



## SEMINAR

# Social Return on Investment Analysis in Evaluation

*By* Kiros Hiruy

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### Overview



The Social Return on Investment Analysis (SROI) is a process of understanding, measuring and reporting on the social, environmental and economic values created by for profit companies, non-profit organisations and government institutions. Conventional financial return methods like cost-benefit analysis do not capture the social and environmental benefits of such organisations, whereas SROI recognises their full economic, social and environmental value. SROI broadens the *who* a return may accrue to and expands the *what* that can be considered part of organisations return. Conducting an SROI analysis is a way to make the invisible value of things which are essential to quality of life both visible and measurable. In short: to value what matters.

This presentation will provide an overview of SROI methodology. Emphasis will be placed on the 7 principles of: involve stakeholders; understand what changes; value the things that matter; only include what is material; do not over-claim; be transparent; and verify the result. Examples from evaluations using SROI will be presented, to illustrate these principles and methods in the approach.

### Who should attend:

Individuals or organisations interested in evaluation practice or who are already in the evaluation field will find this session useful. Cost-benefit analysis in evaluation is known to many of us. However, the often neglected aspect of evaluation is the social and environmental value of programs/organisations. If you are interested to find out more, join us in this session.

### About the Presenter:

Kiros is currently a PhD candidate at the Institute for Regional Development and an Honorary Research Associate with the School of Geography and Environmental Studies at UTAS. Besides his academic engagement, Kiros is an Associate and Senior Consultant with RDS Partners in Hobart. Kiros is highly qualified. Among numerous qualifications, he has a Masters in Environmental Management and Diploma in Project Management. Kiros has extensive experience in project development and management both here in Australia and abroad. His work in Africa spans from teaching at a tertiary institute to working with rural communities in the areas of food security, sustainable farming and natural resource management for over 10 years. Kiros is also a trained practitioner Social Return on Investment (SROI) and participatory methods including Participatory Learning Methods (PLA) and Farmers' Participatory Research (FPR).

**When:** Thurs 23 JUNE 2011; **Time:** 1230 - 1330 hr

**Where:** Rural Development Service, 4/29 Elizabeth St Hobart (above Dome Cafe, Hobart CBD Mall). BYO lunch. Tea & coffee available.

**RSVP:** Admission is free. Please RSVP if you wish to attend, as seating is limited. Please e-mail: [Alice.Doyle@ruraldevelopmentservices.com](mailto:Alice.Doyle@ruraldevelopmentservices.com) or ring: 6231 9033