

RAPID, RIGOROUS, RESOURCE LITE: SOCIAL IMPACT MEASUREMENT FOR ANYONE

HOW TO USE THE ASVB

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SIMETRICA Jacobs





WHAT WE WILL COVER

- ▶ What is the ASVB
- ▶ When to use the ASVB
- ▶ Methodologies used by the ASVB
 - Cost-Benefit Analysis
 - Wellbeing Valuation
- ▶ Applying the ASVB – Case Study
 - Data required to apply the ASVB
 - Advanced options available in the ASVB

OUTCOME MEASUREMENT

- Focuses on the results of an initiative.
- What changes occurred , if any, and are they in line with the theory of change/ program logic.
- This type of evaluation can be used for making improvements to the program, as well as summative decisions.



ECONOMIC EVALUATION or EFFICIENCY ASSESSMENT

- Determine the value or benefit of an initiative in relation to its cost.
- Government primarily focuses on Cost Benefit Analysis & Cost Effectiveness Analysis



Cost-Benefit Analysis



Social Return on Investment



Cost-utility Analysis



Cost-effectiveness Analysis



Multi-criteria Analysis

A short guide to Social Impact Measurement – Daniel Fujiwara

SOCIAL IMPACT MEASUREMENT

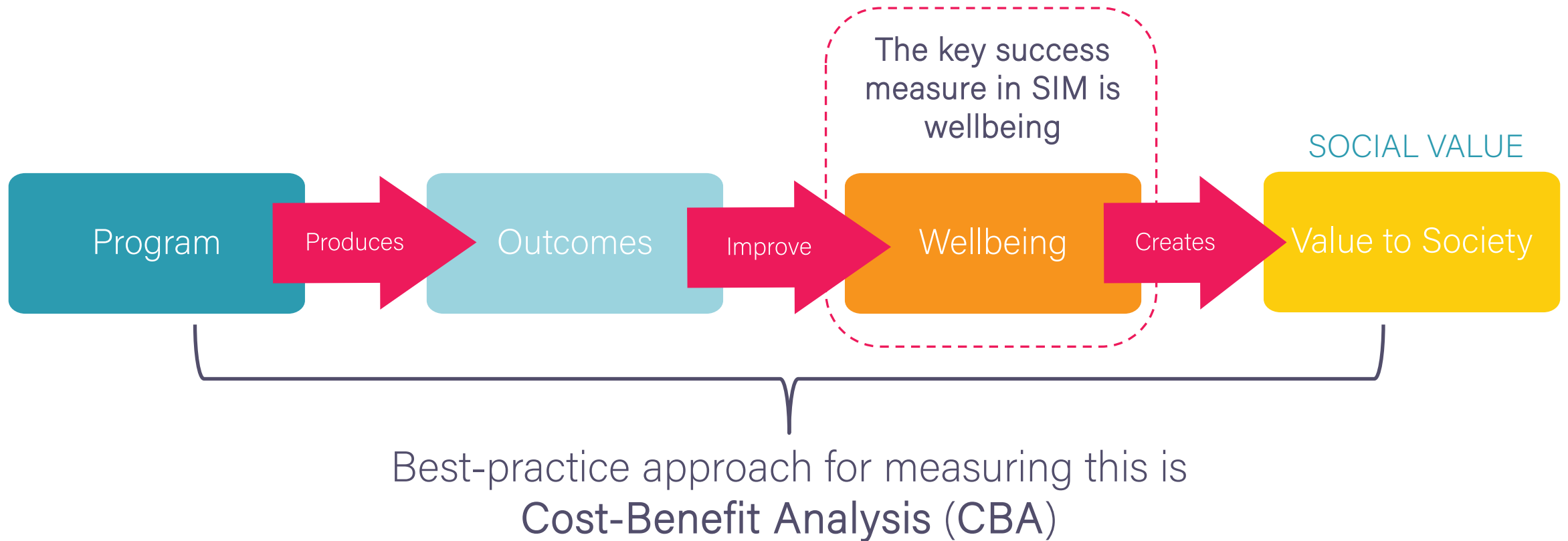
WHAT IS SOCIAL IMPACT MEASUREMENT

“**Social Impact** Measurement evaluates whether an intervention or action is in society’s **best interests**”

Social ≠ type of impact
Social = aggregated impact on all
individuals in society

Social impact includes what we might call
'economic', 'environmental' and 'social'
impacts

PROCESS OF SOCIAL IMPACT MEASUREMENT (SIM)



WHAT IS SOCIAL VALUE?

Social Value refers to all of the impacts that an intervention, policy or project has on society and the value that these impacts have, both positive and negative.

“**Social Value** is the quantification of all that is of **value to society**; including the wellbeing of its people and the environment that sustains them.”

~ASVB

WHAT IS THE ASVB

The ASVB is a Value Calculator that allows you to calculate social impact using Cost-Benefit Analysis

The ASVB is pre-populated with a set of social outcomes that have been valued in dollars using Wellbeing Valuation



WHAT IS COST-BENEFIT ANALYSIS

- ▶ Cost-benefit analysis captures social, economic and environmental impacts on social welfare and is the preferred method of Governments
- ▶ **Net benefits = $b - c$**

Where:

b = Total Social Benefits

c = Total Social Costs



B = TOTAL SOCIAL BENEFITS

= (Primary and Secondary Values per person) X (Duration) X (Number of Beneficiaries) X (Deadweight)

- ▶ **Primary Values** – Benefits to the individual
- ▶ **Secondary Values** – Benefits to others
- ▶ **Duration** – the estimated length of time the benefits last for (number of months)
- ▶ **Number of beneficiaries** – the number of people who have experienced a positive change because of your program
- ▶ **Deadweight** – a measure of the amount of outcome that would have happened even if the activity had not taken place

PRIMARY VALUES

Impacts directly on individuals quality of life



Financial outcomes

- ▶ Include income impact associated with employment outcomes and some education outcomes

Non-financial outcomes (non-market goods)

- ▶ Need to be monetised to compare to program costs

Non-market valuation methods

- ▶ Revealed Preference
 - Uses market data to estimate value
- ▶ Stated Preference
 - Willingness to pay/ Willingness to accept
- ▶ Benefit Transfers
 - References previous studies
- ▶ Wellbeing Valuation
 - Used by the ASVB

WELLBEING VALUATION (WV)



'Value of an outcome = the amount of money that induces the equivalent change in *wellbeing* for the individual'

- ▶ Uses statistical regression analysis of HILDA and Journeys Home data sets
- ▶ Any data set that has SWB measure and appropriate demographic and income data can be used
- ▶ Bespoke surveys can be designed to value any long-term change
- ▶ Encompass all of the positive and negative outcomes
- ▶ Based on the actual experiences of Australians, that have been averaged

Home

Housing Quality - Reduced impact of noise
Able to make ends meet
Housing is no longer overcrowded
Homelessness to temporary accommodation
Homelessness to secure accommodation
Homelessness to Social Housing
Temporary accommodation to Social Housing
Temporary accommodation to secure accommodation
Improved condition of Social Housing property
Able to be financially resilient

Employment

People with injuries, illness or disability moving into employment
Obtained casual employment - equivalent full-time hours
Obtained casual employment - equivalent part-time hours
Obtained full-time employment
Obtained part-time employment
Became self-employed
Improved job readiness

Crime

Reduced problems with anti-social behaviour
Reduced problems with teenagers hanging around
Reduced problems with vandalism/graffiti
Increased sense of personal safety
Prevented reoffending

Education

Qualification Obtained - Certificate levels III and IV
Completed Year 12
Improved numeracy
Adequate computer skills
Improved english language skills for non-native speakers
Commenced education - Certificate level I or II
Commenced education - Certificate level III or IV

Social and Community

Increased involvement in decision making
Improved condition of neighbourhood homes & gardens
Reduced litter problem
Meets friends regularly
Joined a social group
Volunteers
Talks to neighbours regularly
Adequate contact with a non-resident child
Good neighbourhood (a) Neighbours do things together
(b) Neighbours help each other
Improved relationship with partner
Improved relationship with children
Improved relationship with former spouse/partner
Increased resilience
Increased help-seeking

Drugs and Alcohol

Freedom from alcohol problems
Ceased using Cannabis
Ceased injecting illegal street drugs
Treated for drug and alcohol problems in last year
Ceased smoking (a) Social Smoker
(b) Full time Smoker

Health

Improved overall health
No longer obese
Increased levels of walking
Feels in control of life
Accessed free meal programs
Relief from depression/anxiety
Increased hope for the future
Reduced parental stress
Improved diet
Relief from Type 2 Diabetes
Free from Sleeping problems
Improved self esteem/ confidence
Accessed Family Violence services
Accessed Gambling Support services
Participates in frequent moderate exercise
Accessed support for people who were sexually assaulted as an adult
Increased sense of trust in other people
Relief from Post Traumatic Stress Disorder (PTSD)



C = TOTAL SOCIAL COSTS

= (Program Costs) X (Opportunity Cost and Optimism Bias)

- ▶ **Program Costs** – you enter the costs of running the program
- ▶ **Opportunity Costs** – the social value that would have been created with the next best use of the financial resources spent on the program.
- ▶ **Optimism Bias** – the tendency for project planners to be overly optimistic about costs. Eg: to underestimate how much staff time a project will take.

WHAT IS THE ASVB?

- ▶ The ASVB is a Value Calculator that provides a simple way to calculate social impact using Cost-Benefit Analysis where the **Net Benefits = b-c**
b = (Primary and Secondary Values per person (select outcome)) X (Duration) X (Number of beneficiaries) X (Deadweight) - **c** = (Program Costs) X (Opportunity Cost and Optimism Bias)

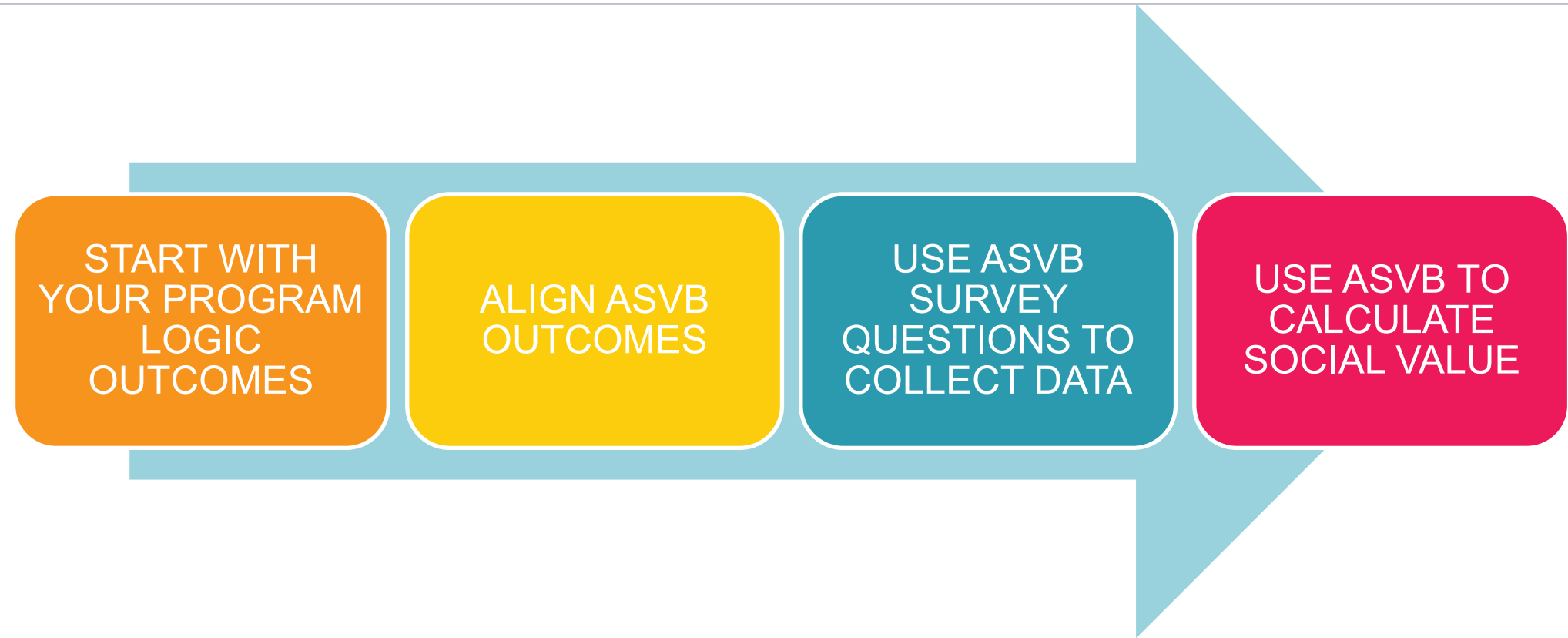




APPLICATION OF THE ASVB

CASE STUDY - SENIORS CONNECT PROGRAM

HOW TO APPLY THE ASVB



SENIORS CONNECT CASE STUDY



- ▶ A recent survey of tenants living in the housing estate found that those aged 65+ were suffering the negative impacts of social isolation. The same survey found that 77% of tenants in this age group did not own a mobile phone and had limited capacity to get in contact with friends or family.
- ▶ A ten-week program for seniors living in the housing estate was developed, called Seniors Connect.
- ▶ The aim of the course is to support seniors to feel confident in using a smart phone to increase social connectivity (reduce social isolation).



STEP 1

Program Details

Please state the name of your program:

Seniors Connect

Please enter a brief description of your program:

Seniors Connect is a ten-week program which supports seniors living in the Westerview Housing Estate to gain the skills and confidence to use a smart phone. It is hoped that this will allow them to connect and meet with friends and family more easily, reducing the negative consequences of social isolation.

What date did the program finish?

31 Dec 2017

What state did the program take place in?

New South Wales

Advanced Options:

Please only select these options if you have advanced knowledge of social impact measurement and understand the implications of selecting these features.

☐ Disable Primary benefits (Calculate Secondary Benefits only)

☐ Disable Secondary benefits (Calculate Primary Benefits only)

STEP 2

First Outcome

First outcome

Select an outcome:

Adequate computer skills

Description:

This outcome shows the social impact of improving the participant's level of computer skills such that they meet their present needs.

Evidence Required:

Use Question Q6 from the education surveys (for before and after a program)

Please describe the assumptions you make when applying this outcome:

We have applied the value "Adequate computer skills" as a proxy for "Adequate mobile phone skills" as the closest value currently available within the ASVB. We feel this is appropriate as many of the skills being taught on the mobile phone are equivalent to those used on a computer (such as email, using the internet and social media).

How long do you assume that the benefits lasted for?

8

STEP 2

Second Outcome

Second outcome

[Remove?](#)

Select an outcome:

Meets friends regularly

Description:

This outcome shows the social impact of participants meeting friends/relatives more regularly.

Evidence Required:

Use Question Q5 from the social and community surveys (for before and after a program)

Please describe the assumptions you make when applying this outcome:

Our outcomes are based on results from survey data collected 8 months after the program had been run.

How long do you assume that the benefits lasted for?

8

STEP 3

Demographic Split

💬 We would like to ask you about the age and location of the people involved in the program

Do you know the age of the program's participants and/or whether they live in a capital city or not (location)?

- ☒ Yes, I know both their age and location
- ☐ I only know their age
- ☐ I only know their location
- ☐ I don't know either their age or location

STEP 4

Number of Participants and Beneficiaries

Number of people		Number of beneficiaries who...	
		Adequate computer skills	Meets friends regularly
Aged 16-25	Living in a Capital City	<input type="text" value="0"/>	<input type="text" value="0"/>
Aged 26-64	Living in a Capital City	<input type="text" value="1"/>	<input type="text" value="1"/>
Aged 65+	Living in a Capital City	<input type="text" value="21"/>	<input type="text" value="17"/>
Aged 16-25	Living outside of a Capital City	<input type="text" value="0"/>	<input type="text" value="0"/>
Aged 26-64	Living outside of a Capital City	<input type="text" value="0"/>	<input type="text" value="0"/>
Aged 65+	Living outside of a Capital City	<input type="text" value="0"/>	<input type="text" value="0"/>

Total number of participants:

Advanced Options:

Please only select this option if you have advanced knowledge of social impact measurement and understand the implications of selecting this feature.

- ☐ Turn Off Deadweight Factors (Have conducted a treatment and control survey and have adjusted the number of beneficiaries accordingly)

STEP 5

Program Costs

Please list the full program cost:

\$	9295
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Please describe the assumptions you make when deciding on the cost:

<p>The Community Centre room which was used for the program was provided in-kind however we have applied the usual \$50/hr fee that is usually charged to community groups (Venue Hire 20 hours @ \$50/hr = \$1000)</p> <p>The value of the phone mobile phones and phone credit that was donated to the program by our sponsor Optoos has</p>	<div>▲</div> <div>▼</div> <div>⌵</div>
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Advanced Options:

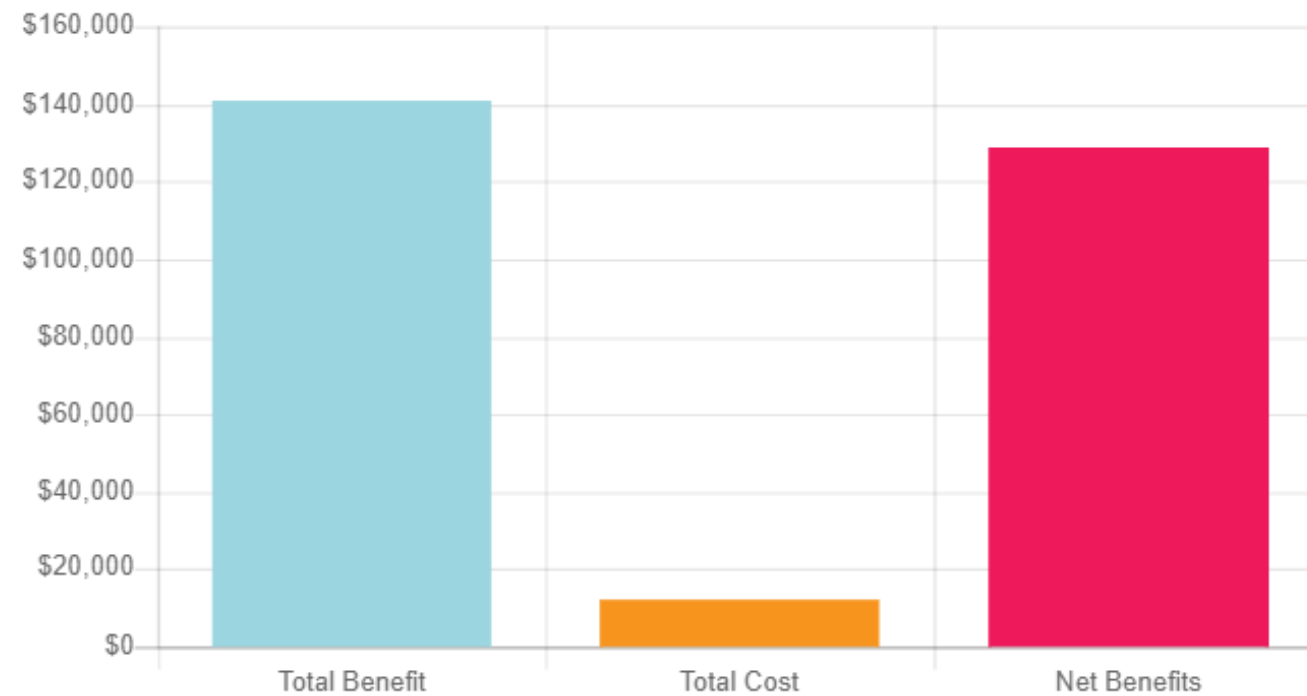
Please only select this option if you have advanced knowledge of social impact measurement and understand the implications of selecting this feature.

- ☐ Override opportunity cost (Have calculated our opportunity cost and included it within our full program cost above)?

Save Program

Headline Results

Headline Results



Division of Primary and Secondary Benefits

Primary benefits Secondary benefits



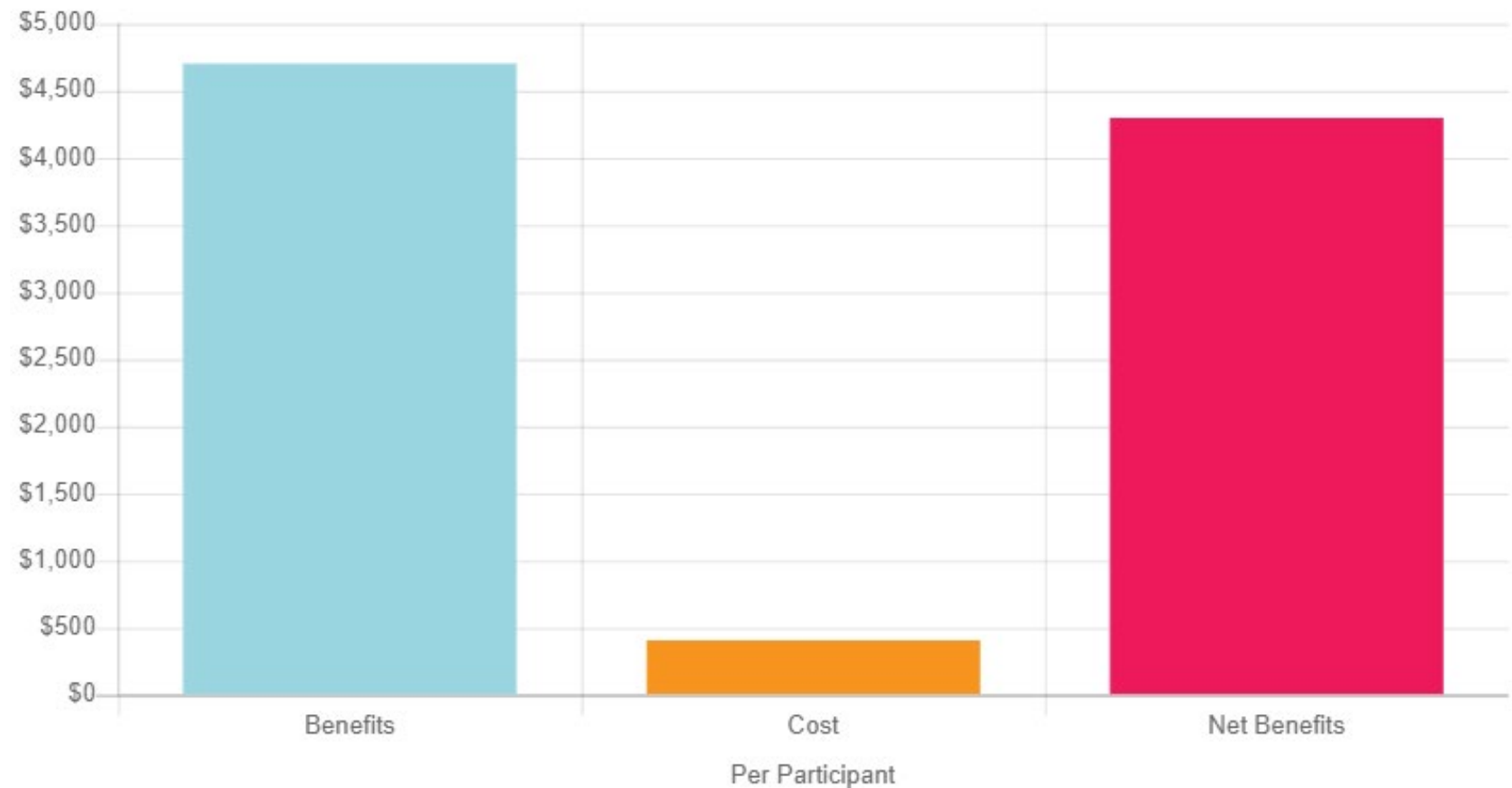
Total Benefits by Outcome

Adequate computer skills
Meets friends regularly



Headline Results

Participants



Download a Social Impact Valuation Statement statement

Download a Social Impact Valuation Statement to include in your reporting

[View Statement & Download](#)

Key Results

Key results

Net benefits (with deadweight adjustment)	Primary benefits (with deadweight adjustment)	Secondary benefits (with deadweight adjustment)	Total Benefit (with deadweight adjustment)	Total Cost	Total Cost (adjusted for Opportunity Cost & Optimism Bias)
\$128,809	\$77,163	\$63,692	\$140,855	\$9,295	\$12,046

Key results per program participant

Net benefits per participant (with deadweight adjustment)	Benefits per participant (with deadweight adjustment)	Cost per participant (adjusted for Opportunity Cost & Optimism Bias)
\$4,294	\$4,695	\$402

Benefit cost ratio: 11.69

Key Results

Break down of benefits by outcome, age and location

Number of people		Number of beneficiaries who...	
		Adequate computer skills	Meets friends regularly
Aged 16-25	Living in a Capital City	\$0	\$0
Aged 26-64	Living in a Capital City	\$5,481	\$3,336
Aged 65+	Living in a Capital City	\$91,499	\$40,539
Aged 16-25	Living outside of a Capital City	\$0	\$0
Aged 26-64	Living outside of a Capital City	\$0	\$0
Aged 65+	Living outside of a Capital City	\$0	\$0

Key Results

Beneficiaries

Number of people		Number of beneficiaries who...	
		Adequate computer skills	Meets friends regularly
Aged 16-25	Living in a Capital City	0	0
Aged 26-64	Living in a Capital City	1	1
Aged 65+	Living in a Capital City	21	17
Aged 16-25	Living outside of a Capital City	0	0
Aged 26-64	Living outside of a Capital City	0	0
Aged 65+	Living outside of a Capital City	0	0

Total number of participants: 30



Q&A

Thank you

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