

SOCIAL RETURN ON INVESTMENT SROI

*“Women’s energy community meets
Women in Olive Oil”*

(Em)Power up women farmers.





1. The Social Return on Investment (SROI)

The benefits that are usually communicated for energy communities are economic and environmental. But practice shows that several social benefits are also evident and very important when discussing women farmer's wellbeing. While the environmental and economic impact of sustainable energy projects are largely measurable (in other projects and in the academic literature), it is difficult to make the same claim about the social impact.

The Women's Energy community was put on the table in order to try and identify a Social Return of Investment, in other words we tried to measure (forecasting) change through future participation to such an energy community.

Methodology for the forecasting SROI

- What basic data collection have you carried out in relation to anticipate long-term impact?
- During the 2nd (phase) piloting of SI Energy community and specifically "Energy for all women" [4-5 December 2022] we will contact a **Journey of Change** with the 10 women invited (validate the one form Romania)
- These women will be selected as the ones with the **strong interest** from WIOO
- Prior we shall distribute to them a short questionnaire with **anticipated benefits** from the pilot

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000797.





Methodology for the forecasting SROI

- What basic data collection have you carried out in relation to anticipate long-term impact?
- During the 2 day workshop and field visit we will collect data **by photovoice technique** : Ask women to take pictures of what part of their training days reflects best the impact to their wellbeing (physical, mental, social)
- Also they will answer a short **questionnaire** (physical distribution) with questions retrieved from our evaluative SROI Quest on Energy communities & the Romanian evaluative SROI on women's networking and cooperation



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000797.





Greece – Women in Olive Oil moving into Renewable Energy

The prospective SROI Impact Map for the Women in Olive Oil moving into Renewable Energy Social Innovation is given in Table below. A range of wellbeing impacts over a forward looking 5-year benefit period (2022-27) are generated for members of the Women in Olive Oil group (120) – 50% of whom are farmers – and an estimated 156 members of wider communities.

Almost three quarters (68%) of the value generated by the innovation can be categorised as 'social and community' benefits, including, for example, improved reputations of farmers and a sense of trust among community members, increased awareness of networking opportunities, greater involvement in community activities and increased prominence of female farmers in the agricultural community. In terms of value the largest contribution, almost one third is generated by a widespread 'improved sense of trust and belonging' experienced by cooperative members and local residents. A considerable level of value is also generated through increased participation in community events among cooperative members and local residents, and increased visibility and prominence of women experienced by members of the WIOO group.

Economic wellbeing forms the second largest category of outcome values (20% of the total) with values generated by outcomes related to improved knowledge and skills (among WIOO members) and improved leadership and entrepreneurial skills among female farmers and non-farmers. A wide range of future economic wellbeing outcomes were identified during the Journey of Change phase of the community energy SROI study which have the potential to increase the future benefit streams to cooperative members and thus also increase the overall return on investment of this wider application of the innovation by the WIOO group.

Personal Wellbeing generates 11% of the total outcome values of the project, with the largest proportion of value within this category coming from 'reduced stress and anxiety through taking action to improve energy security' experienced by WIOO members, and other members of the respective communities deemed material beneficiaries. This is not surprising given the level of concern expressed by individuals in relation to rising energy costs and the lack of control that both farmers and non-farmers have over those costs. Locally produced renewable energy offers a reliable and secure means of reducing future costs, providing optimism for their future as well as contributing to a more sustainable development. Generation of renewable energy will, in the future, enable the WIOO group and the wider community to contribute to a reduction in carbon emissions, (albeit in a small way) although this potential was not valued in the SROI model, which has focused on 'social' benefits rather than environmental impacts.





Table: Greece Forecast SROI Impact Map (SI: Women in Olive Oil moving into Renewable Energy)

Impact Pathway	Outcome	Stakeholders (No.)	Indicator/s of Change	Outcome Change (%)	Financial proxy (Value €/Unit)	Present Value (€)	Present Value (%)
Personal Wellbeing	Reduced stress and anxiety through taking action to improve energy security	Women in olive oil (120); local community (156)	I feel less anxious about my financial security; I feel more confident in the future viability of the farm business; I worry less about energy issues/costs; I can relax and enjoy life more than before	67%	(6) Cost of Cognitive behavioural therapy (CBT) to build psychological resilience and self esteem (€ 823 per person)	€ 54,260	11%
	Improved agency and self confidence	Women in olive oil (120); local community (156)	Since becoming involved in the Cooperative I feel more confident in making changes to the way I manage my business	18%	(23) Cost of self-esteem course (€ 141 per person p.a)	€ 9,640	
	Empowerment of women - in the community and in their personal and professional lives (including improved self-efficacy and self-confidence)	Women in olive oil (120)	Other people in the community seek my opinion about important matters more frequently; I feel more confident in giving my opinion about important community matters	71%	(30) Cost of Empowerment for Women coaching programme (€ 288 per person p.a)	€ 22,944	
	Empowerment of cooperative members	Women in olive oil (120)	I feel more empowered to make changes in my life; I feel more confident in making changes that will help improve the lives of others in the community	71%	(32) ECost of personal development course on 'delivering beyond yourself' (€ 393 per person)	€ 11,929	
Environmental Wellbeing	Increased awareness of the level of energy use	Women in olive oil (120); local community (156)	Since becoming involved with the Myrmidones Energy Cooperative I have more knowledge about alternative forms of energy	79%	(24) Reduction in energy bills as a result of increased awareness of energy use (€ 158 per household/business)	€ 12,286	1%
Economic Wellbeing	Improved life and work skills and knowledge	Women in olive oil (120); local community (156)	I have a wider range of farming skills that help me in work; I have a wider range of personal skills that help me in daily life	76%	(9) Cost of employability skills training in regular sessions with counsellor / coach (€ 967 per person p.a)	€ 72,359	20%





	Improved leadership and entrepreneurial skills	Women in olive oil (120)	I have undertaken more leadership roles in group or organisational activities; People tend to turn to me for assistance more than before; I feel more confident in my ability to help others in the community	71%	(31) Earnings differential realised by completing a HND / HNC qualification (€ 1,320 per person p.a)	€ 105,342	
Social and Community Wellbeing	Increased retention of women in the local community	Women in olive oil (120); local community (156)	Other people in the community seek my opinion about important matters more frequently	71%	(25) Annual membership of The Future of Women online community for connection, learning and leadership. (€ 813 per person)	€ 56,860	68%
	Improved sense of trust and belonging (including trust in working with others)	Women in olive oil (120); local community (156)	I feel that if I needed support I could ask a neighbour for help; I feel close to the people in my local area; most people in the community can be trusted; I feel accepted by the people in my community; I feel the people in my community treat me with respect	67%	(4) Value to an individual (25-45) of feeling like they belong in their neighbourhood (€ 1,336 per person p.a)	€ 88,124	
	Increased participation in community and charity events	Women in olive oil (120); local community (156)	I participate in community and charity events more; I am a more active member of local clubs or organisations	70%	(28) Average annual household spend on recreation and culture (€ 100 per person p.a)	€ 26,567	
	Increased visibility and prominence of women in the agricultural and wider community	Women in olive oil (120)	I feel more confident in giving my opinion about important community matters; other people in the community seek my opinion about important matters more frequently	71%	(4) Value to an individual (25-45) of feeling like they belong in their neighbourhood (CCP)	€ 40,603	
	Improved reputation of farmers as custodians and protectors of the environment	Farmers (60); farming families (60)	The extent to which farmers are perceived as custodians and protectors of the environment by the society as a whole - before and after	21%	(8) Valuation for improved emotional wellbeing arising through the Common Assessment Framework (€ 431 per household p.a)	€ 14,920	





	Increased regional, national and international networking and collaboration	Women in olive oil (120)	The extent to which I share knowledge and ideas with others has increased; the extent to which I network with people in my business area has increased; I am involved in more interest groups, clubs or societies; I have joined a network that supports my business and related activities	69%	(15) Cost of a networking / training event and one hour of time devoted to networking at the average hourly earnings rate (€ 46 per person)	€ 1,365		
	Increased municipal, community and organisational support for other community projects and enterprises	Women in olive oil (120)	There is now a greater amount of: municipal support for other kinds of community projects and enterprises; organisational support for other kinds of social and community projects and enterprises; community support for other kinds of social and community projects and enterprises	69%	(21) Average size of a charitable donation in the UK (€ 244 per household p.a)	€ 27,747		
	Increased working relationships and public private partnerships	Women in olive oil (120)	I am now more willing to engage in partnership-type arrangements than before the project started; the extent to which I collaborate with others has increased	56%	(12) dFT estimation of business time savings (€ 2,515 per business p.a)	€ 232,400		
	Legitimisation of local ideas/projects to a wider community	Olive oil producing municipalities (15)*	The work of Energy Cooperative has led to additional community or development projects in the local area; the work of the Energy Cooperative has led to additional community or development projects in the wider community	75%	(14) Cost estimate for local authorities of implementing proposed duty to promote local democracy (€ 28,234 per district/community)	€ 113,305		
*Based on 30% of an estimated 50 municipalities						Total Benefits	€890,651	100%
						Total Investment	€244,500	
						Benefit-Investment Ratio (BIR)	€3.64 : 1	

