

SROI analysis of the project "Footprint"

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The Competence Center for Nonprofit Organizations and Social Entrepreneurship of the Vienna University of Economics and Business (NPO & SE Competence Center) was tasked by Coca-Cola Austria with the *evaluation of the project "Footprint – for victims of trafficking in women ("Footprint – für Betroffene von Frauenhandel")*. Within the framework of the initiative "Ideas against Poverty" (IGA), the project was awarded a prize in 2011. The "Ideas against Poverty" innovation prize was initiated in 2007 by Coca-Cola Austria together with "Der Standard" and the NPO & SE Competence Center. Its aim is to support the implementation of projects in the area of poverty alleviation and poverty prevention in Austria through an initial financial aid.

The evaluation was done by way of a Social Return on Investment (SROI) analysis with the goal of assessing the added value for society generated by the project in an as comprehensive as possible manner. The method is intended to measure, aside from the financial effects, explicitly also the social effects of the project. For this analysis, the model developed by the New Economic Foundation (NEF) was applied, which means that, in a first step, the most important stakeholders and their objectives must be identified. After that, the input invested is compared with the output achieved and the outcome per stakeholder in an impact value chain. Subsequently, the outcome must be translated into suitable indicators, which in turn must be corroborated by data. Moreover the so-called deadweight – the impact that would have occurred anyway – is subtracted from the outcome so that, in the end, the SROI value can be calculated.

The organization Footprint is described in its annual activity report as follows: "Footprint is a non-governmental organization (NGO) with its headquarters in Vienna. The organization is active against trafficking in women and supports all victims in Austria. The principle of our work is to inform all affected women about their rights and possibilities and to offer them the best possible options to improve their living conditions. It is essential for Footprint to see the person behind the "victim" and to offer support in all possible dimensions." (Annual Activity Report, 2012)

The organization Footprint, which has been founded in March 2012, supported 47 women and girls by the end of 2012.

When comparing the generated total impact of € 130,914 with the invested amount of € 53,565, a *Social Return on Investment value of 2.44 results. This means that every invested Euro created effects equivalent to the monetised value of € 2.44.*

The following table summarizes the inputs or investments and the social profits of the project "Footprint – for victims of trafficking in women" for the year 2012.

Table 0-1: investments and social profits of the organization Footprint (FP) – from an overall perspective for 2012

stakeholder	investments in FP (in €)		social profits of FP (in €)	profit share	
clients			enhancing the joy of life	€42,194	32.2%
full-time employees			contribution to public welfare, fixed income	€848	0.6%
volunteers			contribution to public welfare, further education, social network	€2,887	2.2%
donors	IGA financial aid, donations	€46,844	improvement of life conditions for clients	included in stake- holder clients	0%
participants of sports courses	contributions	€799	movement, positive emotions, do something good, sensitization	€22,907	17.5%
participants of charity dinner	donations	€2,034	do something good, sensitization	€10,974	8.4%
social insurance			additional paid contributions	€15,703	12.0%
public services	subsidies	€3,888	additional income taxes	€573	0.4%
public employment service Austria (AMS)			savings of unemployment benefits	€17,468	13.3%
owners			annual surplus	€17,361	13.3%
sum		€53,565		€130,914	
SROI				2.44	

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The entire study is available in German at www.wu.ac.at/npo/competence