

Что именно побеждает зло? Примеры
«монетизации» социального эффекта и где
брать информацию для оценки

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Цель мероприятия – попрактиковаться в изучении собственного финансового результата.

Совсем кратко: методики

- CEA – когда \$ посчитать сложно;
- CBA/sCBA – когда \$ посчитать можно;
- sROI – уклон на работу со стейкхолдерами, благосостояние (экологию и социальные эффекты), а не только богатство; варьируемый режим точности; субъективность.

Зачем оценивать?

- Требования доноров
- Переговоры с бизнесом или властью;
- Коммуникация с поддерживающими проект людьми и/или в ситуации краудфандинга;
- Соц.предпринимательский аспект – для публикации данных о *double bottomline*.

Что дают технологии?

- Больше аналитики, больше точной аналитики;
- Новые бизнес-модели (большие данные, предсказывание поведения пользователей – change.org);

Российский опыт

Пример движения «Раздельный сбор»

- SROI-анализ.
- **Activities:** 15 городских мероприятий, 244 районных мероприятия,
- **Outputs:** 27 тыс. участников, 130 волонтеров, 8 инициативных групп.
- **Outcomes:** система из 23 индикаторов.

Другие примеры

- Фонд «Виктория» (E&P)
- СВА-анализ ФЦП (E&P)
- Программа «Будь Здоров» (CAF)

**Где брать информацию
для оценки?**

Источники информации

- Статистика вашей организации;
- Росстат (минимальная ставка);
- Рыночная оценка;
- Метод сравнительной оценки;
- + дисконтирование;

Кейс: Healthy Living Wessex

- **Проект:** Activate Your Life
- **Цель:** Популяризация здорового образа жизни среди людей со склонностью к излишнему весу
- Healthy Living Wessex – соц.предприятие
- **Сроки:** 2008-2010 гг
- **Цель исследования:** Исследование для донора (Big Lottery)
- **Метод:** Social Return on Investment (SROI)
- **Оценщики:** SROI Network (платный анализ)

Ресурсы (Inputs)

- **209 тыс. фунтов (224 фунта на человека)**

Table3 : The Impact Map: stakeholders, inputs, outputs and outcomes

Stakeholders	Inputs			Outputs	The Outcomes
Who will we have an effect on? Who will have an effect on us?	What do we think will change for them?	What will they invest?	Value £	Summary of activity in numbers	Description
					How would we describe the change?
Adults with BMI >25	Improved physical activity	Time	£0.00	654 adults accessing a 6 or 12 session course	Client is more physically active
Adults with BMI >25	Improved mobility / flexibility	Time	£0.00	654 adults accessing a 6 or 12 session course	Client feels more mobile and flexible
Adults with BMI >25	Improved mental health	Time	£0.00	654 adults accessing a 6 or 12 session course	Client feels overall improved mental wellbeing (improved mood, less anxious, more confident and so forth)
Adults with BMI >25	Improved diet	Time	£0.00	654 adults accessing a 6 or 12 session course	Client eats more healthier foods
Adults with BMI >25	Higher social interaction	Time	£0.00	654 adults accessing a 6 or 12 session course	Client makes new friends/acquaintances and/or has more contact with existing social network

Эффекты

- Количественные результаты (Outcomes):
 - Прямые благополучатели: 933 участника
 - Косвенные благополучатели: семья, друзья
- Качественные результаты (Outcomes):
 - Физические изменения (вес, диета)
 - Улучшение настроения и самоуверенности
 - Появление привычки планировать
 - Социализация
 - Опыт для донора (улучшение и оптимизация услуг)

Пример анкеты

Healthy Living Wessex SROI Report

(b) Project Links Stakeholder Questionnaire

Your job title

Your organisation

Have you heard of any of the Activate Your Life project activities? (Please tick)

Yes ☐ No ☐

If No there is no need to complete the rest of this questionnaire.

Please return it in the freepost envelope provided. Thank you for your help.

1. Have you had any contact with Activate Your Life project?

This can include any forms of direct or indirect contacts with above activities (Please tick)

Yes ☐ No ☐

If yes:

Less than 1 year ☐ More than 1 year ☐

2. What are the links between your agency, or area of practice, and the Activate Your Life project? (Please tick any that apply)

You recommend the Activate Your Life activities to individuals

☐

You refer clients to Activate Your Life activities

☐

Activate Your Life project staff recommends individuals to your agency

☐

Activate Your Life project staff refer clients to your agency

☐

Финансовые заменители для результатов

Table5 : Impact Map- Financial Proxies for Outcomes

Stakeholders	The Outcomes	Indicator	Financial Proxy	Value £	Source
	How would we describe the change?	How would we measure it?	What proxy did we use to value the change?	What is the value of the change?	Where did we get the information from?
Adult clients	Client has lost weight	Loss of >2kg weight	Cost of registration and 6 sessions with a slimming club	£39.82	Average figure based on WeightWatchers & Slimming World websites
	Client is more physically active	Achieving 5X30 minute periods of exercise per week over 28 days	Cost of membership of a fitness & leisure club for 3 month	£116.97	Local leisure centre daytime/weekend adult membership
	Client feels more mobile and flexible	Take up of >1 new PA activity	Cost of membership a local community gentle exercise club for 6 months (assume 20 sessions)	£50.00	Internet search of community centres [Average £2.50 per session]
	Client feels overall improved mental wellbeing (improved mood, less anxious, more confident and so forth)	plus 20 per cent improved mental wellbeing rating using a scale of measures	Cost of 3 hours of psychotherapy or counselling	£120.00	VOIS database (SROI Network 2011)

Финансовые заменители для результатов

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	Client eats more healthier foods	Increase in one portion average daily fruit and vegetable intake	20% reduced household spending on high fat, high sugar food & non-alcoholic drinks, and alcoholic drinks	£184.08	Family Spending Survey 2009
	Client makes new friends/acquaintances and/or has more contact with existing social network	20 per cent improved social well-being /social capital using a scale of measures	Cost of membership a local community centre social club for 6 months (assume 20 sessions)	£50.00	Internet search of community centres [Average £2.50 per session]
	Client feels personal & social strains associated with lifestyle commitments	20 per cent reduced social well-being /social capital using a scale of measures	Cost of 3 hours of psychotherapy or counselling	-£50.00	VOIS database (SROI Network 2011)
Adult clients (unemployed)	Client feels healthier, happier, more confident & able to take on care role	Client self reports increased time per week caring	1 Hour national minimum wage per 52 weeks	£301.60	Low Pay Commission. 2009 prices (£5.80 p/h)
Adult clients (carers of adults)	Child has lost weight	Loss of >1kg weight [Aged 11-16]	Average cost of a MEND [child weight loss] course	£413.00	nef/York Economics (2010)
Children	Child feels happier and has improved family life and relationships	Child self reports positive change	Combined value of average family leisure spending and time-value of additional joint activities	£955.48	nef/York Economics (2010)
Clients (Children)	Child eats more healthy foods	Increase in one portion average daily fruit and vegetable intake	Included above	£0.00	Included above
	Child feels social and personal strains associated with lifestyle commitments	Increase in one portion average daily fruit and vegetable intake	Cost of 3 hours of psychotherapy or counselling	-£50.00	VOIS database (SROI Network 2011)
	Better friendships and peer relationships	Additional social/recreational activity with parent per week	Cost of 6 sessions with a family therapist	£300.00	Derived from internet service of local providers
	Reduced specialist consultations (e.g. dieticians)	Fewer specialist consultations annually	Cost of a hospital admission	£131.00	NHS Choices Annual Report (2011)
Employers of adult clients	Client feels healthier, happier, more confident & able to take up paid work	Client self reports obtaining employment by end of course	Increase in annual earnings over benefits for single individual working full-time	£4,307.00	VOIS database. Nef Community Allowance Report 2008 prices
NHS Hospital Trust	Reduced hospital interventions	Fewer hospital interventions annually	Cost of weight loss surgery (gastric banding)/ pharmacological intervention	£5,000.00	NHS Choices (2009). Costs of Private Weight Loss Surgery (2008-9)

Финансовые заменители для результатов

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NHS Hospital Trust	Reduced GP consultations	Fewer GP visits (appointments) annually	Cost of a GP visit	£32.00	NHS Choices Annual Report (2011)
NHS Primary Care/GP services	Reduced primary care nurse consultations	Fewer primary care nurse consultations annually	Cost of a nurse in primary care practice visit	£12.00	NHS Choices Annual Report (2011)
NHS Primary Care/GP services	Client felt overall improved mental wellbeing (improved mood, less anxious, more confident and so forth)	Reduced prescriptions for anti-depressants	Cost of low level dose (20mg) of Fluoxetine (anti-depressant) for one year	£17.27	from British National Formulary (www.bnf.org)
NHS Primary Care/GP services	Long term reduced medical costs	Weight, PA and HE target achieved on HLW course completion	QALY linked health outcomes gained [lowest estimate]	£3,025.00	NICE (2006) nef/York Economics (2010)

Дисконтирование

- Инерция (Deadweight) – **5-10%**
- Смещение (Displacement) – **0-10%**
- Отнесение (Attribution) – **10-20%**
- Длительность – **2 года**
- Отскок (Drop-off) – до **50%**

Финансовый результат

- Были найдены финансовые индикаторы качественных эффектов, общая сумма которых составила **753 тыс.фунтов**
 - Взрослые благополучатели – **30%**
 - Благополучатели-дети – **32%**
 - Сотрудники проекта – **11%**
 - Сотрудники здравоохранения – **26%**

Итоговый результат

**1 вложенный фунт
приносит 5,42 фунта
социальных
инвестиций**

* в зависимости от сценария – от 4:1 до 6:1

Спасибо!

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