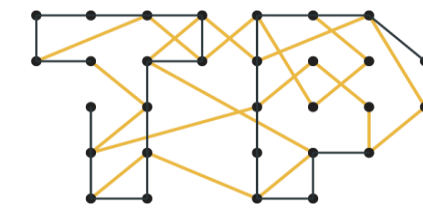


Social Return on Investment

2019-2023



TIPPING
THE
POINT

“The Tipping Point”

The Tipping Point is a non-profit organization that helps students in even the most remote village of Greece to meet, through live video, role models (mentors) from all over the world, who otherwise would not have had the opportunity to meet, through the comfort of their classroom.

The Tipping Point aims to contribute to the creation of informed and conscious young people, regarding their academic choices and their future professional careers. With the help of technology through live group sessions and/or video-answers (asynchronous), students, in islands, in remote villages of the periphery, in suburbs of big cities, expand their horizons and options, receive answers to their questions, from role models (mentors) around the world - from mushroom growers and stock-farmers of the neighboring village, to NASA engineers and researchers at CERN.

The sessions are organized at classroom level and last for 20 to 30 minutes. The students are at the program's centre and establish their own discussion agenda with their mentors, thus increasing their active engagement in the educational process.

Metlen Energy & Metals supports the organization "The Tipping Point" and the experiential learning program in schools in Greece and Greek schools abroad. This specific initiative acquires special value for the Company and is implemented in the context of the strategic partnerships it develops with important social actors to achieve the Global Sustainable Development Goals (Goals 4 and 17), helping the country to retain tomorrow's successful professionals, reducing brain drain.



Objectives of the program include:

- ✓ to inform the students about their future course at an academic or professional level, and to connect with the modern labor market,
- ✓ to give young people, regardless of geographical area or economic and social situation, to come into contact with role models, whom they would not have met otherwise,
- ✓ to create the terms and conditions that promote a culture that will enhance productivity, innovation and initiative in the work environment,
- ✓ to reduce unemployment and improve the quality of work and human resources, through increasing the readiness of young people for their integration into the labor market and entrepreneurship,
- ✓ to increase the participation of students in their educational process,
- ✓ to have a more targeted distribution of employment, helping to deal with the "brain drain", especially from the province.

Scope

The purpose of this evaluation report is to evaluate the social impact of the educational program “The Tipping Point” from 2019 to 2023.

We examine the changes of the stakeholders covering individual, social, economic, and organization aspects. Through collecting stakeholders’ feedback, The Tipping Point can understand its impact and thus review and improve its program.

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 Metal & Energy 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.

The Social Return on Investment (SROI) methodology provides a framework for understanding, measuring and calculating the wider socio-economic value generated. This specific methodology measures the results of an action based on the experience experienced by those involved (individuals or organizations). It tells the story of the change "Theory of change" that the activity has brought about to everyone involved by measuring social, environmental and economic results and uses monetary values to value them

- SROI was developed from social accounting and cost benefit analysis and is based on seven principles, which underpin how SROI should be applied.
- Involve stakeholders
 - Understand what changes
 - Value the things that matter
 - Only include what is material
 - Do not over-claim
 - Be transparent
 - Verify the result



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”.

Through consultations with the organization'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 program.

The main categories of stakeholders that were included in the research and therefore in the calculation of the SROI index, concern:

- ❑ the students who participated in the live “mentoring” sessions
- ❑ the educators, from each school community who were designated as responsible for the implementation of the program
- ❑ the mentors who participated in the live sessions, devoting volunteer time
- ❑ the management team, the workers from the organization The Tipping Point, participated in the administrative support of the program.



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.



Outputs

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



Outcomes

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



Inputs

The educational program "[The Tipping Point](#)" for the selected schools in Greece and the external support of the company Metlen Energy & Metals, and for the considered years 2019-2023.

The Metlen Energy & Metals consistently supports the implementation of “The Tipping Point” program in public schools in Greece and Greek schools abroad...

... from 2019 to today.



Outputs

2019-2023

12.772

Students

Participated in the live sessions

1.080

Live Sessions

224

Educators

Responsible for the implementation of the program

112

Schools

Schools from all over Greece and Greek schools abroad joined the program.

359

Mentors

Representing their industry, they shared their knowledge and experience with the students.

4.012

Student questions

Questions raised by the students set the agenda for the discussion.

641,8

Volunteer time

Total volunteer time spent by mentors.



Outcomes

Through the analysis of qualitative and quantitative research the changes for the stakeholders were understood and the chain of events was approached to explain the relationship between inputs outputs and outcomes.

Based on these, the theory of change was developed. - Theory of change (ToC).

“Quite an interesting session. The mentor was informative and helped us understand the paths that open up after studying psychology. I was impressed by the fact that psychology studies can be combined with many different subjects...”

Student

“The content of the session was extremely interesting as we had the opportunity to receive useful information, get to know new scientific branches and acquire new knowledge especially in the field of medicine, in terms of studies and professional rehabilitation...”

Student

“I am more helpful and meaningful to my students. I am given the opportunity to approach them in a different way so as to help them choose the path they will follow. I offer them options that I would have ruled out in the past. I can help them discover their needs and their skills...”

Educator

“I feel closer to the young persons and I approach the young persons in my work group better...”

Mentor

Theory of change

Goals

Students from public schools in Greece and abroad to learn more about the studies or the profession they want to pursue, so that they are properly prepared in view of the important academic and professional decisions they will be asked to make.

Inputs

Stakeholders

Outputs

Outcomes

Impact

Process

Impact

"The Tipping Point" organization receives funding and allocates financial resources for the development and implementation of educational programs with the aim of preparing students for their professional and academic decisions.

- **Students** participated in live sessions from each school community
- **Educators** from each school community, responsible for the implementation of the program
- **Mentors** from every line of business engaged in live sessions
- **Management team** staff from TTP who undertake the administrative support of the program

- **12.772** Students participated in live sessions
- **1.080** live sessions
- **4.012** Student questions
- **112** Schools
- **224** Educators
- **359** Mentors
- **641,8** Volunteer time

Students

- Increased knowledge & information about the labor market
- Increased motivation & interest
- Increased communication & social skills
- Increased self-confidence
- Increased satisfaction & trust
- Increased teamwork & collaboration

Educators

- Increased knowledge
- Increased network of contacts
- Increased understanding for students
- Increased support from TTPs and mentors
- Increased student interest & inspiration
- Increased communication & social skills
- Improved relationships with students

Mentors

- Increased satisfaction & joy
- Increased social contribution & solidarity
- Increased optimism for the future
- Increased self-esteem
- Increased communication & organizational skills

Management team

- Increased job satisfaction
- Increased self-confidence
- Increased professional skills

- **Informed decision making**
- **Increased self-confidence**
- **Improved future employability**
- **Increased knowledge & awareness**
- **Increased empathy**
- **Improved student relationships**
- **Increased feeling of satisfaction & fullness**
- **Enhancing personal development**
- **Improved skills**

SROI

“For every €1 invested in the educational program "The Tipping Point", €5.48 is returned in social value.”

SROI Calculation

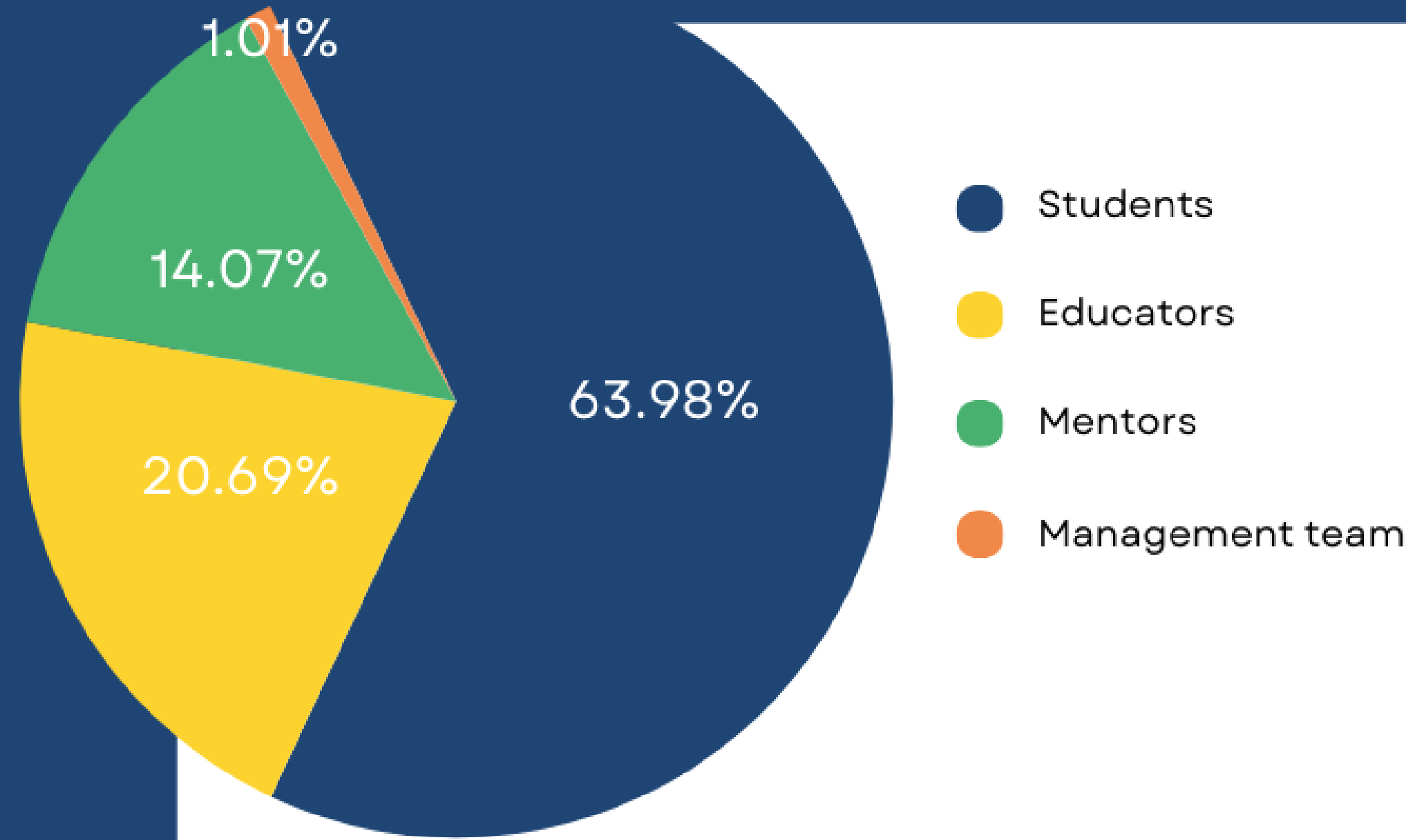
Applying the input-output-results model, it was calculated that for the considered years 2019-2023, a social value equal to € 1.096.003,05 was created by all those involved.

The SROI ratio describes the social impact of “The Tipping Point” educational program.

Εμπλεκόμενοι	Κοινωνική Αξία	
Students	749.688,34 €	63,98%
Educators	245.325,98 €	20,94%
Mentors	164.890,03 €	14,07%
Management team	11.847,79 €	1,01%
	1.171.752,14 €	

Discount rate	3,5%
Total Present Value (PV)	1.096.003,5 €
Cost of Investment	200.000,00 €
SROI	5,480

Social value distribution



“For every €1 invested in the educational program "The Tipping Point", € 5.48 is returned in social value”.



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

Social Value Greece

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