

Social Return on Investment (SROI): An Innovative Approach to Planning, Monitoring & Evaluation in the SDG Era

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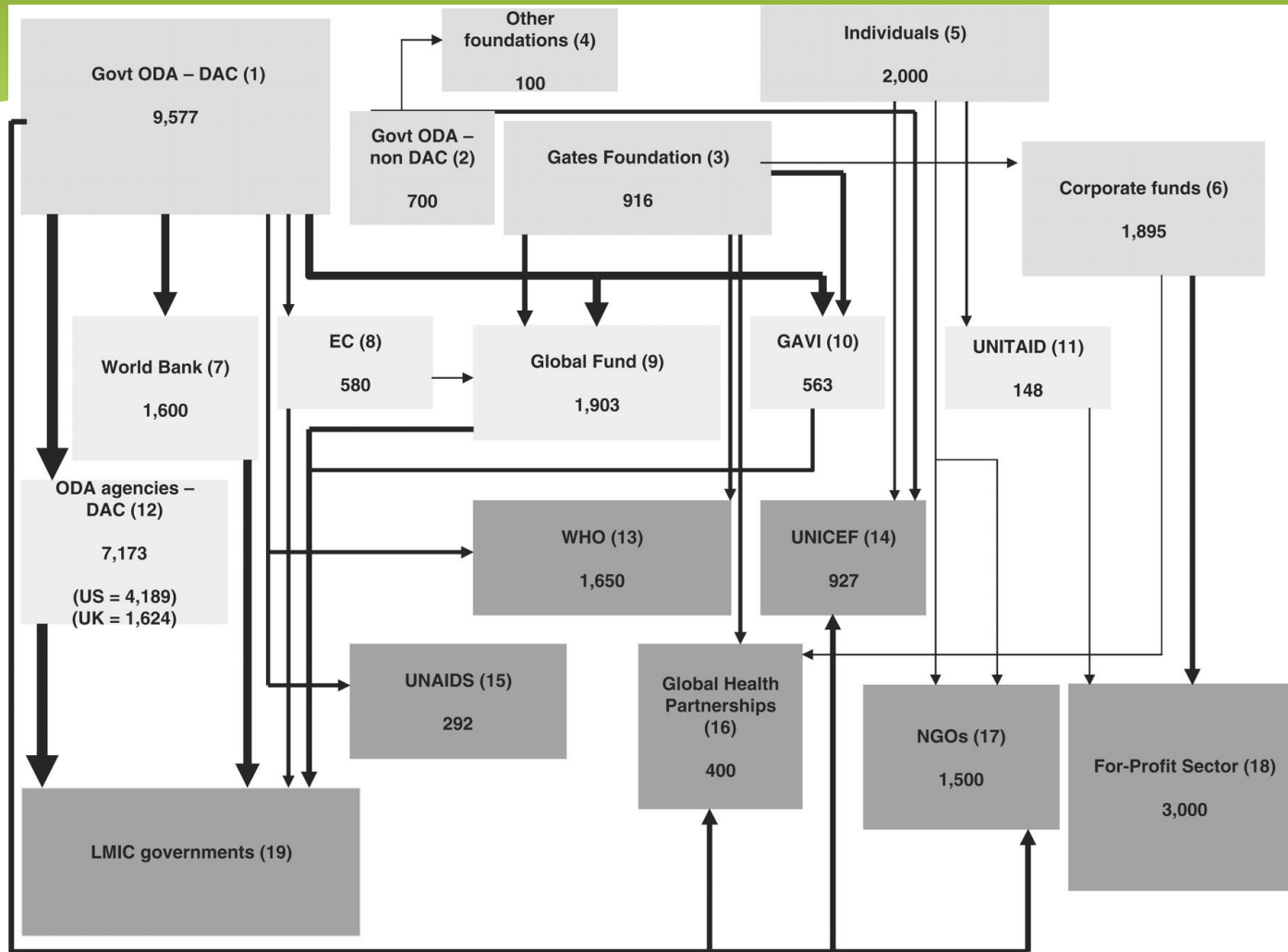


The UN SDGs

THE GLOBAL GOALS For Sustainable Development



Financing Global Health

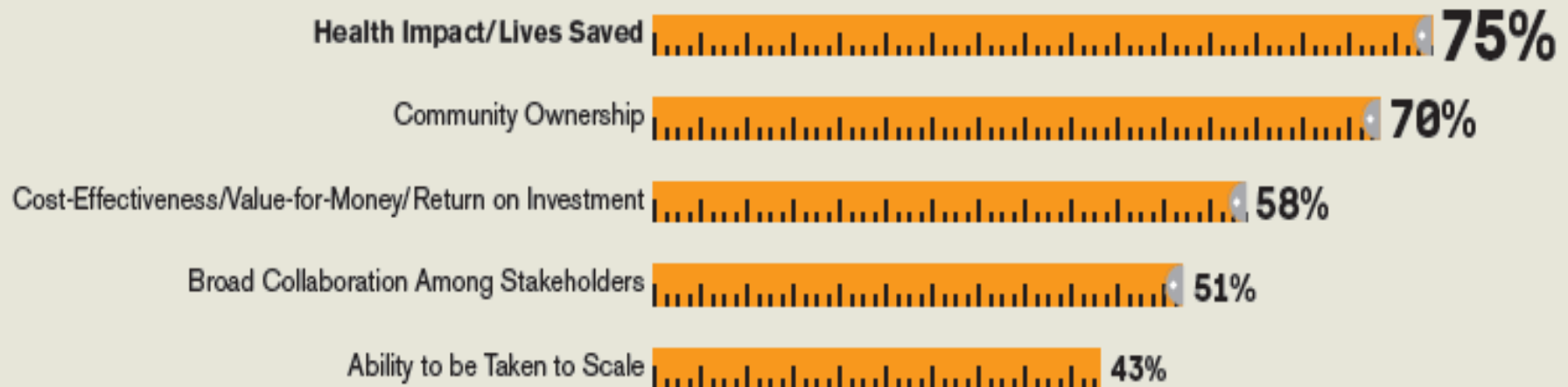


* Source: McCoy et al. (2009). Global health funding: how much, where it comes from and where it goes. *Health Policy & Planning*. Vol 24: 407-417.

Best Measures of Success in Global Health?

BEST MEASURE OF SUCCESS: LIVES SAVED

What are the characteristics of a successful global health program? We asked respondents to rank in order of importance.



*The scores represent weighted calculations based on respondents' rankings. Chart shows percentage of importance.

* Source: Devex (2014). The Best Buys Issue: Where to Invest in Global Health in 2014. *Impact*.

What is SROI Analysis?

- * A process for understanding, measuring, and reporting on the social, environmental, and economic value created by an organization, program, or policy



Why SROI Analysis for Global Health?

MACRO

- * Better information-
better decisions- better
health
- * Get the best value for
money
- * Strike a balance between
investments

MICRO

- * Internal Performance
Management
- * Attract/disburse funds
- * Strengthen relationships
with key stakeholders

Using SROI

- * When:
 - * Planning (prospective)
 - * Evaluation (retrospective)

- * How:
 - * At the policy level
 - * At the organizational level
 - * At the program level

- * Who:
 - * Non-profits/NGOs, Government agencies, For-profits/CSR, Donors, Investors, etc.

Principles of SROI Analysis

“WHAT GETS MEASURED, GETS VALUED”

1. Involve stakeholders
2. Understand what changes
3. Value what matters
4. Only include what is material
5. Do not over-claim
6. Be transparent
7. Verify results

How to do an SROI Analysis: Six Stages

1. Establishing scope and identifying key stakeholders.
2. Mapping outcomes.
3. Evidencing outcomes and giving them a value.
4. Establishing impact.
5. Calculating the SROI.
6. Reporting, using, and embedding.



Key Features of SROI Analysis

- * Multiple Types of Information (Mixed Methods)
 - * Quantitative, Qualitative, Financial, Narrative

$$\text{SROI} = \frac{[\text{Net present value of benefits}]}{[\text{Net present value of investment}]}$$

For example, an SROI of 3:1 indicates that for every \$1 invested, the program delivers \$3 in value (economic, social and/or environmental)

Example: Applying SROI to an Emergency Medical System (EMS) in Kenya



Stakeholders Identified:



* Priorities:

- * Disparate services exist but need coordination
- * Need for a Good Samaritan Policy
- * Need for a centralized emergency phone number that actually works
- * Ambulance vehicles exist but need equipment upgrade+staff training
- * Ambulance dispatch technology *already* exists!
- * Pilot should include entire Nairobi, not just certain districts for political and equity reasons

Selected Differences in Estimates of SROI and CBA



SROI Analysis

- * Costs Include:
 - * 74 Staffed Ambulances
 - * 25 Ambulance Equipment Upgrades only
- * Benefits Include:
 - * \$ Value of lives saved
 - * \$ Value of less disability
 - * \$ Value of skills acquired through trainings
 - * \$ Value of less welfare spending

Cost Benefit Analysis

- * Costs Include:
 - * 99 Staffed Ambulances
 - * Emergency Dispatch Technology
- * Benefits Include:
 - * \$ Value of lives saved



More Examples: SROI Reports in Global Health

- * International HIV/AIDS Alliance: The true cost of stigma in Zambia
- * International HIV/AIDS Alliance: CHAHA Program for children affected by HIV/AIDS in India
- * Mkombozi: Delivering health services in the streets of Moshi, Tanzania

Findings Summary: SROI Analysis

- ✓ Encourages accountability, transparency, and sustainability in decision-making
- ✓ Places stakeholders at the center of the process, including beneficiaries of aid whose voices have often been ignored
- Some challenges: monetization, comparability, etc.
- ✓ Not a magic bullet, but can provide added value over current approaches



SROI Resources & Support

- * The International SROI Network (www.thesroinetwork.org)
- * New Economics Foundation (www.neweconomics.org)
- * SVT Group (www.svtgroup.net)
- * SROI Online Training (www.globalsroi.com)

- * My email: shubha.kumar@usc.edu

THANK YOU