benefits that it provides to society.



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

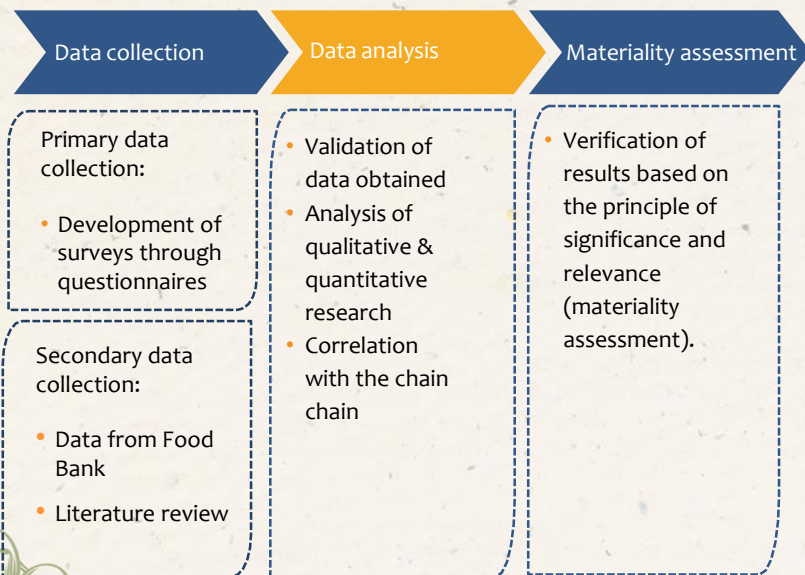


Stakeholders

SROI is stakeholder centric. Stakeholders are people or organizations that experience change due to the activity or those who affect the activity under analysis.

Approach

The SROI evaluation design included a document review of the international literature, data from the Food Bank as well as primary research for data collection.



BENEFICIARIES

The main target group, who receive food as final

RECIPIENT ORGANISATIONS

The cooperating organisations, as recipients of the food collected.

VOLUNTEERS

Supporters for the implementation of the activity.

STAFF

from the Food Bank





Social Impact



Social Impact Assessment



Inputs

Inputs are what stakeholders are contributing in order to make the activity possible and are used up in the course of the activity – money or time, for example. the investment refers to the financial value of the inputs.

The total cost of the investment was covered exclusively by the MYTILINEOS for the year 2023, and the total investment amounted to €15,000.



Outputs

Outputs are the quantitative summary of a program or action during its implementation.



Outcomes

The changes resulting from an activity. The main types of change from the perspective of stakeholders, positive and negative change.



Theory of change

Goals

The goal of the program is to collect 50 tons of food to support more than 50,000 people.

Inputs

Stakeholders

Outputs

Outcomes

Impact

Process

Impact

- Funding for required resources, trainings, promotional materials, and other equipment.
- Volunteer & employee time required

- The main target group, who receive food as final **beneficiaries**.
- The cooperating **Recipient organisations**, as recipients of the food collected.
- **Volunteers** supporters for the implementation of the activity.
- **Staff** from the Food Bank

- **56.171** beneficiaries
- **54.672 kgr** Food collected
- **150** agencies throughout Attica
- **88** SuperMarket stores
- **4** Super Market Chains
- **300** Volunteers
- Training of new volunteers

Beneficiaries

- Increased access to free basic food
- Eating food they would not have the ability to buy
- Cost savings
- Feel safe & secure
- Reduced anxiety about their living needs

Recipient organisations

- Increased access to free basic food
- Resource recovery
- Reducing job stress for resource seeking
- Increased benefits network
- Increased community connection

Volunteers

- Increased participation in voluntary actions
- Increased personal moral satisfaction
- Increased contribution to society
- Increased awareness

Staff

- Increased job satisfaction
- Improved organizational skills

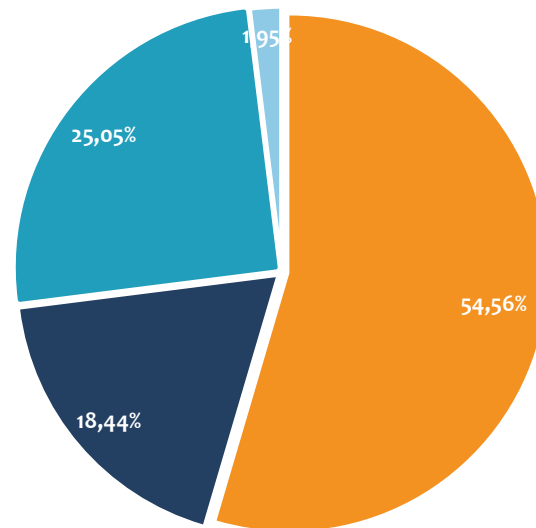
- Increased access to a variety of free food
- Increased relationship of trust with the social services
- Increased organizational ability
- Cost savings
- Increased satisfaction
- Increased awareness
- Improved skills

SROI

“For every 1€ invested in Collect 2023 activity creates 7.42 € in value for society”.

SROI calculation

Stakeholder group	Social Value	
Beneficiaries	62.480,94 €	54,56%
Volunteers	28.690,79 €	25,05%
Recipient organisations	21.115,37 €	18,44%
Staff	2.235,14 €	1,95%
	114.522,24 €	
Discount rate	3.5%	
Present Value (PV)	111.232,16 €	
Investment	15.000,00 €	
SROI	7,415	



Beneficiaries Recipient organisations Volunteers Staff

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