

# WOMENTUM 2024

## SOCIAL RETURN ON INVESTMENT EVALUATION REPORT

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## Womomentum 2024, Social Return on Investment Evaluation Report

satisfies the requirements of the assurance process.

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Awarded 21/07/2025

Signed

A handwritten signature in black ink, appearing to read "Ben Carpenter".

Mr Ben Carpenter  
Chief Executive Officer  
Social Value International



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*This report was prepared between March - December 2024 and is based on research conducted through literature review, desk research, online interviews and surveys with Womomentum 2024 beneficiary target groups and program stakeholders.*

## 1. Executive Summary

*"A woman can do anything; she can do whatever she wants – that's what I believe. But it was good that many people told us this. I believe in myself more as a woman, my self-confidence has increased."*

*(New graduate participant who is entitled to receive a certificate but has not completed the video interview process)*

According to the World Economic Forum (WEF), it will take 169 years to close the gender gap for Economic Participation and Opportunity at the current pace.<sup>1</sup> Specific to the Sustainable Development Goals (SDGs), reducing inequalities, gender equality, climate action, and decent work are recognized as top priorities and cross-cutting issues. These four issues are key targets when working on any Sustainable Development Goals. However, while gender equality remains a top priority for social impact actors from civil society and the private sector in Türkiye, such as corporate social responsibility projects and social entrepreneurs, resources remain limited compared to the scale and depth of the problems that need to be addressed. In such a context, it is crucial for social impact actors to calculate the impact and value of social investments in detail to make better decisions.

This report covers the Social Return on Investment (SROI) analysis for the activities of the Womomentum program in 2024. The Womomentum program, funded by Enerjisa Üretim and coordinated by imeceLAB, with academic support from Sabancı University Executive Development Unit (EDU) and Boğaziçi University Lifelong Learning Center, is designed to empower young women. Its core mission is to equip women students with essential qualifications for their careers, facilitate their employment, and particularly encourage their integration into male-dominated sectors. Through a comprehensive series of webinars, access to the Enerjisa Üretim e-Development Platform, video interviews and a one-day face-to-face interview event, Womomentum aims to foster professional development, enhance self-confidence, and promote gender equality in the workplace.

The 2024 is the second SROI analysis with the SROI analysis of the 2023 implementation of the Womomentum program also conducted by the Koç University Social Impact Forum (KUSIF) team. In 2023, the program was implemented with very similar content for a target group with the same characteristics. The social value methodology aims to manage and optimize impacts, therefore continuous tracking of impact performance is recommended. The 2023 analysis created the benchmark and reference for the 2024 analysis allowing to verify the previous assumptions and findings. The activities implemented between March and September 2024 are analysed in this report. In this

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<sup>1</sup> <https://www.weforum.org/publications/global-gender-gap-report-2023/digest/>

year's analysis, the systematic data collection framework developed with the SROI analysis conducted after the program was implemented in 2023 was applied. In the analyses conducted in 2023 and 2024, since the same data collection methods were used with similar content, the results of the analyses in these two years will also be compared.

The findings of the analysis will be used for internal management purposes. In addition, it is recommended to share the findings of the analysis with other organizations working on women's employment and empowerment and with stakeholders of the Womomentum program. The analysis was conducted according to the SROI methodology – Social Value Principles and related standards. In 2023, as a result of the analysis, the ratio of social value created per investment amount was 8.40, while in 2024 this ratio was calculated as 17.37. The ratio of 1:17.37 as a result of this year's analysis is much higher compared to last year's ratio. However, since the financial proxies have been revised, some new outcomes have been included, one negative outcome has been excluded, more quantitative data were collected in addition to qualitative data (the number of valid surveys was 86 last year, whereas it is 116 this year.) Additionally, the Value Game was implemented with 3 stakeholder segments; in 2023, it was implemented with 2 segments. With all these data, more reliable judgements were made during the analysis process. In the analysis, when applying these to the 2023 analysis there is not a big difference. In the Section 12, where the results for 2023/2024 are compared, a detailed evaluation is presented.

<b>Present Value</b> <i>(Total Present Value (PV))</i>	<b>34.974.103,19</b>
<b>Net Present Value</b> <b>(Present value excluding investment)</b> <i>Net Present Value (PV minus the investment)</i>	<b>32.961.103,19</b>
<b>Social Return on Investment</b> <b>(Value per amount invested)</b> <i>Social Return (Value per amount invested)</i>	<b>17,37</b>

As a result of the activities of the Womomentum program, the main group of the intervention, the women participants, experienced different changes according to the three segments created based on the different level of participation in the activities. The amount of value experienced is strongly related to the level of participation in the activities.

Women participant segment - by level of participation	Distribution of value created in 2024
Women participants - participated in face-to-face interview (26 people)	₺5.160.125,00
Women participants - completed the video interview process (226 people)	₺5.156.652,17
Women participants - participated in at least 70% of the webinars; participated in the WhatsApp group (806 people)	₺11.213.856,55

The Womomentum program has created many positive changes for its women participants. These include helping them with **professional development, increasing their self-confidence, making them feel more valuable, and allowing them to look to the future with less stress and more positivity.**

The changes experienced by women participants regarding the **sustainability context** contribute to significant part of social value created. It was valued high by the participants aligning with Womomentum program aims to prepare women for careers, often in industries directly linked to sustainable practices and environmental responsibility. It also aligns with the key goals of Enerjisa Üretim. In the 2024 analysis, both behavioural and knowledge changes related to sustainability were asked. Many respondents did not experience behavioural change in this outcome chain but experienced increased knowledge. 34% of the total value created in 3 segments was created in sustainability-related behaviour change. Additionally, without a behaviour change, an increase in knowledge about sustainability accounted for 9% of the total value created across the 3 segments. In other words, **43% of the value created within the scope of the whole program comes from this subject as it was broadly experienced among all three segments.**

## 2. Purpose of the Social Return on Investment Analysis

### Background

Gender roles and gender inequality have become increasingly important issues worldwide, including in Türkiye. Gender roles refer to certain behaviours, duties, and responsibilities that society attributes to certain genders. Society's expectations for a particular gender include elements such as how that gender should behave and what tasks they should do (Korabik et al., 2008). For example, in many cultures, women are assigned tasks such as housework and childcare, while men are assigned tasks such as leadership and decision-making. These expectations shape gender roles. Gender inequality refers to injustices that occur in the situation of individuals, groups, or society based on gender (Cordier, 2012). Gender inequality can occur in many areas, such as health, education, and employment.

Although Türkiye has made significant progress in many areas in recent years, it still faces some challenges in terms of gender roles and inequality. For example, within the framework of the project titled "Research on Gender and Women's Perception in Türkiye" conducted by Kadir Has University Gender and Women's Studies Research Centre, public attitudes towards family, social and political issues that determine gender and women's level of participation in the public sphere were examined between 2016-2020. According to the research results, public opinion reported that among a range of potentially appropriate activities for girls and boys under the age of 14, *helping with housekeeping, cooking, and regularly looking after siblings* are more suitable for girls. For *working outside the home*, the appropriateness was reported more for boys than for girls. When their participation in business life in adulthood is analysed, 49% of women are housewives, and 10% are unemployed, while 0% of men are housemen and 8% are unemployed. At this point, it is noteworthy that while almost half of the women are housewives, the majority of men are gathered in the labourer category, with 40%.

Another study funded by the European Union and conducted by Development Analytics and Young Guru Academy found that more than a quarter of young people in Türkiye are not in education and employment. More importantly, two-thirds of the youth in Türkiye who are not in education and jobs are women; thus, gender is seen as an important determinant of this situation. In some areas of Türkiye, particularly in the southeast, the proportion of women not working and not in education and training has increased significantly. Education appears to be an important determinant and driver of employment and educational attainment, especially for women. Therefore, education can play a key role in compensating for the disadvantages created by gender roles and inequality, especially for women.

For example, fields such as engineering, science, and technology are traditionally recognized as male-dominated sectors. Increasing the representation of women in such disciplines is critical not only for gender equality but also for expanding the sector's potential for innovation and success. However, despite the increase in the number of women in this field in recent years, the number is still relatively small, and some factors still prevent some women from joining the sector. It may require women, especially young women, to challenge societal expectations and gender stereotypes when assessing their career interests and potential capabilities in male-dominated sectors.

With the increasing participation of women in business life, the impact of gender as an important factor on employment is becoming more and more visible. Inequalities and discrimination in family and social life are not resolved. Still, they are also reproduced in a number of areas such as university and profession selection, job applications and interviews, and the course of career plans. In the case of engineering, women are excluded from the production field. Rather than jobs requiring technical knowledge and physical strength, they are involved in jobs such as organisation and planning, where production is assisted, and engineering jobs not engaged in factory production. Ecevit (1991) evaluates this deep segregation as the bipolar division of women's work and men's work created by the division of labour based on gender inequality. Women's employment in jobs similar to their responsibilities in the household reproduces women's disadvantaged position based on gender and deepens inequality (Ecevit, 1991). This perception of women's work - men's work, which emerges from the beginning of recruitment processes in working life, leads to the structuring of male-dominated sectors and has become visible in Türkiye in particular. Türkiye still faces many challenges regarding gender inequality and roles. Due to cultural and social discriminatory perceptions that also dominate business life in Türkiye, women experience a two-dimensional inequality. In addition to the vertical segregation that results in women being placed at lower levels compared to their male counterparts, women are forced to concentrate in specific lines of work and professions due to the horizontal segregation of women's work and men's work (Şahankaya & Dedeoğlu, & 2023, 405).

The idea that women are not suitable for engineering, mechanical technology, and chemical industries stems from the reflection of this bipolar gender perception on the labour market (Arslan 2020, 24). For these reasons, the fact that working conditions are not supported by practices that support women has been normalised, causing female engineers to be unable to remain engineers. The number of female engineers directed to work in units such as R&D and purchasing instead of production is directed to office jobs



with generalizations independent of their potential and qualifications, even if they have proven their expertise is quite high. <sup>2</sup>

As Berna Zengin's findings in her master's thesis titled "Engineer Girls in Türkiye: Gender, Education and Working Life" (2000), engineering departments are also divided into hard/masculine and soft/feminine branches. Mechanical, civil, metallurgical, petroleum, and geological engineering departments are more preferred by men as they are math-intensive and heavy work-oriented and are considered to be masculine engineering departments.

Launched in 2004 in cooperation with Mercedes-Benz Türk and the Association for Supporting Contemporary Life, the "Every Girl is a Star" project aims to support vocational high school students with scholarships and internship opportunities and to pioneer their employment as engineers and technicians in male-dominated sectors, especially in the automotive industry, based on the fact that women's employment in heavy industry is very low compared to service sectors. Within the scope of the project, in addition to vocational training, it promotes equality between women and men through trainings where they can improve their personal, social, and communication skills.<sup>3</sup>

According to the World Economic Forum (weforum) 2024 Global Gender Gap report, Türkiye ranks 127th in the Index Ranking. Türkiye's HDI (Human Development Index) scores remain below the majority of OECD member countries, while its GDI (Gender Development Index) scores remain below all of them (CEID 2021).

With the increasing need for employment due to economic, social, and technological developments, Türkiye has taken several legal steps. The 2010 amendment to the "Regulation Amending the Regulation on Heavy and Dangerous Work" legally secured the removal of many jobs from the status of heavy and dangerous work and the removal of restrictions on the employment of women and young people. In other words, many jobs were legally removed from the category of men's work. With the work of the Sub-Commission on Education of the Special Committee on the Role of Women in Development, 'ensuring gender equality in education for the empowerment of girls and women' was added to the objectives such as 'access to education' and 'equality of opportunity' and included within the scope of priority development objectives. Gender equality trainings will increase women's participation in employment and help eliminate

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<sup>2</sup> <https://www.mmo.org.tr/gaziantep/haber/turkiyede-kadin-muhendis-olmak>  
<https://www.kadinisci.org/kadin-muhendis-olmak-mesleki-yeterlilikimizden-cok-ozel-hayatimiz-sorgulaniyor/>

<sup>3</sup> <https://www.hurriyet.com.tr/yazarlar/fulya-soybas/kadindan-muhendis-bal-gibi-de-olur-41741320>

the distinction between women's and men's work. In this respect, gender equality trainings should be included in the in-service trainings of the private sector and all public institutions and organisations (Report of the Special Expertise Commission on the Role of Women in Development 2015).

According to a study revealing connotations that undermine women's technical competence and approaches such as equating professionalisation with masculinity, gender-based stereotypes divide engineering jobs into hard and soft categories (Pehlivanlı 2015). In Türkiye, female engineers work in a closed, private factory environment, in departments such as quality and human resources, and in an office environment, and they are made into the presentational image of the factory. In contrast, male engineers are employed as engineers doing "real work" to produce the machine and work closely and "deal" with male workers.

Some companies and organisations are tackling these issues by implementing diversity policies on gender equality. Various measures such as mentoring programs, networks supporting women, and gender equality trainings are crucial to support women's career development in male-dominated sectors and to ensure greater diversity in the sector.

In conclusion, women's participation in business life in male-dominated sectors requires an ongoing effort to establish gender equality and to take a more comprehensive view of the sector. These efforts will contribute to reducing gender inequality in these areas by increasing the number of women in the sector and making work environments more equitable, inclusive, and supportive.

- **Enerjisa Üretim**

"In line with its mission to generate energy for a better future by respecting life, Enerjisa Üretim develops and implements social projects based on the problems of society.<sup>1</sup> With the technologies it uses, its human resources, and the social and economic values it creates, it carries out long-term and sustainable projects that will support the development of the regions where it operates and the entire Türkiye. Enerjisa Üretim prioritizes fulfilling its social and environmental responsibilities towards society in cooperation with all its stakeholders and carries out its work under three main headings in line with its "Social Responsibility Policies":

- Reducing Inequalities
- Qualified Education
- Nature-Based Solutions

Under the main heading of "reducing inequalities", Enerjisa Üretim is aware of the need for young people to improve their competencies by receiving training in different disciplines from experts in their fields, and it aims to contribute to meeting this need with the Womomentum program. Thanks to the perspectives and knowledge they gain through the Womomentum program, young people start various work experiences in the private sector while having the opportunity to advance at a professional level."

- **imeceLAB**

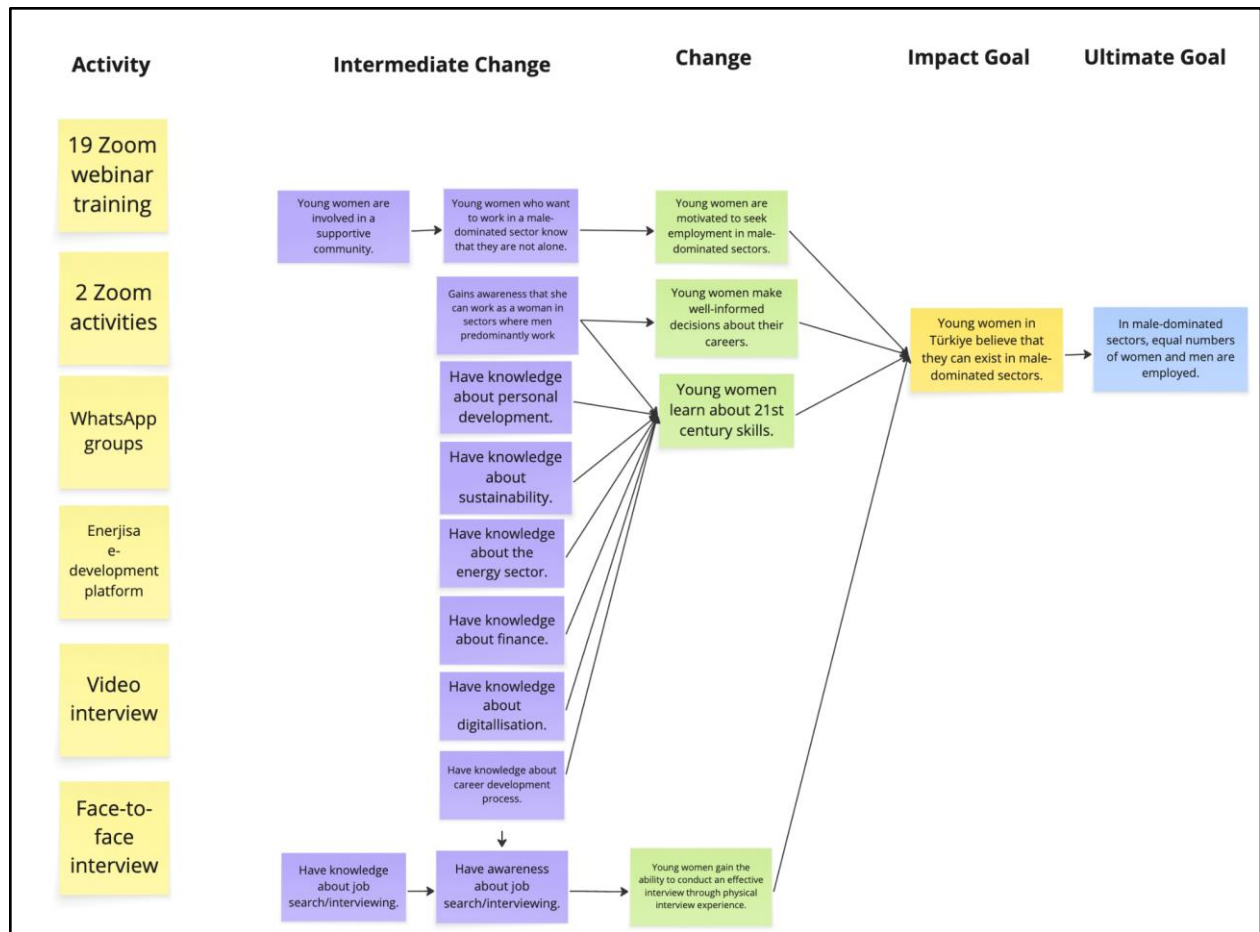
imeceLAB is an open social innovation laboratory that enables young people to learn innovative methods to solve social issues and find space to experiment, while aiming to develop their capacities and gain competencies from a social impact perspective. It facilitates the collective generation of solutions to social, cultural, and environmental problems. imeceLAB designs a multi-stakeholder process while addressing these issues, focusing on the Global Goals. The capacities of high school and university students are developed through programs based on social innovation, social impact, and human-centered design methodologies, with support such as training and mentorship. The Womomentum program, first launched in 2022, is carried out by the imeceLAB team.

### **Details and objectives of the Womomentum program**

The Womomentum program has been implemented since 2022 with Enerjisa Üretim as the primary partner and funder, coordinated by imeceLAB, and with academic support from Sabancı University Executive Development Unit (EDU) and Boğaziçi University Lifelong Learning Center. The Womomentum program, first launched in 2022 to ensure that women students start their careers with the necessary qualifications, provides training each year to hundreds of women students, enabling them to make a professional start to their careers. This program aims to ensure that young women students receive quality education in various fields and that their participation in employment processes is facilitated. It also aims to create positive value regarding women's employment.

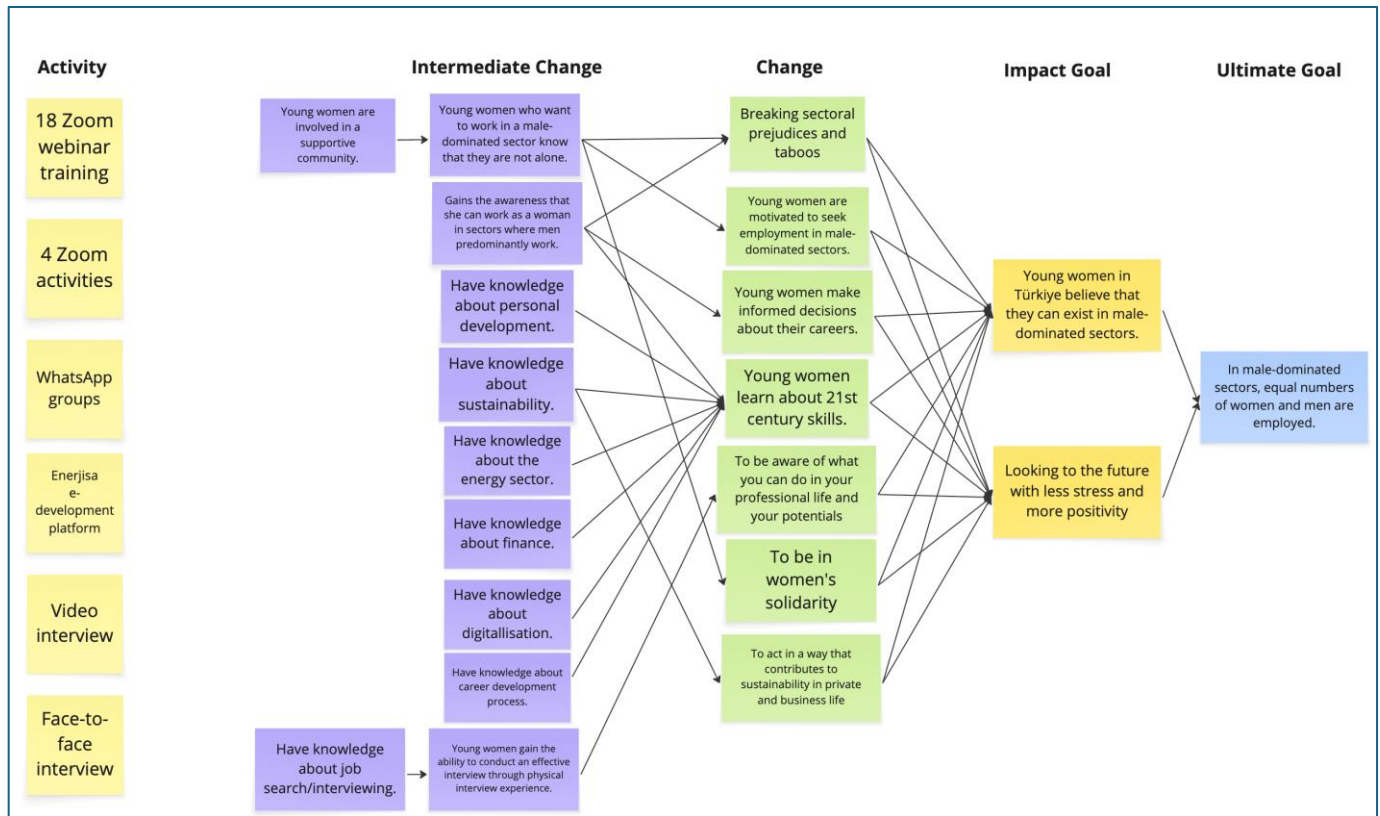
### **Womomentum: Theory of Change**

On July 31, 2023, with the facilitation of the KUSIF team and the contributions of the Enerjisa Üretim and imeceLAB teams, the theory of change for the Womomentum program was developed. Through this work, the positive changes planned to be achieved with the Womomentum program, and its impact objectives were defined. The program aims to enable women students to become part of qualified education in various fields and to facilitate their participation in employment processes, while also striving to create a positive impact on women's employment in Türkiye.



*Womomentum 2023 period Theory of Change*

Within the scope of the SROI analysis for the 2024 period, a meeting was held again with the Enerjisa Üretim and imeceLAB teams on April 24, 2024, to review the theory of change developed in 2023. Some revisions were made regarding the desired changes to be achieved. After these revisions, the theory of change was finalized as follows.



*Womentum 2024 period Theory of Change*

## Scope of the analysis

- **Time**

The Social Return on Investment (SROI) analysis assesses the activities of the Womentum program for the period March - September 2024.

- **Program Activities**

The program activities evaluated within the scope of the analysis are as follows:

- ❖ **Webinar Series:**

A series of 18 remote training sessions was conducted via the Zoom platform, including four online events.

- ❖ **WhatsApp Group:**

Communication groups were established to ensure coordination and contact with participants. Five groups were created using the WhatsApp community feature:

one announcement group, two Q&A groups, and two "canteen" groups for informal interaction.

- ❖ Video Interview Process and Experience:  
Participants recorded and uploaded video interviews to the system for evaluation.
- ❖ Access to Enerjisa Üretim e-Development Platform:  
Womentum program participants were granted access to the corporate training platform between March and September 2024.
- ❖ One-Day Face-to-Face Interview Event:  
A one-day event was organized at the Enerjisa Üretim office.

### ● Purpose of the analysis

The main purpose of the SROI analysis conducted is to understand and evaluate the impacts and social value created for stakeholders through the activities of the Womentum program. Based on the data and assessments obtained from the analysis carried out in 2023, a baseline reference point has been established. The SROI analysis will contribute to planning the program, which will continue in subsequent years, in a way that will generate a greater positive impact starting from this reference point. When planning for future years, it will be possible to set impact targets by referring to this reference point, and subsequently, the success of the program can be evaluated more clearly.

### ● Methodology

The analysis is based on the social return on investment (SROI) methodology. The primary purpose of applying the SROI methodology is to understand and account for the social value created in the lives of stakeholders due to activities by assigning financial value to the social value created, allowing the social value created to be compared with the investment made.

The SROI assessment consists of the following stages:

1. Establishing the scope and identifying stakeholders
2. Mapping of outcomes
3. Evidencing (measuring) outcomes and giving them value
4. Impact calculation
5. Calculation of SROI
6. Reporting and using data for decision-making

The SROI analysis was conducted by applying the Social Value Principles.<sup>4</sup>

<b>Social Value Principles</b>	
<b>Involve stakeholders</b>	Inform what gets measured and how this is measured and valued in an account of social value by involving stakeholders.
<b>Understand what changes</b>	Articulate how change is created and evaluate this through evidence gathered, recognizing positive and negative changes as well as those that are intended and unintended.
<b>Value the things matter</b>	Making decisions about allocating resources between different options requires the recognition of the values of stakeholders. Value refers to the relative importance of different outcomes. Stakeholders' preferences inform it.
<b>Only include what is material</b>	Determine what information and evidence should be included in your sources to conduct an impact assessment of your products, services, and activities and present an impact framework to your stakeholders. One of the most important decisions to be made is which changes to include and which to exclude in your impact table/framework.
<b>Do not overclaim</b>	Only claim the value that activities are responsible for creating.
<b>Be transparent</b>	Demonstrate the basis on which the analysis may be considered accurate and honest and show that it will be reported to and discussed with stakeholders.
<b>Verify result</b>	Ensure that the appropriate verification of results is in line with the decisions being supported. In cases where results are being reported to external audiences and/or are supporting significant decisions, independent assurance is required.
<b>Be responsive</b>	Pursue optimum social value based on timely decision-making and support by appropriate accounting and reporting.

<sup>4</sup> The Principles of Social Value - Social Value International. <https://www.socialvalueint.org/principles>

- **Risks**

Social impact analysis enables organisations to identify the potential risks associated with their operations and take quick action in their planning by recognising them. This includes risks related to stakeholder relations, human rights issues, and environmental concerns. In the table below, explanations of possible risk scenarios related to the social value principles considered during the research are shared. In the table below, the potential effects of the considered risk topics on the analysis results are given.

Social Value Principles	Risk	Description	Possible impact on SROI analysis results
Involve stakeholders	Selection bias	Due to data protection regulations, the project coordination team contacted stakeholders and invited them to participate in the focus groups/interviews - only stakeholders who were willing to share their experiences were included in the data collection process.  Data collection was conducted entirely remotely, and interaction with stakeholders was limited.	Some negative/positive changes are not included in the report.
Understand what changes			
Only include what is material	Valuation	The revealed preference method is used to identify financial proxies of the outcome experienced by the stakeholders carries certain limitations regarding the identified financial proxy, as stakeholders may value the change to the outcome more or less than the price.	Under/over the calculation of the SROI ratio
Do not overclaim	Sample size	Two subsegments of the project's main target group have small sample sizes.	Estimates of the size (scale and depth), duration, and causality of



	Data rigour/ credibility	Estimates of the amount of change, counterfactuality, and attribution are based on stakeholders' self-reported data.	changes may be inaccurate, influencing judgements about the materiality of change, resulting in under- or overestimates of the SROI.
Verify results		The final results of the analyses have not yet been validated by stakeholders. Some findings and assumptions were verified during the Value Game.	Under/over calculation of the SROI ratio

### 3. Stakeholders

Before the analysis was conducted in 2023, the imeceLAB team together with the author, prepared the program's stakeholder map. The stakeholders who are directly involved in the Womomentum program are as follows:

- Young women participating in the program: women participants who filled in the application form disseminated through an open call and who met the following criteria during the application process were included in the program:
  - Being a female student in the 3rd and 4th year of university or the final year of vocational school,
  - Completion of the application form,
  - Clearly expressing their motivations and expectations for participating in the program,
  - Have not participated in the Womomentum training program before in 2022 and 2023.

3849 people accessed the application form, and 2518 completed it in full. Out of these 2518, 2200 candidates who met the criteria and were invited to the program. Out of the 2200 accepted participants, 1650 attended the program. Among those accepted, 550 did not participate at all, while 592 participated less than 70%. The average age of the 2200 included participants was 22.3; 2168 were undergraduate students, and 32 were vocational school students. Of the 2200 participants, 1321 were studying engineering, while the remaining 879 were enrolled in various other departments.

- Enerjisa Üretim employees: A team of six people working as Sustainability Mentor, Academy Leader, Corporate Communications Manager, Human and Culture Business Partnership Leader, Human and Culture Business Partner, and

Corporate Communications Specialist contributed to the implementation of the program. Additionally, the Womomentum program is funded by Enerjisa Üretim.

- imeceLAB employees: a team of 4 people working as manager, program coordinator, and program manager, ensured the coordination of the program.
- Trainers: 18 trainers took part in 18 webinars organised under the main topics of Personal Development, Sustainability, Introduction to Energy Sector, Career Development, and Planning. The trainers' names and the training dates are given under the heading "Activity Descriptions".
- Sabancı University Executive Development Unit EDU: provided services during the academic development of the program.
- Boğaziçi University Lifelong Learning Centre: provided services during the academic development of the program.

During the qualitative data collection phase, women participants mentioned some stakeholders, such as siblings and friends, who might be indirectly affected by the program; however, they did not clearly express the changes experienced by these individuals.

Throughout the analysis, judgements and decisions regarding stakeholder engagement were made with reference to the Social Value Principles. The 2023 SROI analysis established a framework, and the 2024 analysis was conducted according to this framework. Therefore, during qualitative data collection for the 2024 analysis, certain stakeholder groups were included for confirmation purposes.

Stakeholders who did not experience relevant and significant change according to the findings of the 2023 analysis (*trainers, BÜYEM, and Sabancı University Executive Development Unit EDU*) were not included in the qualitative and quantitative data collection process in 2024.

A focus group interview was also conducted with alumni of Womomentum program from 2022 and 2023. The interviews were conducted to verify the outcomes and to explore if in the long-term other relevant outcomes have been experienced. No changes other than those expressed in the analysis conducted in 2023 were mentioned, so it was decided not to include alumni in the analysis as a separate group.

Enerjisa Üretim employees and the imeceLab team were only included in quantitative data collection. A summary of the 2024 stakeholders included in the analysis and their involvement is presented in the table below:

Stakeholder	Number of people	Inclusion/exclusion	Stakeholder involvement method	Sample	Reason for inclusion/exclusion
Women participants - those who participated in the program	1650	Included	-Focus group discussion (21) -Survey (116) -Value Game (12)	149	Main beneficiary
imeceLAB employees	4	Included	-Survey (3)	3	The team that runs the program
Enerjisa Üretim employees	7	Included	-Survey (3)	3	The team coordinating the program on behalf of the funding institution

As part of the analysis conducted in 2023, focus group discussions and one-on-one interviews were held with the following stakeholders. Since no major changes were made to the program implemented this year, it was concluded that these stakeholder groups would not experience any significant change. The insights presented regarding these stakeholders in 2023 have been reflected in this year's analysis.

The 550 people who were accepted into the program but did not participate were not included in the data collection process. Those who participated in the program less than 70% in the program (592 people) were included in both qualitative and quantitative data collection; however, since their participation in the survey was very low, no insights specific to this group were reflected in the analysis.

A summary of the stakeholders included in the 2023 analysis and their participation is presented in the table below as a reference as it includes the stakeholders that were excluded as not experiencing relevant outcomes. Since the analysis for 2024 is based on last year's analysis, the table illustrates that all relevant stakeholders were initially included and based on the qualitative/quantitative data analysis the judgement was made to leave them out of the scope of the 2024 analysis.

Stakeholder	Number of people	Inclusion/exclusion	Stakeholder involvement method	Sample	Reason for inclusion/exclusion
Women participants - those who participated in the program	1512	Included	-Focus group discussion (21) -Survey (86) -Value Game (6)	113	Main beneficiary
imeceLAB employees	5	Included	-Focus group discussion (4) -Survey (4)	8	The team that runs the program
Enerjisa Üretim employees	7	Included	-Focus group discussion (4) -Survey (4)	8	The team coordinating the program on behalf of the funding institution
Trainers	18	Included	One-to-one interview (3)	3	Trainers who conducted the webinars
Boğaziçi University Lifelong Learning Centre (BÜYEM)	1	Included	One-to-one interview (1)	1	Remote education design - paid consultancy service support
Sabancı University Executive Development Unit EDU	1	Not included	N/A	N/A	Remote education design - paid consultancy service support. Since the level of involvement was similar to that of BÜYEM, this team was not additionally included in qualitative data collection.

## 4. Inputs and Outputs

### Inputs

Total input cost is 2.013.000 TRY. 340.000 TRY of this cost was allocated to training expenses. The scope of the remaining 1.673.000 TRY budget is as follows:

- imeceLAB and Enerjisa Üretim human resources
- Training and event expenses from Boğaziçi Lifelong Education Centre and Sabancı University EDU
- Online events
- Attendance tracking software
- Expenses for digital tools upgraded to a capacity of 2,200 people
- Integrations of mailing systems
- The budget for the face-to-face interview event held physically on July 31 (including travel and accommodation expenses for participants coming from outside the city)
- Social impact measurement, data collection, and reporting budget

### Cost/contribution per stakeholder/institution

Stakeholder group	Input	Input value	Description
Women participants	Time	0 TRY	The main beneficiaries of the program are contributing time based on their decision to participate.
imeceLAB employees	Time/expertise	0 TRY	imeceLAB employees are the team running the program. Enerjisa Üretim covered time/expertise/activity/equipment costs.
Enerjisa Üretim	Full cost of the program	2.013.000 TRY	Enerjisa Üretim is the sole funder of the Womomentum Program.
Enerjisa Üretim employees	Time/expertise	0 TRY	The cost of Enerjisa Üretim employees providing coordination support is included in the cost input provided by Enerjisa Üretim.
Trainers	Time/expertise	0 TRY	18 trainers took part in 18 webinars. The trainers were paid a

			fee for their training. Total training expenses amounted to 340.000,00 TRY and are included in Enerjisa Üretim expenses.
Boğaziçi University Lifelong Learning Centre (BÜYEM)	Time/expertise	0 TRY	Paid consultancy services were provided for the design of distance education processes.
Sabancı University Executive Development Unit EDU	Time/expertise	0 TRY	Paid consultancy services were provided for the design of webinar processes.

## Outputs

A summary of the activities carried out under the Womomentum program, and the subject of the analysis are presented below.

Activity	Number of activities	Number of participants
Webinar trainings	18 webinars / +43 hours	1650 people out of 2200 people participated in the Womomentum program. 1058 people attended at least 70% of the webinars.
Video interview process (CV and motivation letter preparation, video interview)	1	1058 people were invited for a video interview. 226 participants completed this process.
WhatsApp groups	5	At the beginning of the program, nearly 1700 people had joined the WhatsApp community. By the end of the program, around 1300 people remained. As of October 31, 2024, the current number is 1163.
Enerjisa Üretim e-development platform	The number of 100% completed webinars under 34 different topics is 302.	By September 2023, 106 people had completed at least one training through the platform.
Face-to-face interview	1	Of the 226 people who completed the video process, 32 people were invited for a face-to-face interview at the end of the evaluation process. 26 people participated. 6 people could not participate because they could not arrange a calendar/time availability due to their internship/work.

## Activity descriptions

### Webinar trainings

Within the scope of the Womomentum program in 2024, a total of 18 webinars were held. These trainings are categorised under 5 main categories:

- Personal Development
- Sustainability
- Introduction to the Energy Sector
- Career Development and Planning
- Finance and Technology

Unlike the previous year, the main “Finance & Technology” category was added to the program this year. The subjects of the trainings conducted under these main categories, the dates they were held, and the names of the trainers are as follows:

#### Personal Development Trainings

18 March - Love of Learning / Eda Öztürk Azaklı  
4 April - Critical Thinking / Dr. Abdullah Tüzgen  
15 April - Agility / Ali Inal  
19 April - Empathy and Volunteering / Itır Erhart

#### Sustainability Trainings

22 March - Sustainable Development Goals / Tamer Atabarut  
29 March - Climate Crisis / Prof. Dr. Sevil Acar Aytekin  
1 April - Diversity and Inclusion / Dr Duygu Salman  
25 April - Biodiversity / Uğur Zeydanlı

### **Career Trainings**

28 March - Negotiation and Persuasion in the New World / Ebru Güresin

27 April - Recruitment Story / Enerjisa Üretim - Culture and People Team

6 May - New Generation Leadership / Behice Ertenü

### **Energy Trainings**

18 April - Wind Energy / Habib Babacan

29 April - Energy System Transformation / Alkım Bağ Güllü

13 May - Energy Markets / Yusuf İlimsever

### **Finance and Technology Trainings**

25 March - Finance for Non-Financiers / Hakan Özerol

2 May - Artificial Intelligence / Kemal Kılıç

3 May - Digital Skills and Terms / Şerife Zilelioğlu

9 May - Data Analytics and Big Data / Said Ölmez

### **Video interview**

An invitation to participate in a video interview was sent via Enerjisa Üretim's HR platform to 1058 people who attended at least 70% of the webinars. During the video interview process, participants created and uploaded their CV and motivation letter using the knowledge they gained from the webinars. Then, they recorded and submitted their interview video to complete this step. The number of people who uploaded a video



interview is 226. All applications and video interview recordings are stored in the Enerjisa Üretim HR pool.

### **WhatsApp groups**

5 WhatsApp groups established by imeceLAB were actively used to coordinate the Womomentum program. Beyond coordination, these groups served as platforms for solidarity, information sharing (especially internship opportunities), and as a resource library. Participation levels among group members varied. During qualitative interviews, some participants stated that they used the groups very actively and benefited greatly, while others mentioned that the groups were too crowded and they had difficulty communicating, so they used them less.

*Participant 1: “A WhatsApp group was created. In fact, a library version of this WhatsApp group was created as a sub-group; resources, books, and YouTube videos related to the topics discussed during the lessons were shared there. There was also a regular WhatsApp group mainly used for instant messaging. We also had a Canteen group. There, we could ask extra questions and use it very actively, for example, asking which YouTube channels are recommended for English learning. The imeceLAB team could also see the messages. Even though the program has ended, we still continue to communicate and share internship announcements in those groups. So, we had WhatsApp groups that I used actively.”*

*Participant 2: “I was not active; the group was too crowded. It is difficult to communicate in a crowded group.”*

### **Enerjisa Üretim E-Development Platform**

In 2024, as in 2023, program participants could also access the E-Development Platform, which was specially developed for Enerjisa Üretim employees, and had the opportunity to participate in the trainings. The table below shows the trainings offered on the platform and the number of participants who logged in to the courses. There is no data on the completion rate of the trainings, but the time spent by the participants in the system is 57.1 hours.

Name of Training	Number of Students Attending the Course
Introduction to Energy Markets and Dispatch Training	128
Medium Voltage System Basic Training	124
P&ID Project Reading and Technical Drawing Training	87
Basic Thermodynamics Training	85
Basic Instrumentation Training	69
Electrical and I&C Project Reading Training	66
Low Voltage System Basic Training	64
Basic Hydraulic and Electrohydraulic Training	62
Switchgear Basic Training	54
Basic Level Excel Training	52
Water Structures Covers Basic Training	51
Python Programming	36
Inventory Preparation Training for CDS and Electricity Generation Plants	35
Training on Effective Use of Steam Traps and Steam Equipment	27
Introduction to MS Project and Project Management Training	24
Basic Pneumatic and Electro-Pneumatic Training	23
Autocad 2020 Training	21
Steel Wire Rope Selection and Maintenance Training	20
Intermediate Excel Training	18
CATIA V5 Computer-Aided Modelling Software Training	15
Arduino Programming	14
Basic Computer Trainings	13
Effective Presentation Techniques Training with PowerPoint	12

Basic Level Word Training	11
Advanced Excel Training	9
Resilience	8
Photography with Cenk Gençdiş	7
Effective Communication Skills Training	7
Agile Decision Making	6
Increase Your Communication Skills	6
Advanced Word Training	5
Learning from Experience	3
Macro Excel Training	3

### **Face-to-face interview**

The program for the event held at Enerjisa Üretim's headquarters on July 31, 2024 is as follows:

09.00 - 09.45 Breakfast

10.00 - 11.00 İhsan Erbil Bayçöl - Opening Speech

11.15 - 12.00 Headquarters Tour

12.15 - 13.15 Lunch

13.15 - 14.15 Career Talks with İmece and Enerjisa Üretim Project Team

14.30 - 16.30 Interviews and Workshop with Eda Azaklı

16.30 - 17.00 Photo Shoot

## 5. Understand What Changes: Mapping Material Outcomes

In order to understand the changes created by the Womomentum program on stakeholders, qualitative data was collected between May and August 2024. Focus group discussions and one-on-one interviews with participating stakeholders were conducted online via Zoom. The opinions and data collected in 2023 were used as a reference in the analysis conducted in 2024.

- Interviews conducted in 2024

Qualitative data collection method	#	Number of stakeholders included
Focus group	10	26
One-to-one interview	1	1

- Interviews conducted in 2023

Qualitative data collection method	#	Number of stakeholders included
Focus group	11	29
One-to-one interview	4	4

A series of questions aimed at exploring stakeholders' experiences with Womomentum activities were asked of those who participated in the qualitative data collection process. The questions addressed the following topics:

- Participation – details about how the stakeholder was involved in the activities,
- Change – questions aimed at discovering what changed for the stakeholder as a result of the activities; a separate question was asked about unplanned and negative outcomes.
- Other stakeholders – whether there were other people affected by the activities
- Counterfactual – what would have happened if they had not participated in the activities,
- Attribution – Attribution by other institutions/people to the changes they experienced,
- Duration – how long the changes will last,
- General feedback about the activities.

Stakeholder focus group sample questions are presented in Annex 2.

### Identification of outcomes

In order to identify the outcomes, the data from all focus group interviews were transcribed. Qualitative analysis was conducted using the transcripts and focus group notes. Firstly, all outcomes were listed. Afterwards, the outcomes were categorised,

cause-effect relationships and links were examined, outcome chains were created, and well-defined outcomes were identified. In the next stage, the cause-effect relationships of the outcome chains were verified with the support of a detailed literature review, and the expression of the outcomes was checked. As a result of the qualitative analysis, survey questions were prepared for quantitative research based on the resulting outcome chains and applied online via Qualtrics. During the qualitative data collection and analysis process, it was determined that there were unplanned outcomes as well as outcomes expected by the stakeholders. During the 2024 focus group interviews, it was identified that there was one negative change related to the program, which was expressed by women participants:

- **Feeling left behind and inadequate**

In the analysis conducted in 2023, it was found that women participants experienced two negative outcomes: “feeling left behind and inadequate” and “loss of motivation regarding professional career”. “Feeling left behind and inadequate” was also identified in the qualitative data collected in 2024. The change expressed regarding the loss of motivation was identified during last year's focus group discussions as being related to a speech given by a trainer. This year, no such experience was expressed by the participants.

In the qualitative data collected in 2024, participants expressed changes very similar to those in 2023. Therefore, the questions asked in the survey prepared for quantitative data collection were also very similar to those from last year, with some additional questions included. Since the survey questions assessed two different situations – “before participating in the Womomentum program” and “after participating in the Womomentum program” – the way the questions were asked enabled the detection of negative changes.

Since the roles and responsibilities of imeceLAB and Enerjisa Üretim employees involved in the implementation of the program did not change between the 2023 and 2024 programs, only quantitative data was collected regarding the changes previously expressed by these two stakeholders. As a result of the focus group discussions held in 2023, it was determined that imeceLAB and Enerjisa Üretim employees responsible for the execution and coordination of the project mostly experienced positive changes in connection with the program. In the imeceLAB team, only one negative change was identified: “increase in stress level,” and this change was asked about during quantitative data collection in 2024 within the scope of positive changes.

In the 2023 qualitative data collection process, six stakeholders were included: women participants, Enerjisa Üretim, imeceLAB, trainers, Boğaziçi University Lifelong Learning Center (BÜYEM), and Sabancı University Executive Development Unit (EDU). Among

these, three stakeholders (women participants, Enerjisa Üretim employees, and imeceLAB employees) were found to have experienced changes related to their participation in Womomentum activities that were considered both relevant and significant.

Since the 2024 program was almost the same as the previous year's, it was reasoned that the trainers, BÜYEM, and Sabancı University EDU did not experience any relevant or material changes related to the program. This judgment was confirmed by conducting an in-person interview with one trainer (although more trainers were invited, interviews could not be conducted due to scheduling conflicts among trainers), which validated the assessment that no notable changes occurred for these stakeholders.

During the focus group discussions, stakeholders were asked, "Do you think other people or institutions were affected by the activities of the Womomentum program? Did they experience any changes?" to identify potentially indirectly affected stakeholders. However, analysis of their responses revealed that no other stakeholders who experienced meaningful change were identified. Although responses included references such as "my sibling," "my friends," and "other institutions," when asked how these stakeholders had changed, no clear answers were provided. Based on the qualitative data analysis, the changes experienced by stakeholders were listed, and well-defined outcome chains were created by specifying cause-and-effect relationships. In order to validate the short, medium, and long-term changes and assumptions related to the professional development experienced by women participants, a literature review was also conducted.

Two well-defined outcome chains were identified based on the qualitative data collected in 2024. The 2023 analysis determined "curiosity for learning/openness to learning" as one of the main outcome chains. Still, it was re-evaluated in this year's analysis because, according to the quantitative data collected, it was not found to be significant. With the data collected in 2024, "realizing one's own potential/self-development" was added as an intermediate change in the chain of "looking to the future more positively and with less stress," and the chain was revised accordingly.

*"I wouldn't have felt so good within the sector. I used to think more about male dominance, but I saw that women are more prominent in some areas, and my self-confidence increased, which made me feel good."  
(Participant eligible for the certificate)*

*"First, I learned things about the energy sector that I didn't know before. We experienced and observed the office environment. I had the chance to see how people work in fields other than what they studied after graduation, and my perspective*

*changed.”*

*(Face-to-face interview participant)*

*“There wasn’t a major change. Having women together was a plus for me. It motivated me. The conversations at the end of the trainings caught my attention. The training part was already very high quality, the topics about energy were appetizing. I realized I had similar concerns with other participants and seeing that we all shared these concerns calmed me. The program gave me much hope. I got an internship where I wanted, and my knowledge increased.”*

*(Participant eligible for the certificate)*

The list of outcomes for each stakeholder group that experienced relevant outcomes is presented in the tables below:

Outcome Chain: Women Participants					
Activity	Intermediate Outcome 1	Intermediate Outcome 2	Intermediate Outcome 3	Intermediate Outcome 4	Well-defined Outcome
Webinar trainings  Video interview process (CV and motivation letter preparation, video interview)  WhatsApp groups  Enerjisa e-development platform  Face-to-face interview	Gaining knowledge of interview techniques	Communication skills	Professional development	Increased self-confidence	Looking to the future with less stress and more positivity
	Interview experience				
	To have knowledge about critical thinking				
	To have knowledge about effective communication				
	Interview skills				
	Ability to say “no”				
	Gaining personal development skills (communication skills, etc.)				
	Knowledge of the energy sector				
	Research - motivation to learn, sense of curiosity - new knowledge	Learning - motivation to gain knowledge	To realise one's own potential/self-development		
		Awareness of current issues			



		Expansion of the horizon		
	Increase in the desire to work in different fields other than their own field	Increased sense of curiosity		
	To have knowledge about entrepreneurship			
	Financial literacy			
	Women trainers as role models, empowerment	Knowing the potential of women	Thinking that women are equal to men in business life	
	Professional empowerment as a woman (in male-dominated fields of work)	Increased awareness about the importance of women engineers in business life		
	Gaining awareness of gender equality and good practice	Feeling more empowered as a woman		
	Female experience, impact of negative attitudes on other stakeholders, exemplary company	Having awareness about the importance/value of women in business life		
	Feeling more empowered as a woman			

	Networking, meeting new people	Being in professional and peer networks	To feel valuable	Reduced feeling of loneliness	
	Access to internship information (not meeting expectations)				
	Learning from each other - reverse mentoring				
	Community - mentor/trainer participant				
	Networking, professional development, and familiarisation				
	Being part of a community	Being in women's solidarity			
	A sense of solidarity				
	Solidarity/supportive environment				

	Demotivation related to professional development			A more negative view of the future
	Feeling late / feeling incomplete			
	To have a broader and deeper knowledge about sustainability	Believing/confidence that you can do something about sustainability	Taking action/leadership on sustainability	
Awareness of the importance of sustainability				
Increased knowledge of sustainability				
Climate crisis awareness				

Outcome Chain: imeceLAB Team				
Activity	Intermediate Outcome 1	Intermediate Outcome 2	Intermediate Outcome 3	Well-defined Outcome
Execution and coordination of the Womentum program	Being in the women's community Seeing the potential of women		A decrease in stereotypes related to gender equality	Looking positively to the future
	Increased awareness that positive discrimination is a good approach in some circumstances			
	A sense of accomplishment		Increased work-related motivation	
	Faith in young people			
	Increase in the level of knowledge related to training subjects		Professional development	
	Moderation skills			
	Crisis management			
	Developing/acquiring new methods related to the study			
	Communication within the team			
	Solution development			
	Implementing a community approach			
	Communication within the team	Coordination within the team	Trust in the team	
	Positive view of remote working			
	Increased awareness about ensuring diversity		Planning that is inclusive and accessible for all	
	Increase in workload			

Outcome Chain: Enerjisa Üretim Team		
Activity	Intermediate Outcome	Well-defined Outcome
Supporting the coordination of the Womomentum program	Inequality of knowledge level	Motivation to work to reduce gender inequality
	Understanding that achieving gender equality is not an easy process	
	Reducing inequality - Seeing Enerjisa Üretim's contribution	
	Awareness of gender inequality - awareness of the reality of society	
	A sense of accomplishment	Belonging to the company/satisfaction with the company
	Awareness of inclusion	

## Materiality analysis

In order to take into account, the value created by an activity, the stakeholder that affects or is affected by the activity, the outcomes experienced by the stakeholder, the amount of these outcomes, and the common characteristics of the stakeholder groups that experience the outcomes are considered. Based on the Social Value Principles, the materiality assessment of the outcomes experienced by stakeholders as a result of the activities is made. Three issues are taken into consideration when deciding whether to include or exclude an outcome from the assessment process to be determined in the materiality analysis:

- Identification of relevant stakeholders
- Relevance of the outcomes based on the qualitative data collected in the first phase
- Significance of outcomes based on quantitative data (depth and scale of change, relative importance of changes, and contribution)

## Relevant stakeholders

Of the six stakeholders included in the qualitative data collection process in 2023 and 2024 (*women participants, Enerjisa Üretim, imeceLAB, trainers, Boğaziçi University Lifelong Learning Center (BÜYEM), and Sabancı University Executive Development Unit (EDU)*), three were found to have experienced changes related to their participation in Womomentum activities that were considered relevant. These stakeholders were included in the quantitative data collection process in order to evaluate the extent and significance of the changes they experienced.

Stakeholders	Inclusion method
Women participants	Survey
Enerjisa Üretim employees	Survey
imeceLAB employees	Survey
Trainers	No significant changes related to the program have been identified.
Boğaziçi University Lifelong Learning Centre (BÜYEM)	No significant changes related to the program have been identified.
Sabancı University Executive Development Unit EDU	No significant changes related to the program have been identified.

## **Assessment of "materiality" of outcomes**

The outcomes expressed during qualitative data collection are assessed as **"relevant"**. The relevance of the outcomes is evaluated according to the following 5 criteria:

- Stakeholders perceive the outcome as important for them
- Other organisations are managing the outcome and demonstrating their value
- Institutional policy includes the outcome - alignment with mission and vision
- Social norms
- Failure to include the outcome in the report has financial consequences for the organisation

In light of the above criteria, all outcome chains mapped in the qualitative phase of the analysis were assessed as "relevant" and included in the quantitative data collection process.

Since some of the outcome chains mapped during qualitative analysis were very complex, apart from all well-defined outcomes, some intermediate outcomes were also included in quantitative data collection to verify the outcome chains and their logic on the one hand, but also to gain better insights into the experience of the stakeholders.

The theory of change developed with the Enerjisa Üretim and imeceLAB teams in 2023 and revised in 2024 generally encompasses the outcomes expressed by participants. Additionally, outcomes expressed by participants that were not included in this theory of change were also incorporated into the analysis.

## 6. Changes to Outcomes Dimension

### Understanding Scale, Amount of Change, and Causality of Outcomes Experienced by Stakeholders

Within the scope of the impact assessment study of Womomentum, a social impact assessment survey was conducted on the outcomes experienced by women participants, imeceLAB employees, and Enerjisa Üretim employees.

Quantitative data on relevant outcomes experienced by stakeholders were collected using online surveys (via Qualtrics) during September - October 2024. Separate surveys were developed for each stakeholder.

Stakeholder group	Group size	Number of completed surveys	Sample %	Sample size risk	Note
Women participants who attended at least 70% of the trainings	1058	111	10,5	The sample statistically represents this population with a 10% margin of error and 95% confidence level.	
Women participants who attended less than 70% of the trainings	592	5	0,8	The sample is not representative of this population in any way.	The report does not provide any data/insights on the changes experienced by this group.
imeceLAB employees	4	3	75	The sample size provides an adequate representation of the changes experienced by this group.	
Enerjisa Üretim employees	7	3	42,8	The sample size provides an adequate representation of the changes experienced by this group.	



## 2023 and 2024 population and sample comparison

	2023			2024		
Stakeholder group	Group size	Number of completed surveys	%	Group size	Number of completed surveys	%
Women participants who attended at least 70% of the trainings	813	86	10,5	1058	111	10,5
Women participants who attended less than 70% of the trainings	699	2	0,2	592	5	0,8
imeceLAB employees	5	4	80	4	3	75
Enerjisa Üretim employees	7	4	57	7	3	42,8

### Women participants

The main beneficiaries of this program are young women who are third- or fourth-year university students or final-year vocational school students, have fully completed the program application form, have sufficiently expressed their motivation and expectations for participating in the program, and have not participated in the Womomentum training program held in 2022.

### Segment evaluation

While analysing the year 2023, the following characteristics that may have an impact on the outcomes experienced by the women participants were evaluated:

- Having attended at least 70% of the trainings / not having attended at least 70%
- Being a vocational school student / undergraduate student
- Living in cities with high/low population
- Cities with low participation rates
- Studying in social sciences/engineering faculties
- Having participated in / not participated in the face-to-face interview process

In the 2023 qualitative data collection process, women participants were invited to focus group discussions based on the characteristics mentioned above. In this way, whether these characteristics had any importance for the analysis was tested. While collecting qualitative data, no clear differences were observed in the context of these characteristics. Nevertheless, it was decided to collect information according to these characteristics during the quantitative data collection phase.

During the 2024 analysis, based on the results of last year's analysis, the criteria shared above in this year's qualitative data collection process were revised as follows. The criterion of "being a vocational school / undergraduate student" was excluded from the evaluation this year because only 1 person who is a vocational school student participated in the quantitative data collection process.

- Having attended at least 70% of the trainings / not having attended at least 70%
- Living in cities with high/low populations
- Cities with low participation rates
- Studying in social sciences/engineering faculties
- Having participated in / not participated in the face-to-face interview process

In the 2023 analysis, quantitative data were analyzed in the SPSS program according to various correlations, and it was found that living in high/low-population cities could be a variable. When detailed analysis was conducted based on changes and examined by different population sizes, very few people from the lowest-population cities filled out the survey - the sample size was too small, so that no comparison could be made. However, the research team hypothesized that participants living in low-population cities might experience higher amounts of change and recommended paying attention to this characteristic during the 2024 analysis.

Distribution of 2024 survey respondents according to their cities of residence:

City Population	Number of Participants	Total %	Cumulative %
Cities with a population of 2.500.000 and above (Ankara, Antalya, Izmir, Istanbul, Bursa)	80	%69	%69
Cities with population 1.500.000 - 2.500.000	12	%10.3	%79.3

<b>Cities with population 1.000.000 - 1.500.000</b>	15	%12.9	%92.2
<b>Cities with population 500.000 - 1.000.000</b>	3	%2.6	%94.8
<b>Cities with population 250.000 - 500.000</b>	5	%4.3	%99.1
<b>Cities with population 100.000 - 250.000</b>	1	%0.9	%100

According to the 2024 SPSS analysis, when the city distribution of the participants is analysed, it is seen that approximately 70% of the participants come from big cities, and the participation rate from other city groups is low. Since there is a significant difference between the 1st and 2nd and 3rd groups above, the significant difference in quantitative comparisons arises from this imbalance in the number of participants. For this reason, city comparison was not made, and analyses were not conducted according to this feature. However, this feature is still considered to be important, and it is recommended that it be examined in next year's analysis.

As in 2023, the majority of participants in the 2024 program reside in Türkiye's largest cities.

<b>Participants from the cities with the highest population (2.500.000+) in Türkiye (Istanbul, Ankara, Bursa, Izmir, Antalya):</b>	
<b>Included in the program Out of 2200 people</b>	<b>Filling in the survey Among 116 people</b>
1647	79
74%	68%

According to the SPSS analysis in 2024, it was observed that there were significant differences in the amount of change between numerical and social sciences (including medicine and health-related departments) departments in terms of the following changes:

1. Believing that women are equal to men in working life
2. Believing that, as a woman, one can work in male-dominated environments
3. To feel valuable

4. Being in women's solidarity
5. Increase in self-confidence

When the sample was analysed collectively without segmentation, it was observed that the participants studying numerical sciences experienced the above-mentioned changes more in terms of amount. However, when the participants were segmented according to the level of participation in the activities, there was no significant difference in the amount of change since the number of people in this segmentation decreased. Since there is not enough data to make this judgement in this year's analysis, examining this feature in next year's analysis is recommended.

The most important variable when the correlations are analysed is "having participated in different activities". Participants with less than 70% participation in trainings could be included in the data collection to a small extent. Therefore, in the analyses, it is only possible to comment on the changes in the number of women participants who attended at least 70% of the training.

The women participants who attended at least 70% of the trainings were asked in detail in the survey which activities they participated in (participating in webinars at least 70%, participating in a WhatsApp group, completing the video interview process, participating in face-to-face interviews). When the answers given were analysed, the following three segments emerged:

Segment-1	Segment-2	Segment-3
Women participants: <ul style="list-style-type: none"> <li>✓ At least 70% participation in webinars</li> <li>✓ Being in a WhatsApp group</li> <li>✓ Completed the video interview process</li> <li>✓ Participated in a face-to-face interview</li> </ul>	Women participants: <ul style="list-style-type: none"> <li>✓ At least 70% participation in webinars</li> <li>✓ Being in a WhatsApp group</li> <li>✓ Completed the video interview process</li> </ul>	Women participants: <ul style="list-style-type: none"> <li>✓ At least 70% participation in webinars</li> <li>✓ Being in a WhatsApp group</li> </ul>
Group size - 26	Group size - 226	Group size - 806
Survey respondents - 22 (84.6%)	Survey respondents - 30 (13.2%)	Respondents - 59 (7.3%)

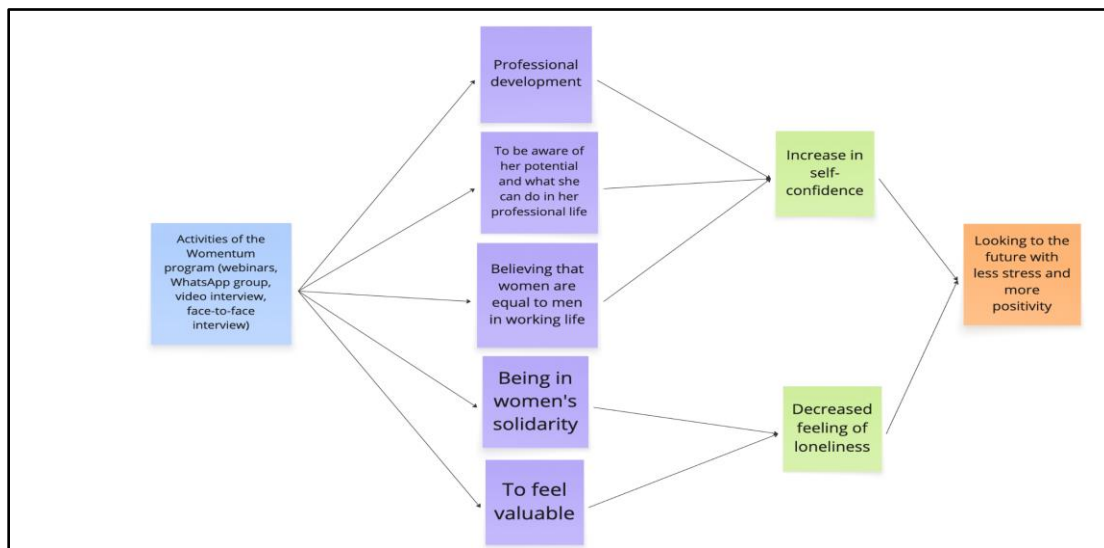
The amount and depth of outcomes differ according to these segments.

## Outcome chains

Quantitative data were collected in relation to the following two outcome chains:

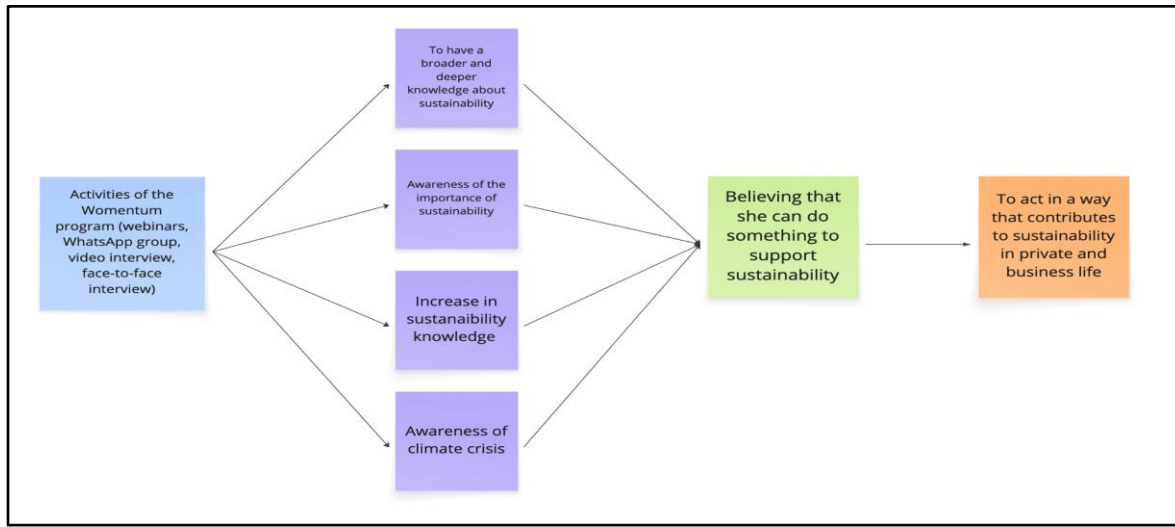
### **1. "I look to the future with less stress and more positivity."**

The young women who participated in the program stated that as the last step of the following two outcome chains, they experienced the outcome of **"looking to the future with less stress and more positivity"**:



### **2. "I act in a way that will contribute to sustainability in my personal and professional life."**

The young women who participated in the program experienced the changes of **"having knowledge and awareness about sustainability"** and then **"believing that they can do something about sustainability"**. After these changes, as the last step, they experienced the behavioural change of **"acting in a way that contributes to sustainability in private and business life"**.



### Explanation of the survey questions and dissemination process

Based on the data expressed by young women participants during focus group interviews, two outcome chains emerged, and the survey included questions to understand changes linked to these chains. In the survey, women participants evaluated 12 statements on a 10-point Likert scale, guided by the instructions *"before participating in Womentum activities"* and *"after participating"*. In addition to these statements, questions addressed the attribution, contribution, counterfactuals, duration, and relative importance of the outcomes they experienced.

Although 5- or 7-point Likert scales are more commonly used and preferred by social science researchers, a 10-point Likert scale was employed in this survey to enhance accuracy. Longer Likert scales are feasible when collecting data from competent stakeholders. Since the primary stakeholders in this data collection process were university students, a longer scale was deemed appropriate.

Due to data protection limitations, surveys were distributed via communication channels such as email and WhatsApp groups through imeceLAB. However, the survey forms were disseminated and analyzed using the tool (Qualtrics) employed by Koç University.

### Measuring well-defined outcomes

The table below shows the well-defined outcomes and indicators used in the quantitative analysis.

Well-defined Outcome	Indicators
Looking to the future with less stress and more positivity	<p>Participants evaluated 10 statements related to the outcome chain "looking at the future with less stress and more positivity" as asked in the survey. They evaluated their own situation before and after participating in the Womomentum program through the following statements:</p> <ul style="list-style-type: none"> <li>- Evaluate your "professional development".</li> <li>- "I feel valuable."</li> <li>- "I believe that women have equal importance with men in business life."</li> <li>- "As a woman, I think I can work in male-dominated workplaces."</li> <li>- "I feel that I am in women's solidarity."</li> <li>- Evaluate your "feeling of loneliness".</li> <li>- Evaluate your "level of self-confidence".</li> <li>- "When I come across a subject I do not know, I do research to learn more and try to obtain new information."</li> <li>- "I am aware of what I can do in my professional life and the potential I have."</li> <li>- "I look to the future with less stress and more positivity."</li> </ul>
To act in a way that contributes to sustainability in private and business life	<p>They evaluated 2 statements that asked about sustainability in the survey:</p> <ul style="list-style-type: none"> <li>- Evaluate your "level of knowledge about sustainability".</li> <li>- "I act in a way that will contribute to sustainability in my personal and professional life."</li> </ul>

All indicators used in the analysis are subjective, which increases the risk of data reliability. Due to the type of changes measured - attitude, motivation, knowledge - objective indicators were used to a limited extent, and the assessment of the amount of change was based on self-assessment. According to the program's theory of change, additional questions/statements have been added below to compare and cross-check responses related to the outcomes highlighted as "believing that women are equal to men in working life" and "women's solidarity":

Outcome	Indicators
Believing that women are equal to men in working life	<p><b>What is your current employment status?</b></p> <ul style="list-style-type: none"> <li>• I am working/doing an internship.</li> <li>• I am not working/doing an internship.</li> <li>• I am looking for a job/an internship.</li> </ul> <p><b><i>For employees/interns:</i></b>  <b>Please evaluate your behaviors, such as offering more ideas and taking initiative at your workplace/internship.</b></p> <ul style="list-style-type: none"> <li>• After participating in the Womomentum program, I started to take more initiative and offer more ideas.</li> <li>• I take as much initiative and offer as many ideas as I did before participating in the Womomentum program.</li> <li>• I do not take initiative or offer ideas.</li> </ul> <p><b><i>For job/internship seekers:</i></b>  <b>After participating in the Womomentum program, the number of job applications in male-dominated fields</b></p> <ul style="list-style-type: none"> <li>• Increased</li> <li>• Decreased</li> <li>• No change</li> </ul>
Being in women's solidarity	<p><b>From the communities I joined as part of the Womomentum program between 16 March 2024 - 31 July 2024 on any topic:</b></p> <ul style="list-style-type: none"> <li>• I didn't get any support.</li> <li>• I've received support once.</li> <li>• I received support more than once.</li> </ul>

In addition, widely recognised and validated scales (Rosenberg scale, outcome star, etc.) could be applied to increase confidence. Considering the purpose of the analysis to support program-related decisions, the feasibility of the survey, possible difficulties with data collected online, and the highly literate stakeholder group, the set of indicators used provided a sufficient level of confidence.



### Amounts of outcomes according to segments

While evaluating the outcomes, the differences between before and after a person benefited from the supports related to the outcome were calculated. Accordingly, the difference before and after the outcomes:

- Negative (less than 0), negative change
- 0-1 points, no change
- 2-10 is interpreted as a significant change.

In the table below, with the amount of change by segment, only those with a difference of 2-10 in the amount of change, i.e., significant changes, are included.

Outcome	Stakeholder segment	Number of people experiencing change	Those who filled out a survey % ratio	Percentage of those experiencing change in the population	The average amount of changes experienced (on a 10-point scale)	Counterfactual	Contribution
Looking to the future with less stress and more positivity	Women participants: completed the face-to-face interview process (Population 26 people, sample 22)	14	%64	%54	Before - 4,7 After - 8,4 Difference - 3,6	%25	%15
	Women participants: completed the video interview process (Population 226 people, sample: 30)	15	%50	%7	Before - 5 After - 7,6 Difference - 2,6	%30	%25
	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	31	%52,5	%4	Before - 4,3 After - 7,7 Difference - 3,4	%40	%30
To act in a way that contributes	Women participants: completed the	14	%64	%54	Before - 6 After - 9,1 Difference - 3,1	%30	%10

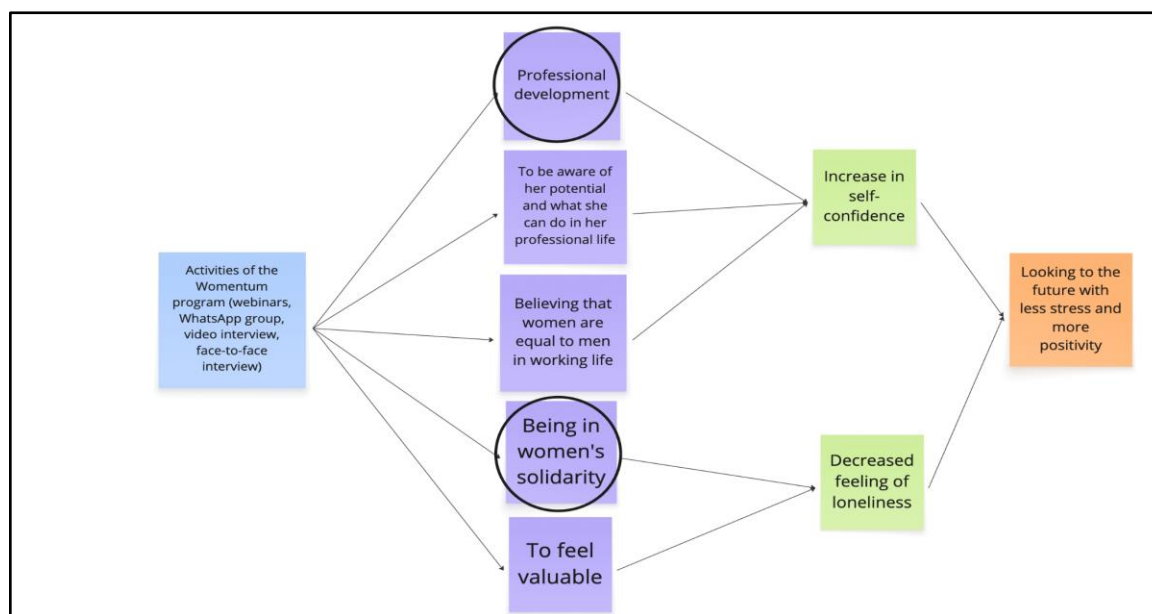
to sustainability in private and business life	face-to-face interview process (Population 26 people, sample 22)						
	Women participants: completed the video interview process (Population 226 people, sample: 30)	15	%50	%7	Before - 5,7 After - 8,7 Difference - 3	%30	%30
	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	36	%61	%4	Before - 5,5 After - 8,3 Difference - 2,8	%30	%30

- "Professional development" and "Being in women's solidarity" intermediate outcomes

Some participants did not experience the outcome "Looking to the future with less stress and more positivity" until the end of this outcome chain. As can be seen below, there are different intermediate changes in this chain.

According to the data collected, those who experienced the change, *"I look to the future with less stress and positivity"* stated that they also experienced all intermediate changes. However, those who did not experience this change also experienced the intermediate changes of "Professional/professional development" and "being in women's solidarity", although not all intermediate changes.

According to the collected data, those who experienced the outcome "Looking to the future with less stress and more positivity" also indicated that they experienced all the intermediate outcomes. However, those who did not experience this change also experienced the intermediate outcomes, specifically "professional development" and "being in women's solidarity" – even if they did not experience all the intermediate outcomes.



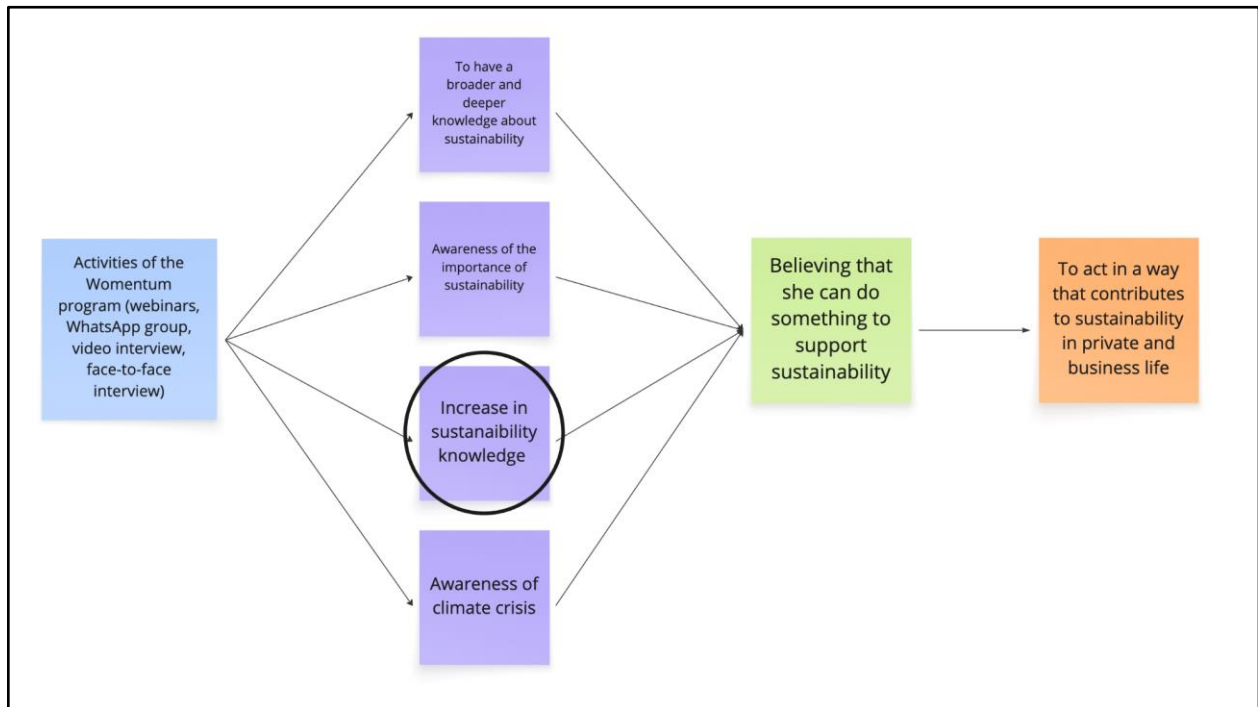
In the table below, which shows the amount of change by segments, only those whose difference in the amount of change for "I look to the future with less stress and more positivity" is between 0 and 1 (that is, those who did not experience this outcome), but who did experience the intermediate outcomes of "professional development" and "being in women's solidarity," are included.

Intermediate Outcome	Stakeholder segment	Number of people experiencing change	Those who filled out a survey % ratio	Percentage of those experiencing change in the population	The average amount of changes experienced (on a 10-point scale)	Counterfactual	Contribution
Professional development	Women participants: completed the face-to-face interview process (Population 26 people, sample 22)	4	%18	%15	Before - 6,5 After - 8,7 Difference - 2,2	%50	%50
	Women participants: completed the video interview process (Population 226 people, sample: 30)	5	%16,7	%2	Before - 5,8 After - 8 Difference - 2,2	%50	%50
	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	15	%25	%2	Before - 6,2 After - 8,5 Difference - 2,3	%50	%50
Being in women's solidarity	Women participants: completed the face-to-face interview	4	%18	%15	Before - 6,7 After - 9,2 Difference - 2,5	%5	%5

	process (Population 26 people, sample 22)						
	Women participants: completed the video interview process (Population 226 people, sample: 30)	6	%20	%2,6	Before - 5,5 After - 9 Difference - 3,5	%5	%5
	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	16	%27	%2	Before - 6,4 After - 9 Difference - 2,6	%5	%5

- "Increase in sustainability knowledge" intermediate outcome

It was found that some participants who did not experience the outcome of “To act in a way that contributes to sustainability in private and business life” did experience the outcome of “increase in sustainability knowledge”.



In the table below, which shows the amount of change by segments, only those whose difference in the amount of change for “To act in a way that contributes to sustainability in private and business life” is between 0 and 1 (that is, those who did not experience this outcome), but who did experience the intermediate outcome of “increase in sustainability knowledge” is included.

Intermediate Outcome	Stakeholder segment	Number of people experiencing change	Those who filled out a survey % ratio	Percentage of those experiencing change in the population	The average amount of changes experienced (on a 10-point scale)	Counterfactual	Contribution
Increased knowledge of sustainability	Women participants: completed the video interview process (Population 226 people, sample: 30)	8	%26	%3,5	Before - 5,8 After - 8,7 Difference - 2,9	%30	%30
	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	11	%18,6	%1,4	Before - 6 After - 8,2 Difference - 2,2	%30	%30



### Negative Outcome

During the analysis, 1 woman participant was identified who experienced the outcome "Looking to the future with less stress and more positivity" in a negative way. However, upon reviewing her survey responses individually, it was concluded that she misunderstood the survey flow, and therefore, she was not included in the analysis.

The intermediate change in "feeling of loneliness" increased among a few participants, especially in segment 1. However, only 1 participant's responses were found to be consistent when the survey responses were analysed individually, and this negative change was included in the analysis. When the outcomes experienced by the other participants in this chain were compared with the outcome "feeling of loneliness", the change in the feeling of loneliness was not considered significant. In the table of change amounts below, only negative change, i.e., the difference in the amount of change is negative (less than 0), is included.

Intermediate Outcome	Stakeholder segment	Number of people experiencing change	Those who filled out a survey % ratio	Percentage of those experiencing change in the population	The average amount of changes experienced (on a 10-point scale)	Counterfactual	Contribution
Feeling of loneliness	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	1	%1,7	%0,1	Before - 5 After - 4 Difference - (-1)	%50	%0

### Counterfactuality and contribution - evaluation and explanation

The survey participants were asked counterfactual and attribution questions about the outcomes they experienced. These questions were only asked of the respondents who stated that they experienced positive or negative changes.

What is wanted to be learned with the counterfactuality question is whether the participant thinks that if he/she had not participated in the activity/program, he/she would still have experienced that change in any way. If the participant answers yes to this question, an auxiliary question is asked as "What would be the probability of experiencing this change out of 10?".

What is wanted to be learnt with the attribution questions is whether other people/institutions had an impact on the change experienced by the participants. If the respondents answered yes to this question, they were asked who these organisations/persons were and what their contribution to the change they experienced was in percentage terms.

Outcome	Stakeholder group	Number of people who said "I would have experienced change even if I did not participate in the activities"	Average probability of change (out of 10)	Contribution - person and % average
Looking to the future with less stress and more positivity	Women participants: completed the face-to-face interview process (Population 26 people, sample 22)	7 people	6,7	8 people 15%
	Women participants: completed the video interview process (Population 226 people, sample: 30)	5 people	6,2	8 people 25%
	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	12 people	5,8	12 people 40%
To act in a way that contributes to sustainability in private and business life	Women participants: completed the face-to-face interview process (Population 26 people, sample 22)	5 people	7,2	6 people 10%
	Women participants: completed the video interview process (Population 226 people, sample: 30)	5 people	7,4	5 people 30%
	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	8 people	6,1	10 people 10%
Negative: Feeling of loneliness	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	1 person	5	1 person 90%

Since *"Professional development"*, *"Being in women's solidarity"*, and *"Sustainability knowledge"* are intermediate outcomes, counterfactuality, attribution/contribution, and duration were not asked in the survey. These intermediate outcomes were decided by making judgements with the data from the qualitative research.

### Significance Analysis

Quantitative data on outcomes that met the relevant/significant criteria were collected and evaluated. The assessment of the significance of the outcomes was made according to the following criteria:

- Scale of impact- how many people experience it
- Amount of change in the outcome
- Counterfactuality and attribution

In light of the qualitative and quantitative data, only outcomes *"Looking to the future with less stress and more positivity"* and *"To act in a way that contributes to sustainability in private and business life"* fulfil the relevance/significance criteria.

Since some participants stated that they experienced the intermediate outcomes of *"Professional development"* and *"Being in women's solidarity"* although they did not experience the outcome of *"Looking to the future with less stress and more positivity"*, these changes were included in the evaluation and evaluated as significant. Likewise, since some participants who did not experience the outcome *"To act in a way that contributes to sustainability in private and business life"* stated that they experienced the intermediate outcome *"Increased knowledge of sustainability"*, this outcome was also included in the evaluation and evaluated as a significant change. Consequently, these outcomes, referred to as intermediate outcomes, are the end of the outcome chain for those **who do not experience** *"Looking to the future with less stress and more positivity"* well-defined outcome and *"To act in a way that contributes to sustainability in private and business life"*, and they have been considered and evaluated as well-defined outcomes for this subgroup. Therefore, they have also been added to the value map.

A summary of the relevance/significance assessment of the outcomes is shown in the table below. The relevant and significant outcomes in this table have been added to the value map.

Outcome	Stakeholder group	Materiality (relevance and significance)
Looking to the future with less stress and more positivity	Women participants: completed the face-to-face interview process (Population 26 people, sample 22)	Relevant/significant
	Women participants: completed the video interview process (Population 226 people, sample: 30)	Relevant/significant
	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	Relevant/significant
To act in a way that contributes to sustainability in private and business life	Women participants: completed the face-to-face interview process (Population 26 people, sample 22)	Relevant/significant
	Women participants: completed the video interview process (Population 226 people, sample: 30)	Relevant/significant
	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	Relevant/significant
Professional development	Women participants: completed the face-to-face interview process (Population 26 people, sample 22)	Relevant/significant
	Women participants: completed the video interview process (Population 226 people, sample: 30)	Relevant/significant
	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	Relevant/significant
Being in women's solidarity	Women participants: completed the face-to-face interview process (Population 26 people, sample 22)	Relevant/significant
	Women participants: completed the video interview process (Population 226 people, sample: 30)	Relevant/significant
	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	Relevant/significant
Increased knowledge of sustainability	Women participants: completed the face-to-face interview process (Population 26 people, sample 22)	Relevant/significant

	Women participants: completed the video interview process (Population 226 people, sample: 30)	Relevant/significant
Negative change: Feeling of loneliness*	Women participants: completed the webinars and joined the WA group (Population 806, sample 59)	Relevant/significant

*\*The scale, counterfactual ratio, and attribution data of negative outcomes were evaluated and included in the SROI calculation as negative.*

## **Enerjisa Üretim Employees**

### Stakeholder evaluation

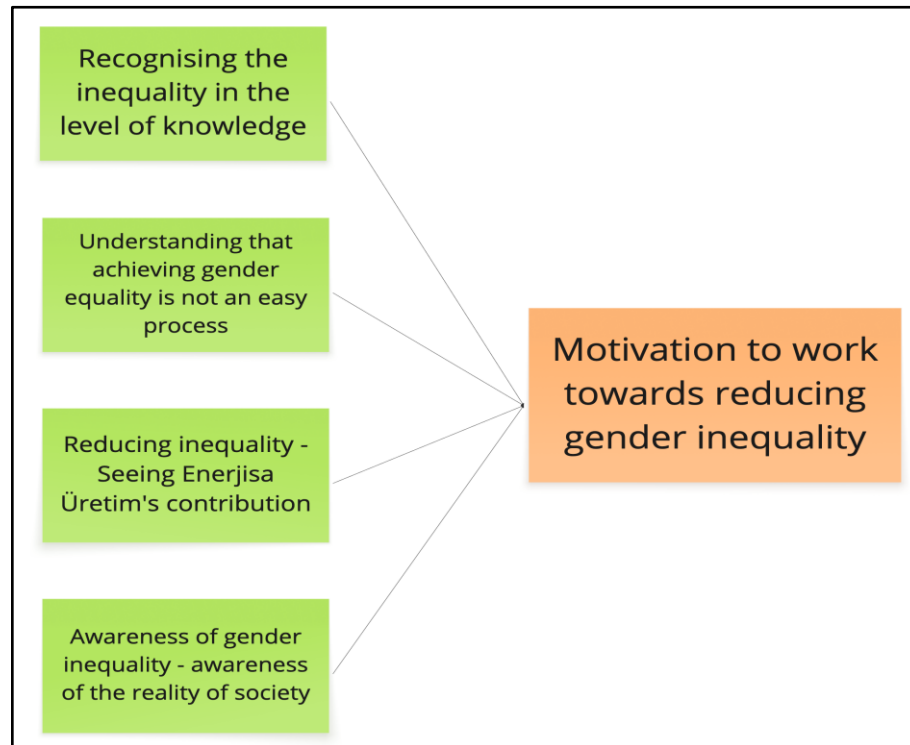
A team of 6 people working as Sustainability Mentor, Academy Leader, Corporate Communications Manager, People and Culture Business Partnership Leader, People and Culture Business Partner, and Corporate Communications Specialist contributed to the realisation of the program. The Womomentum program is also funded by Enerjisa Üretim.

In the 2023 analysis, the entire Enerjisa Üretim team that contributed to the implementation of the program was invited to the qualitative data collection process, and a focus group interview was conducted with the participation of four people from the team. In 2024, since there were no major changes in the project activities or in the Enerjisa Üretim executive team, a focus group interview was not conducted. However, quantitative data were collected via survey. During the quantitative data collection process, the survey was shared with the entire Enerjisa Üretim team that contributed to the implementation of the program. Three people completed the survey in full, and quantitative data were analyzed based on these responses.

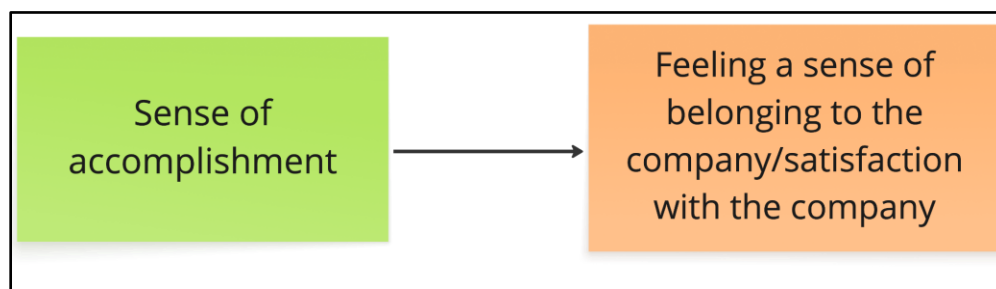
## Outcome chains

Quantitative data were collected in relation to the following two outcome chains:

### **1. Motivation to work towards reducing gender inequality**



### **2. Feeling a sense of belonging to the company/satisfaction with the company**



### 3. Planning in an inclusive and accessible way for everyone



#### Explanation of the survey questions and dissemination process

According to the data expressed by Enerjisa Üretim employees during the focus group interviews, 3 outcome chains emerged, and questions were asked in the survey to understand the changes related to these outcome chains. In the survey, Enerjisa Üretim employees evaluated 4 statements on a 10-point Likert scale according to the "before Womomentum and after Womomentum" instructions. In addition to these statements, they were also asked about the attribution, contribution, counterfactuality, duration, and relative importance of the outcomes they experienced.

Well-defined Outcome	Survey Questions
Motivation to work towards reducing gender inequality	They evaluated 2 statements related to gender inequality in the survey: <ul style="list-style-type: none"><li>- Evaluate your level of awareness about gender inequality in Türkiye.</li><li>- Evaluate your motivation to work towards reducing gender inequality.</li></ul>
Feeling a sense of belonging to the company/satisfaction with the company	In the survey, they evaluated 1 statement related to "Feeling a sense of belonging to the company/satisfaction with the company": <ul style="list-style-type: none"><li>- Evaluate your sense of belonging to Enerjisa Üretim.</li></ul>
Planning in an inclusive and accessible way for everyone	In the survey, they evaluated 2 statements related to "Planning in an inclusive and accessible way for everyone": <ul style="list-style-type: none"><li>- Please think about the work you do and evaluate your awareness of inclusiveness.</li><li>- Please evaluate this sentence: <i>"In the projects I work on, I plan in an inclusive and accessible way for everyone."</i></li></ul>



All indicators used in the analysis are subjective, which increases the risk of data reliability. Due to the type of changes measured - attitude, motivation, knowledge - objective indicators were used to a limited extent, and the assessment of the amount of change was based on self-assessment.

The imeceLAB team shared the survey with Enerjisa Üretim employees.

### Amount of change

While evaluating the outcomes, the differences between before and after a person benefited from the supports related to the outcome were calculated. Accordingly, the difference before and after the outcomes:

- Negative (less than 0), negative change
- 0-1 points, no change
- 2-10 is interpreted as a significant change.

In the table below, with the amount of change by segment, only those with a difference of 2-10 in the amount of change, i.e., significant changes, are included.

Outcome	Number of people experiencing change	Those who filled out a survey % ratio	The average amount of changes experienced (on a 10-point scale)	Counterfactual	Contribution
Motivation to work towards reducing gender inequality	1	%16	Before - 7 After - 9 Difference - 2	%0	%0
Feeling a sense of belonging to the company/satisfaction with the company	None	-	-	-	-
Planning in an inclusive and accessible way for everyone	None	-	-	-	-

According to the quantitative data collected for the 2024 analysis, only 1 person in the Enerjisa Üretim coordination team who experienced a change was identified. Since our question format in the survey is to compare before and after the program, the Enerjisa Üretim team has already given a high evaluation of the above 3 changes before the program. Since the people included in the data analysis are the people who have been involved in this program since the beginning, it is seen that they do not experience further significant changes as the program continues.

### Significance Analysis

A summary of the relevance/significance assessment of the outcomes is shown in the table below.

Outcome	Materiality (relevance and significance)
Motivation to work towards reducing gender inequality	Not relevant/significant
Feeling a sense of belonging to the company/satisfaction with the company	Not relevant/significant
Planning in an inclusive and accessible way for everyone	Not relevant/significant

As a result of the evaluation of the quantitative data, although the changes in *"Motivation to work to reduce gender inequality"*, *"Feeling a sense of belonging to the company/satisfaction with the company"* and *"Planning in an inclusive and accessible way for everyone"* were relevant, it was decided not to add them to the value map since they did not occur in a significant amount for this year's analysis.

### **imeceLAB employees**

#### Stakeholder evaluation

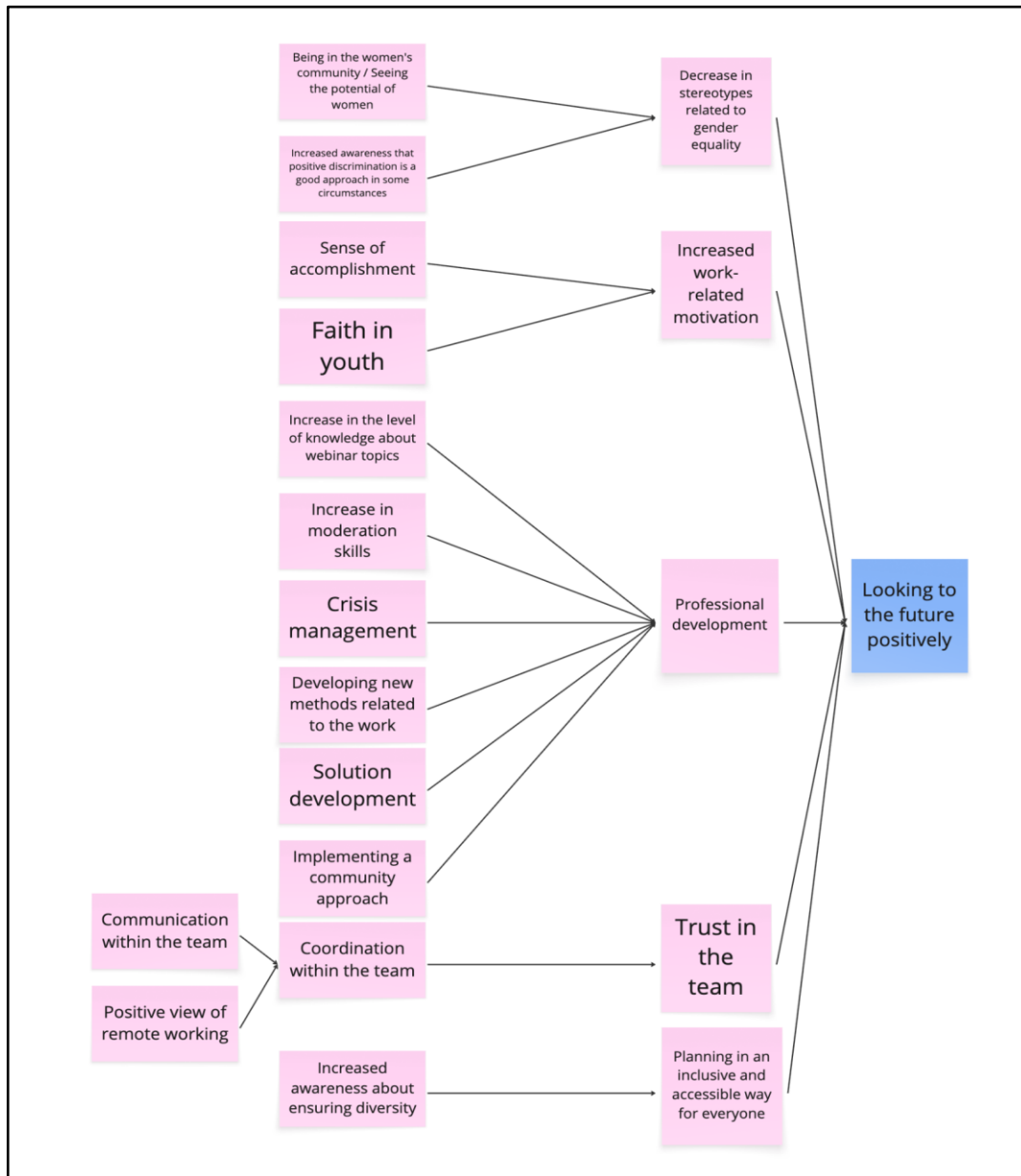
A team of four people, working as a manager, program coordinator, and program manager, ensured the coordination and execution of the program. In the qualitative data collection process in 2023, the entire imeceLAB team that contributed to the implementation of the program was invited, and a focus group interview was conducted with the participation of four people. Since there were no major changes in the program implemented in 2024 compared to the previous year, the outcomes from the 2023 analysis were taken as a basis. During the quantitative data collection process, the survey was also shared with the entire imeceLAB team that contributed to the implementation of

the program. Three people completed the survey in full, and quantitative data were analyzed based on these responses.

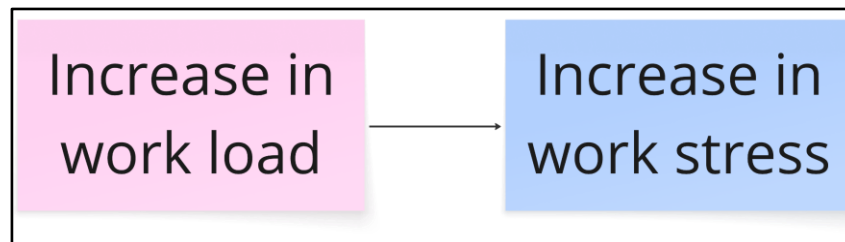
### Outcome Chains

Quantitative data regarding the changes expressed in the focus group interview in 2023 and included in the chain below were also collected this year.

#### **1. Looking to the future positively**



## 2. Work-related stress



### Explanation of the survey questions and dissemination process

According to the data expressed by imeceLAB employees during the focus group interviews in 2023, two change chains emerged, and the survey included questions to understand the changes linked to these chains. In the survey, imeceLAB employees evaluated 7 statements, each representing an indicator of change, on a 10-point Likert scale according to the instructions "before Womentum and after Womentum." In addition to these statements, questions were also asked about the attribution, contribution, counterfactuals, duration, and relative importance of the outcomes they experienced.

### Measuring well-defined outcomes

The table below shows the well-defined outcomes and indicators used in the quantitative analysis.

Well-Defined Outcome	Indicator
Looking to the future positively	<p>In the survey, they evaluated 1 statement related to "looking to the future positively":</p> <ul style="list-style-type: none"><li>- Evaluate your professional development by considering the knowledge, skills, methods, and approaches you use.</li><li>- Evaluate your motivation to work at imeceLAB.</li><li>- Evaluate your approach to initiatives based on the concept of "positive discrimination."</li><li>- Evaluate your level of trust in the team you work with.</li><li>- Evaluate the statement: "In the projects I work on, I plan in an inclusive and accessible way for everyone."</li><li>- Evaluate the statement: "I am hopeful about the future."</li></ul>
Work-related stress	<p>In the survey, they evaluated 1 statement related to "work-related stress":</p> <ul style="list-style-type: none"><li>- Evaluate the statement: "I feel stressed about my work."</li></ul>

All indicators used in the analysis are subjective, which increases the risk of data reliability. Due to the type of changes measured - attitude, motivation, knowledge - objective indicators were used to a limited extent, and the assessment of the amount of change was based on self-assessment.

### Amount of change

While evaluating the outcomes, the differences between before and after a person benefited from the supports related to the outcome were calculated. Accordingly, the difference before and after the outcomes:

- Negative (less than 0), negative change
- 0-1 points, no change
- 2-10 is interpreted as a significant change.

In the table below, with the amount of change by segment, only those with a difference of 2-10 in the amount of change, i.e., significant changes, are included.

Outcome	Number of people experiencing change	Those who filled out the survey % ratio	The average amount of changes experienced (on a 10-point scale)	Counterfactual	Contribution
Looking to the future positively	2	%50	Before - 6 After - 9 Difference - 3	%0	%30
Work-related stress	1	%25	Before - 4 After - 2 Difference - (-2)	%30	%50

### Amount of change and other factors

No correlation has been identified regarding the amount of change.

### Significance Analysis

A summary of the relevance/significance assessment of the outcomes is shown in the table below.

Outcome	Materiality (relevance and significance)
Looking to the future positively	Not relevant/significant
Work-related stress	Not relevant/significant

As a result of the evaluation of the quantitative data, it was decided not to add the outcomes of "*looking to the future positively*" and "work-related stress" to the value map. Although they were relevant, it was decided not to add them to the value map since they did not occur in a significant amount for this year's analysis.

## 7. Outcome Valuation

*Valuation is the means by which we estimate the importance or worth of something, be it a product, service, or characteristic of something. When we talk about social value, we are referring to the value or worth that people place on social outcomes or 'changes in their life'; these changes are often defined as 'aspects of social wellbeing'.*

*It's important to acknowledge that as individuals (or collectively as an organisation), we are valuing outcomes all the time, often without realising it. Whenever we make decisions, we implicitly identify what we consider to be the most valuable choice. We know that with every decision there will be consequences that create more value for some people and less for another group of people, maybe even negative value for others; nevertheless, we have to make these decisions with trade-offs about value for different groups all the time.*

*(Standard on applying Principle 3: Value the things that matter, 2019)*

Valuation and assigning financial proxies to the outcomes experienced by stakeholders help to better understand the importance of the outcomes for stakeholders. It also increases accountability towards people being impacted by the activity. Knowing the value of the outcomes created helps organisations make better decisions, leading to the optimisation of the value created for stakeholders.

### Understanding the value of the experienced changes to outcomes

The stakeholders were asked to evaluate changes to ultimate outcomes in the value chain, applying a bounded weighting approach that asks stakeholders to rate each outcome on a scale of one to ten, where ten is most important. In the survey, the material stakeholders were asked to indicate the importance of the experienced changes to the outcomes on a scale from 1 to 10.

Weighting provided the data on the relative importance of the outcomes that informed the identification of financial proxies and helped keep the proportions aligned with the stakeholders' preferences.

Stakeholder group	Outcome	Relative importance
Women participants: completed the face-to-face interview process	Looking to the future with less stress and more positivity	9,4
	Professional development	10
	Being in women's solidarity	8,2

	To act in a way that contributes to sustainability in private and business life	9,4
Women participants: completed the video interview process	Looking to the future with less stress and more positivity	9,1
	Professional development	9,2
	Being in women's solidarity	9,3
	To act in a way that contributes to sustainability in private and business life	9,2
	To have knowledge about sustainability	9,2
Women participants: completed the webinars and joined the WA group	Looking to the future with less stress and more positivity	8,7
	Professional development	8,5
	Being in women's solidarity	8,9
	To act in a way that contributes to sustainability in private and business life	9
	To have knowledge about sustainability	9
	Negative: "Increased feeling of loneliness"	9

The relative importance that stakeholders assign to the changes they experience is consistent across stakeholders. The relative importance of the changes added to the value map, such as “looking to the future with less stress and more positivity,” “professional development,” and “being in women’s solidarity” – was also asked during the “Value Game” focus group activity, and the participants expressed similar values.

### Identifying financial proxies

In the case of SROI analysis, the next step is to identify the financial proxies. Two approaches can be used to monetise the change to outcomes: cost-based methods and value-based methods. In this analysis, value-based methods were used as all the outcomes can be categorised as non-traded goods without market value.

The "Value Game" method, a variant of the "stated preference" method, was used to determine the financial proxies of the outcomes experienced by the women participants. The decision to apply a particular method was based on the feasibility of the method in the context of the analysis and the availability of data.



- Women participants

The "Value Game" method, which is a type of "stated preference" method, was used to determine the financial proxies of the outcomes experienced by the women participants. Three separate "Value Game" focus groups were conducted with women participants from 3 different segments. This method was carried out online using the visual boards in the Miro application.

Stakeholder group	Number of people participating in the "Value Game" focus group	Segment %
Women participants: completed the face-to-face interview process	4	%15
Women participants: completed the video interview process	5	%2
Women participants: completed the webinars and joined the WA group	3	%0,4

As part of the Value Game, participants were asked which of the outcomes, clarified during the qualitative and quantitative data collection phases, they had experienced. Then, they were asked to determine the relative importance of the outcomes they had experienced. After the discussion, a common understanding of the changes was established, and participants were first asked to create a personal, then a collective "wish list." They were also asked to rank the most important outcome they experienced within this wish list.

Three lists were created in the three segments, and three financial proxies were determined. However, these proxies were very close to each other in each group.

	Women participants: completed the face-to-face interview process	Women participants: completed the video interview process	Women participant: completed the webinars and joined the WA group
<b>Assessed outcome</b>	<i>Professional development</i>	<i>Professional development</i>	<i>Looking to the future with less stress and more positivity</i>
<b>Financial proxy</b>	It was given a higher value than being able to set up an enterprise.	A value was indicated between a master's program at a good university in Türkiye and a	A value was determined that is lower than a master's program in Germany but equal to a one-year paid

		certificate program that would contribute to professional development.	internship/job at a good company.
<b>Value (in monetary terms)</b>	250.000,00 TRY	200.000,00 TRY	204.000,00 TRY

Considering the level of participation of the participants and the extent of the changes to outcomes they have experienced as a result, the values assigned to these outcomes in the "Value Game" focus groups were found meaningful and were used in the calculation of the SROI ratio. Since the method used is based on the statements of the stakeholders, it is a subjective method and carries certain risks. If an evaluation analysis is conducted in the future, it should be carried out with a larger sample.

### Anchoring

*"If you choose to use a monetary approach and create 'financial proxies' regardless of the approach employed, you should always ensure that the results reflect the relative importance of the outcomes to your stakeholders. A good way to do this is to combine monetary and non-monetary approaches. "Anchoring requires one of the changes to be monetised and then this can act as an anchor to calculate the monetary values to the other changes based on non-monetary evidence you have."*

*(Standard on Applying the Principle 3: Value the Things that matter, 2019).*

Using the unequal weightings to understand the outcomes' relative importance allowed for this approach. The particular advantage of using anchoring is that it reflects the relative importance assigned by the stakeholders, while using different valuation methods to identify the financial proxies for the different outcomes experienced within the same stakeholder segment could affect these proportions. The same methodology has been applied to the other outcomes in the scope of this analysis.

### **Women participants: completed the face-to-face interview process**

Outcome	Relative importance	Financial Proxy	Value (TRY)	Valuation Method
Professional development	10	It was given a higher value than being able to establish an enterprise.	250.000,00	During the Value Game, the participants expressed a higher value than being able to establish an enterprise. The financial value needed to establish an enterprise was expressed as 200.000,00 TRY by the participants.

				<p>According to the research made during the analysis, to receive support for 1.500.000,00 TRY from KOSGEB, a capital of 300.000,00 TRY is required.</p> <p>These two monetary values determined the value to be used when calculating the SROI ratio.</p> <p><b>Sources:</b></p> <ul style="list-style-type: none"> <li>- Base monetary value given by participants 200.000,00 TRY.</li> <li>- <a href="https://www.kosgeb.gov.tr/site/tr/genel/destekdetay/1231/girisimci-destek-programi">https://www.kosgeb.gov.tr/site/tr/genel/destekdetay/1231/girisimci-destek-programi</a></li> </ul>
Being in women's solidarity	8,2	<b>Anchor value</b> 250.000,00 TRY ("Professional development" financial proxy)	205.000,00	<p>Value anchoring:</p> <p>The value of the "professional development" outcome, determined through the "Value Game," was used as an "anchor," and based on the data on the relative importance of outcomes, the value of the "Being in women's solidarity" outcome was determined.</p>
Looking to the future with less stress and more positivity	9,4	<b>Anchor value</b> 250.000,00 TRY ("Professional development" financial proxy)	235.000,00	<p>Value anchoring:</p> <p>The value of the "professional development" outcome, determined through the "Value Game," was used as an "anchor," and based on the data on the relative importance of outcomes, the value of the "Looking to the future with less stress and more positivity" outcome was determined.</p>
To act in a way that contributes to sustainability in private	9,4	<b>Anchor value</b> 250.000,00 TRY ("Professional development" financial proxy)	235.000,00	<p>Value anchoring:</p> <p>The value of the "professional development" outcome, determined through the "Value Game," was used as an "anchor," and based on the data on the relative importance of</p>

and business life				outcomes, the value of the “To act in a way that contributes to sustainability in private and business life” outcome was determined.
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### Women participants: completed the video interview process

Outcome	Relative importance	Financial Proxy	Value (TRY)	Valuation Method
Professional development	9,2	A value was indicated between a master's program at a good university in Türkiye and a certificate program that would contribute to professional development.	200.000,00	<p>For this outcome, participants indicated a value between a master's program at a good university in Türkiye and a certificate program that would contribute to professional development.</p> <ul style="list-style-type: none"> <li>- According to the Istanbul Planning Agency's Student Cost of Living Survey, the annual cost of a student living in a house in 2023-2024 was determined as 150,415.00 TRY. Since the research was published in November 2023, this amount was updated as 243,702.38 TRY with an increase of 62.02%, which is the WPI CPI rate of October 2024.</li> <li>- For the certificate program that will contribute to professional development, the fee of the Strategic Financial Leadership Certificate Program offered by Business School Istanbul is taken as a basis. The fee for this program is 120.000,00 TL + VAT.</li> </ul> <p>Sources:</p> <ul style="list-style-type: none"> <li>- <a href="https://ipa.istanbul/yayinlarimiz/genel/arastirma-ogrenci-yasam-maliyeti-arastirmasi-2/">https://ipa.istanbul/yayinlarimiz/genel/arastirma-ogrenci-yasam-maliyeti-arastirmasi-2/</a></li> </ul>

				- <a href="https://www.bmieducation.com/executive-education/cfo-executive-education">https://www.bmieducation.com/executive-education/cfo-executive-education</a>
Being in women's solidarity	9,3	<b>Anchor value</b> 200.000,00 TRY ("Professional development" financial proxy)	202.173,91	Value anchoring:  The value of the “professional development” outcome, determined through the “Value Game,” was used as an “anchor,” and based on the data on the relative importance of outcomes, the value of the “Being in women’s solidarity” outcome was determined.
Looking to the future with less stress and more positivity	9,1	<b>Anchor value</b> 200.000,00 TRY ("Professional development" financial proxy)	197.826,09	Value anchoring:  The value of the “professional development” outcome, determined through the “Value Game,” was used as an “anchor,” and based on the data on the relative importance of outcomes, the value of the “Looking to the future with less stress and more positivity” outcome was determined.
To act in a way that contributes to sustainability in private and business life	9,2	<b>Anchor value</b> 200.000,00 TRY ("Professional development" financial proxy)	200.000,00	Value anchoring:  The value of the “professional development” outcome, determined through the “Value Game,” was used as an “anchor,” and based on the data on the relative importance of outcomes, the value of the “To act in a way that contributes to sustainability in private and business life” outcome was determined.
To have knowledge about sustainability	9,2	<b>Anchor value</b> 200.000,00 TRY ("Professional development" financial proxy)	200.000,00	Value anchoring:  The value of the “professional development” outcome, determined through the “Value Game,” was used as an “anchor,” and based on the data on

				the relative importance of outcomes, the value of the “To have knowledge about sustainability” outcome was determined.
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### **Women participants: completed the webinars and joined the WA group**

“Value Game” method was not conducted with representatives of “Women participants: completed the webinars and joined the WA group” segment. Since the outcomes expressed by participants in the segment “Women participants: completed the video interview process”, as well as the dimensions and relative importance of these outcomes, were similar, it was decided to use the same value proxies for both groups. This decision could result in the SROI ratio being calculated as either lower or higher than its actual value. It is recommended that the “Value Game” method be applied to this segment if the analysis is repeated in the future.

Outcome	Relative importance	Financial Proxy	Value (TRY)	Valuation Method
Looking to the future with less stress and more positivity	8,7	A value was determined that is lower than a master’s program in Germany but equal to a one-year paid internship/job at a good company. (supporting hybrid and remote working).	204.000,00	<p>For this outcome, participants assigned a value lower than a master’s program in Germany but equal to a one-year paid internship/job at a good company (supporting hybrid and remote working) during the Value Game.</p> <ul style="list-style-type: none"> <li>- The salary for a 1-year paid internship in a good company in Türkiye is calculated as 204.000,00 TRY per year based on the minimum wage.</li> <li>- The salary for 1 year in a good company in Türkiye with good conditions (supporting hybrid and remote working) is at least 35.000,00 TRY per month and 420.000,00 TRY per year.</li> </ul>

				Considering the risk of overvaluation, it was decided to use the lower value given by the participants in the analysis when making judgements about the financial proxy.
Professional development	8,5	<b>Anchor value</b> 204.000,00 TRY ("Looking to the future with less stress and more positivity" financial proxy )	199,310.34	Value anchoring:  The value of the "Looking to the future with less stress and more positivity" outcome, determined through the "Value Game," was used as an "anchor," and based on the data on the relative importance of outcomes, the value of the "Professional development" outcome was determined.
Being in women's solidarity	8,9	<b>Anchor value</b> 204.000,00 TRY ("Looking to the future with less stress and more positivity" financial proxy)	208.689,66	Value anchoring:  The value of the "Looking to the future with less stress and more positivity" outcome, determined through the "Value Game," was used as an "anchor," and based on the data on the relative importance of outcomes, the value of the "Being in women's solidarity" outcome was determined.
To act in a way that contributes to sustainability in private and business life	9	<b>Anchor value</b> 204.000,00 TRY ("Looking to the future with less stress and more positivity" financial proxy)	213.379,31	Value anchoring:  The value of the "Looking to the future with less stress and more positivity" outcome, determined through the "Value Game," was used as an "anchor," and based on the data on the relative importance of outcomes, the value of the "To act in a way that contributes to sustainability in private and

				business life" outcome was determined.
To have knowledge about sustainability	9	<b>Anchor value</b> 204.000,00 TRY ("Looking to the future with less stress and more positivity" financial proxy)	213.379,31	Value anchoring:  The value of the change "looking positively to the future with less stress", whose value was determined during the "Value Game", was used as an "anchor" and the value of the change "To have knowledge about sustainability" was determined by using the data on the relative importance of the changes.
Negative: Increased feeling of loneliness	9	<b>Anchor value</b> 204.000,00 TRY (financial proxy of "looking positively to the future with less stress")	-234.482,76	The value of the change "looking positively to the future with less stress", whose value was determined during the "Value Game", was used as an "anchor" and the value of the change "increase in the feeling of loneliness" was determined by using the relative importance data of the changes.



## 8. Impact Calculation

To understand the extent to which the changes experienced by the stakeholders resulted from the activities and avoid overclaiming, the data on counterfactual, attribution, displacement, and duration of outcomes should be evaluated.

### - Counterfactual and Attribution

Counterfactual and attributional data were obtained during both qualitative and quantitative data collection based on stakeholders' statements and self-assessments.

The following counterfactual and attributional questions were posed to stakeholders in semi-structured focus groups and one-to-one interviews:

<b>Counterfactual</b>	What would happen if you did not participate in the Womomentum program? Did you have any chance to find or participate in similar activities?
<b>Attribution</b>	Do you receive similar support from any other institution/ place? If yes, which institutions? Did any other organisations or people contribute to the changes you experienced?

While collecting quantitative data using online surveys, stakeholders were asked to evaluate the counterfactual and the contribution of all outcomes in the outcome chains. The questions on counterfactual and attribution were asked in a two-stage process. The first was a closed-ended question; depending on the answer, it was a question on the scale.

<b>Counterfactual</b>	<ol style="list-style-type: none"><li>1. If you had not been involved in the Womomentum program, would you still have experienced the changes related to feelings of loneliness that we asked about in the section above?<ul style="list-style-type: none"><li>• Yes</li><li>• No.</li></ul></li><li>2. If yes, how likely would this change be? Please tick the probability of change on a scale of 1-10.</li></ol>
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<b>Attribution</b>	<ol style="list-style-type: none"> <li>1. If you have experienced the change above outcome after participating in the Womomentum program, have any other people/institutions outside of Womomentum contributed to it? <ul style="list-style-type: none"> <li>• Yes</li> <li>• No.</li> </ul> </li> <li>2. Can you evaluate the contribution of organisations and people other than the Womomentum program as %? (For example, 10% contribution of X organisation, 5% contribution of Y organisation)</li> </ol>
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For each outcome added to the value map, counterfactual and attribution data were evaluated, and their percentage ratios were determined. The evaluation of the women participants stakeholder group is presented in the table below as an example:

Outcome	Stakeholder	Number of people experiencing change	% of people who stated "I would have experienced this change even if I did not participate in the activities" (those who filled in the survey)	Counterfactual	Attribution
Looking to the future with less stress and more positivity	Women participants: completed the face-to-face interview process	14	%50	%25	%15
	Women participants: completed the video interview process	15	%33	%30	%25
	Women participants: completed the webinars and joined the WA group	31	%38	%40	%30
To act in a way that contributes to sustainability in private and business life	Women participants: completed the face-to-face interview process	14	%35	%30	%10
	Women participants: completed the video interview process	15	%33	%30	%30
	Women participants: completed the webinars and joined the WA group	36	%22	%30	%30

- Duration and "drop-off"

The data on the duration of the change to outcomes was collected during quantitative data collection. Stakeholders were asked questions on the duration of each material outcome and all outcomes in the outcome chain.

<b>Duration</b>	<p>How long will you continue to experience the change in the outcome?</p> <ul style="list-style-type: none"> <li>• 3-6 months</li> <li>• 6-12 months</li> <li>• 1 year</li> <li>• 2-3 years</li> <li>• 4-5 years</li> <li>• During my professional life</li> <li>• Other</li> </ul>
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Stakeholder	Outcome	Duration of change (years)	Drop-off	Description
Women participants: completed the face-to-face interview process	Looking to the future with less stress and more positivity	3	%50	Looking to the future with less stress and more positivity depends on both personal and external factors. If circumstances change, there will likely be a decline in this change.
	Professional development	2	%10	Since professional development is an outcome based on knowledge and skills, it does not change in a short time.
	Being in women's solidarity	2	%20	Being in women's solidarity depends on both personal and external factors. If circumstances change, there will likely be a decline in this change.
	To act in a way that contributes to sustainability in private and business life	5	%30	This behavioural change is based on the knowledge and awareness gained but also depends on personal and external factors.

Women participants: completed the video interview process	Looking to the future with less stress and more positivity	3	%50	Looking to the future with less stress and more positivity depends on both personal and external factors. If circumstances change, there will likely be a decline in this change.
	Professional development	2	%10	Since professional development is an outcome based on knowledge and skills, it does not change in a short time.
	Being in women's solidarity	2	%20	Being in women's solidarity depends on both personal and external factors. If circumstances change, there will likely be a decline in this change.
	To act in a way that contributes to sustainability in private and business life	5	%30	This behavioural change is based on the knowledge and awareness gained but also depends on personal and external factors.
	To have knowledge about sustainability	5	%30	This behavioural change is based on the knowledge and awareness gained but also depends on personal and external factors.
Women participants: completed the webinars and joined the WA group	Looking to the future with less stress and more positivity	2	%50	Looking to the future with less stress and more positivity depends on both personal and external factors. If circumstances change, there will likely be a decline in this change.
	Professional development	2	%10	Since professional development is an outcome based on knowledge and skills, it does not change in a short time.
	Being in women's solidarity	2	%20	Being in women's solidarity depends on both personal and external factors. If circumstances change, there will likely be a decline

				in this change.
	To act in a way that contributes to sustainability in private and business life	5	%30	This behavioural change is based on the knowledge and awareness gained but also depends on personal and external factors.
	To have knowledge about sustainability	5	%30	This behavioural change is based on the knowledge and awareness gained but also depends on personal and external factors.
	Negative: Increased feeling of loneliness	2	%90	The feeling of loneliness depends on both personal and external factors. If circumstances change, there will likely be a decline in this change.

### Displacement

In the course of the analysis, no outcomes displacing outcomes of other stakeholders were observed or indicated by the stakeholders. The literature review also did not indicate the risk of displacement.

### Double-counting

The risk of double-counting was taken into consideration during the analysis. Stakeholders (women participants) who experienced different changes within the same outcome chain were identified. These stakeholders are participants who experienced the outcomes of “professional development” and “being in women’s solidarity” but did not experience a significant change in “looking to the future with less stress and more positivity.” The same situation exists in another outcome chain, “To act in a way that contributes to sustainability in private and business life.” Some participants did not experience this outcome, but did experience the outcome of “To have knowledge about sustainability”. In such cases, these participants were included separately in the Value Map. In this way, the risk of double-counting was eliminated.

## 9. SROI Ratio

### Calculations of the total value of outcomes

The impact is being calculated for each outcome in the formula below:

**(Outcome quantity x Financial proxy) \* (1- Counterfactual) – (1- Attribution) = Impact**

The "being women's solidarity" outcome of the segment of women participants: completed the video interview process:

Total change:  $6 \times 202,173.91 = 1.213.043,46$

5% Counterfactual:  $1-5\% \Rightarrow 0,95 * 1.213.043,46 = 1.152.391,287$

5% Attribution:  $1-5\% \Rightarrow 0.95 * 1,152,391,287 = 1,094,771,723$

The table below presents the calculation of the total value of each outcome included in the social value account in the year of activity:

Stakeholder group	Outcome	Scale of change	Financial proxy (TRY)	Counterfactual	Attribution	Impact (total value of each outcome) TRY
Women participants: completed the face-to-face interview process	Looking to the future with less stress and more positivity	14	₺ 235,000.00	%25	15%	2,097,375.00
	Professional development	4	₺ 250,000.00	%50	50%	250,000.00
	Being in women's solidarity	4	₺ 205,000.00	%5	5%	740,050.00
	To act in a way that contributes to sustainability in private and business life	14	₺ 235,000.00	%30	%10	2,072,700.00
Women participants: completed the video interview process	Looking to the future with less stress and more positivity	15	₺ 197,826.09	30%	25%	1,557,880.43
	Professional development	5	₺ 200,000.00	50%	50%	250,000.00
	Being in women's solidarity	6	₺ 202,173.91	5%	5%	1,094,771.74
	To act in a way that contributes to sustainability in private and business life	15	₺ 200,000.00	30%	30%	1,470,000.00
	To have knowledge about sustainability	8	₺ 200,000.00	30%	30%	784,000.00

Women participants: completed the webinars and joined the WA group	Looking to the future with less stress and more positivity	31	₹ 204,000.00	40%	30%	2,656.080.00
	Professional development	15	₹ 199,310.34	50%	50%	747.413,79
	Being in women's solidarity	16	₹ 208.689,66	5%	5%	3.013.478,62
	To act in a way that contributes to sustainability in private and business life	36	₹ 213.379,31	%30	%30	3.764.011,03
	To have knowledge about sustainability	11	₹ 213.379,31	%30	%30	1,150,114,48
	Negative: Increased feeling of loneliness	1	-₹234.482,76	%50	%0	-117.241,38



**Important Note:** As in the analysis conducted in 2023, this year, only those who participated in the survey were included in the value calculation. Based on the sample, no estimates were made regarding the changes experienced by the entire population, and these were not included in the value map in any way. In particular, the representation of the following two groups is low:

- Women participants: completed the video interview process
- Women participants: completed the webinars and joined the WA group

The SROI ratio was calculated based only on the sample after assessing the risks. This decision directly affects the SROI ratio. It is estimated that the value created is greater than the calculated SROI ratio.

Depending on the duration of the outcomes, the value of the impact is estimated for future years as follows:

Value of the impact year 0 = 2,097,375.00

Value of the impact year 1 = 2,097,375.00 - 30% decrease

Value of the impact year 2 = Year 1 - 30%

Value of the impact year 3 = Year 2 - 30%

Value of the impact year 4 = Year 3 - 30%

Present Value = value of impact year 0 / (1+ r) + value of impact year 1 / (1+ r) + value of impact year 2 / (1+ r) + value of impact year 3 / (1+ r) + value of impact year 4 / (1+ r)

(r = discount rate/discount interest rate) <sup>5</sup>

**SROI Ratio = Present Value / Investment Value**

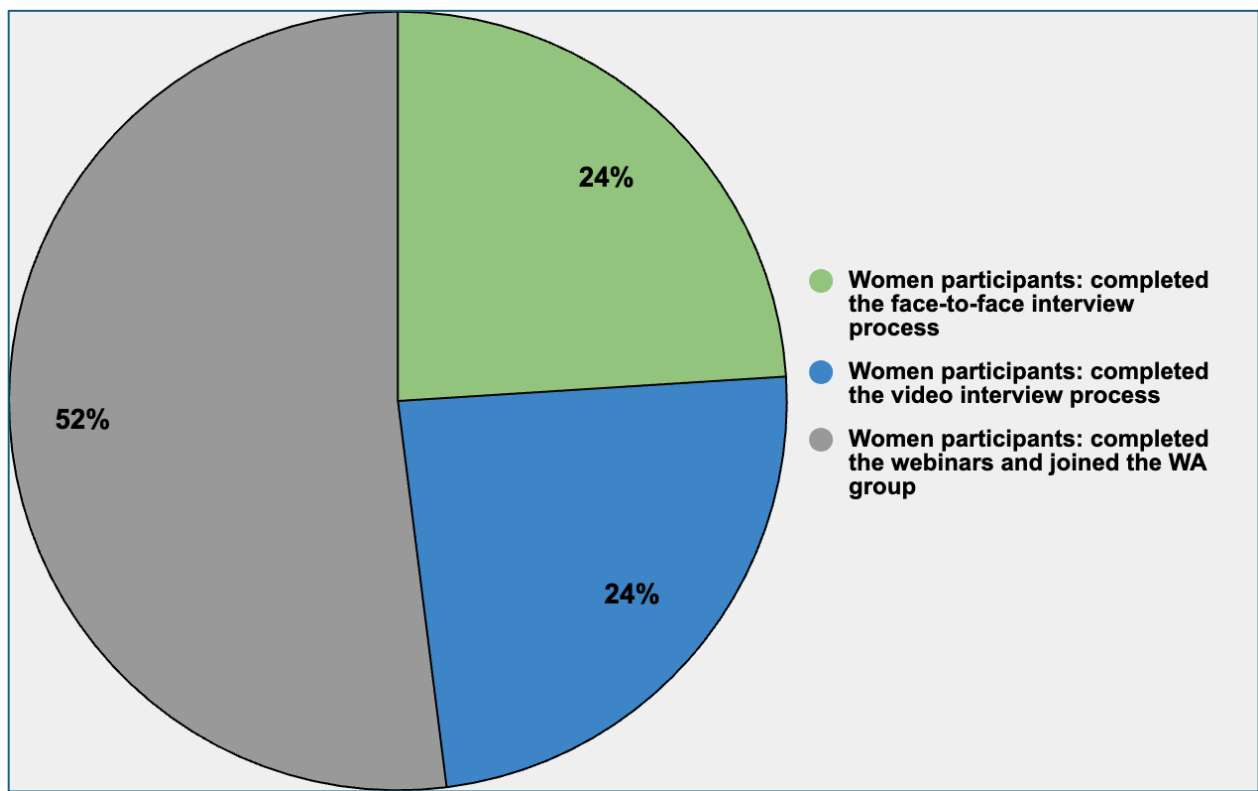
<b>Total Present Value (PV)</b>	34.974.103,19
<b>Net Present Value (PV minus the investment)</b>	32.961.103,19
<b>Social Return (Value per amount invested)</b>	17,37

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<sup>5</sup>Rediscount and advance interest rates,

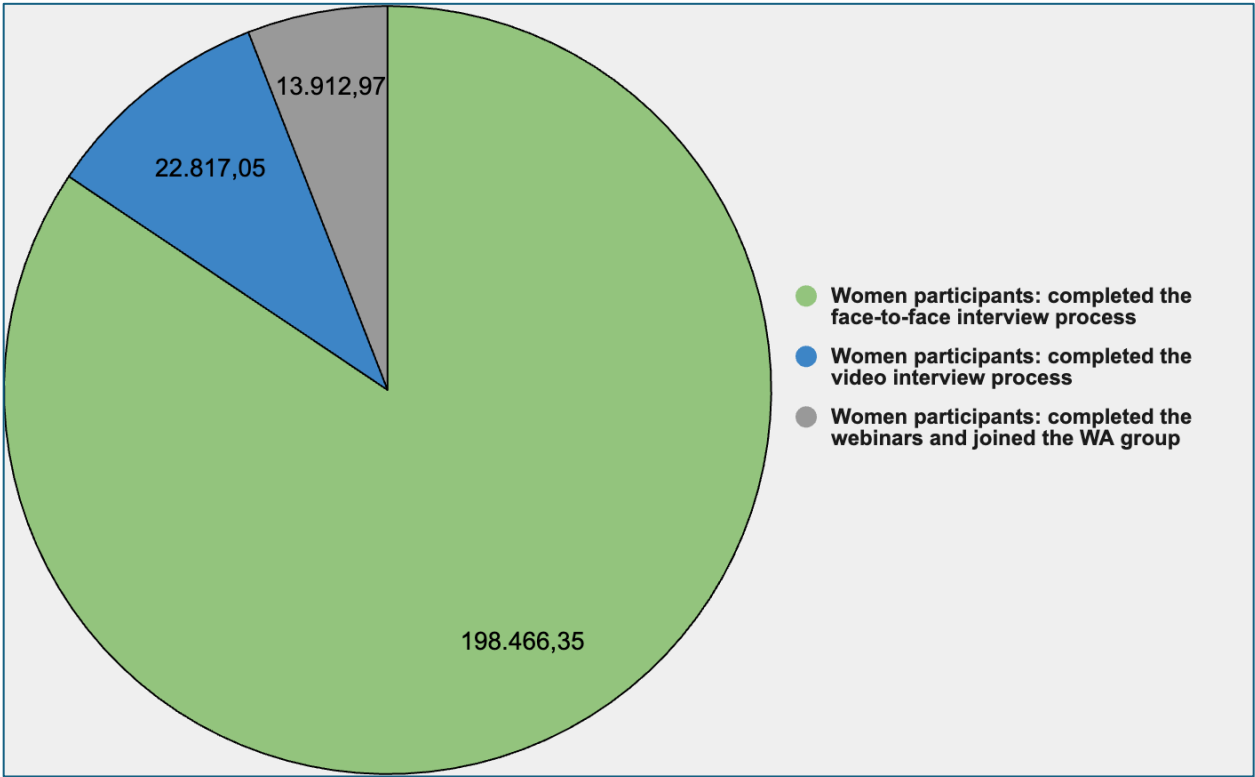
### Distribution of value by segments

The total social value created by stakeholders and segments in 2024 is presented in the graphic below. Three main stakeholder segments are shown in this graph. When an examination is made according to the segments, it is seen that 52% of the total value created by the program is generated in the largest segment with the lowest participation level, which is the Women participants: completed the webinars and joined WA group." The smallest segment experiences deeper impact with the value that equals the third segment (Women participants: completed face-to-face interview process). It brings the consideration on wide versus deep impact.



The social value created per person by segments in 2024 is presented in the graphic below. Even though much of the total social value comes from groups with lower participation (like those who just finished webinars or joined WhatsApp groups), it's important to see that the most value created per person is by participants who attended the face-to-face interview stage.

This shows that more focused, one-on-one interactions create a bigger and more direct impact for each person. It means different parts of the program work together: wider activities (like webinars) add a lot to the overall value, while deeper interactions (like face-to-face interviews) give the most value to each person. Both are important for the program's social return.



### Value distribution - according to outcomes

The table below offers a detailed breakdown of the social value generated across different participant segments of the Womomentum program in 2024. A key observation is that the 'Women participants: completed the webinars and joined the WA group' segment, representing a foundational level of engagement, contributes the largest share of the total social value, notably through outcomes such as 'To act in a way that contributes to sustainability in private and business life' (₺3,764,011.03) and 'Being in women's solidarity' (₺3,013,478.62). This underscores the significant collective impact achieved even through widespread, entry-level program activities.

Furthermore, sustainability-related outcomes, including 'To act in a way that contributes to sustainability in private and business life' and 'To have knowledge about sustainability', consistently represent substantial value across all participant segments. This highlights the program's success in fostering environmental consciousness and action.

While the 'Webinars and WA group' segment drives the largest total value, it is also notable that participants in higher engagement stages, such as the 'face-to-face interview process', contribute significantly to key outcomes on a per-person basis (as previously noted), although their collective value might be lower due to fewer participants at these stages.

Lastly, the table also accounts for a minor negative impact related to an 'Increased feeling of loneliness', providing a comprehensive view of both positive and negative social value created.

Stakeholder group	Outcome	Outcome Value (TRY)	Distribution of Value (%)
Women participants: completed the face-to-face interview process	Looking to the future with less stress and more positivity	₺2.097.375,00	9,74
	Professional development	₺250.000,00	1,16
	Being in women's solidarity	₺740.050,00	3,44
	To act in a way that contributes to sustainability in private and business life	₺2.072.700,00	9,63
Women participants: completed the video interview process	Looking to the future with less stress and more positivity	₺1.557.880,43	7,24
	Professional development	₺250.000,00	1,16
	Being in women's solidarity	₺1.094.771,74	5,08

	To act in a way that contributes to sustainability in private and business life	₺1.470.000,00	6,83
	To have knowledge about sustainability	₺784.000,00	3,64
Women participants: completed the webinars and joined the WA group	Looking to the future with less stress and more positivity	₺2.656.080,00	12,34
	Professional development	₺747.413,79	3,47
	Being in women's solidarity	₺3.013.478,62	14
	To act in a way that contributes to sustainability in private and business life	₺3.764.011,03	17,48
	To have knowledge about sustainability	₺1.150.114,48	5,34
	Negative: Increased feeling of loneliness	-₺117.241,38	-0,54

## 10. Sensitivity Analysis

The sensitivity analysis is conducted to "assess the extent to which your results would change if you changed some of the assumptions you made in previous stages". (A guide to Social Return on Investment, 2012). Sensitivity analysis tests how much the estimates/assumptions made in the process would need to change to receive a 1 TRY value for a 1 TRY investment.

The "sensitivity analysis" was conducted for the three outcomes with the highest social value (70.42% of the total value).

The sensitivity analysis revealed a range for the SROI ratio. This showed the Womentum program's core social value is strong. **Specifically, under various tested scenarios, the SROI ratio was found to vary between 1:7.98 and 1:17.37.** This range shows that even with careful adjustments to assumptions, the program consistently delivers significant positive social benefits. This transparent presentation of the sensitivity analysis helps to understand potential variability more clearly, and confidence in the overall value proposition identified is strengthened.

### Simulation according to the change of counterfactual rates

Outcome	Stakeholder Segment	Counterfactual	SROI Ratio	Sensitivity Analysis Simulation	SROI Ratio	Description
Looking to the future with less stress and more positivity	Women participants: completed the face-to-face interview process	%25	1:17,37	%90	1:13,65	If the counterfactual ratio for each stakeholder segment were increased to 90%, the SROI ratio would drop to 1:13.65.
	Women participants: completed the video interview process	%30				
	Women participants completed	%40				

	the webinars and joined the WA group					
To act in a way that contributes to sustainability in private and business life	Women participants: completed the face-to-face interview process	%30	1:17,37	%90	1:11,69	If the counterfactual ratio for each stakeholder segment were increased to 90%, the SROI ratio would drop to 1:11.69.
	Women participants: completed the video interview process	%30				
	Women participants completed the webinars and joined the WA group	%30				
Being in women's solidarity	Women participants: completed the face-to-face interview process	%5	1:17,37	%90	1:14,08	If the counterfactual ratio for each stakeholder segment were increased to 90%, the SROI ratio would drop to 1:14.08.
	Women participants: completed the video interview process	%5				
	Women participants	%5				

	completed the webinars and joined the WA group					
--	------------------------------------------------	--	--	--	--	--

Simulation according to the change of drop-off rate

Outcome	Stakeholder Segment	Drop-off Rate	SROI Ratio	Sensitivity Analysis Simulation	SROI Ratio	Description
Looking to the future with less stress and more positivity	Women participants: completed the face-to-face interview process	%50	1:17,37	%90	1:13,05	If the drop-off rate for this stakeholder group were increased to 90%, the SROI ratio would drop to 1:13.05.
	Women participants: completed the video interview process	%50				
	Women participants completed: the webinars and joined the WA group	%50				
	Women participants: completed the face-to-face interview process	%30				If the drop-off rate for this stakeholder



To act in a way that contributes to sustainability in private and business life	Women participants: completed the video interview process	%30	1:17,37	%90	1:13,38	group were increased to 90%, the SROI ratio would drop to 1:13.38.
	Women participants completed: the webinars and joined the WA group	%30				
Being in women's solidarity	Women participants: completed the face-to-face interview process	%20	1:17,37	%90	1:15,9	If the drop-off rate for this stakeholder group were increased to 90%, the SROI ratio would drop to 1:15.9.
	Women participants: completed the video interview process	%20				
	Women participants: completed the webinars and joined the WA group	%20				

### Simulation according to the change of financial proxies

Stakeholder Segment	Financial Proxy - Anchor value	SROI Ratio	Sensitivity Analysis Simulation	SROI Ratio	Description
Women participants: completed the face-to-face interview process	250.000,00 TRY	1:17,37	100.000,00 TRY	1:7,98	If the financial proxy for each stakeholder segment is taken as 100.000,00 TL, the SROI ratio would drop to 1:7,98.
Women participants: completed the video interview process	200.000,00 TRY				
Women participants: completed the webinars and joined the WA group	204.000,00 TRY				

Apart from the sensitivity analyses above, no other simulation was conducted based on the number of participants. Since the findings obtained from the surveys were not extrapolated to the entire population, no judgement was made in this regard.

## 11. Verification

Social value and SROI aim to create accountability to stakeholders. Therefore, it is important that results are communicated to stakeholders in a meaningful way. Social Value International states that verification of results can be done in 3 ways:

- Validation by stakeholders
  - Validation by peers
  - Independent assurance - report accreditation
- 
- With the Value Game focus groups, well-defined outcomes and relative value were again asked and discussed with women participants in three segments who verified the results. However, in any future analysis it is recommended that the analysis results be shared with the affected stakeholders when finalising the analysis. A separate validation workshop can be organised with each stakeholder/segment. Organizing verification meetings with stakeholders is within the authority of the organization's funding and coordinating the program, as the author does not have access to the stakeholders' communication details due to data protection laws.
  - Throughout the process, the Enerjisa and imeceLAB teams were kept informed and consulted about the findings and analyses.
  - The results and data were discussed and consulted with experts from the KUSIF team experienced in conducting SROI providing the peer-review.
  - To ensure the highest standards of transparency and accountability, this SROI report is intended for independent external assurance. This commitment to assurance shows the report follows Social Value International (SVI) Principles and objectively validates its reliability and SROI methodology.

## 12. Comparison of 2023 - 2024 SROI Analysis Results

The analysis conducted in 2023 was the first social return on investment (SROI) analysis for the Womomentum program carried out by KUSIF and in accordance with the Principles and Standards of Social Value International. This analysis established a baseline. The analysis conducted in 2024 was also based on this baseline and carried out according to the same principles and standards.

In 2024, in order to verify the findings from 2023, more quantitative data were collected in addition to qualitative data (the number of valid surveys was 86 last year, whereas it is 116 this year). Additionally, the Value Game was implemented with 3 stakeholder segments; in 2023, it was implemented with 2 segments. With all this data, more reliable judgements were made during the analysis process.

SROI analyses conducted in different years are used to compare the value created as a result of activities and to assess impact performance. Therefore, the analyses conducted in 2023 and 2024 have been compared. In order to make this comparison, it is necessary to evaluate three variables that may affect the SROI ratio:

- Number of people included in the analysis
- Financial proxies
- Inclusion/Exclusion of some intermediate changes in the analysis

The 1:17.37 ratio resulting from this year's analysis is higher compared to last year's ratio. However, when the analysis is re-examined according to the criteria mentioned above, it was found that although the SROI ratio has increased this year, there is not a very significant difference. The details are presented in the table below:

	According to the 2023 Analysis	2023 Analysis Simulated with 2024 Financial Proxy*	According to the 2024 Analysis
SROI Ratio	<b>1:8,40</b>	<b>1:16,31</b>	<b>1:17,37</b>
Description	<ul style="list-style-type: none"><li>- Calculated based on 86 survey respondents.</li><li>- Calculated with financial proxies determined in</li></ul>	<ul style="list-style-type: none"><li>- Calculated based on 86 survey respondents.</li><li>- Calculated with financial proxies determined in the 2024 analysis but</li></ul>	<ul style="list-style-type: none"><li>- Calculated based on 116 survey respondents.</li><li>- Calculated with the financial proxies determined in the 2024 analysis.</li></ul>

	2023.	reduced by the October 2024 WPI-CPI rate.	- “To have knowledge about sustainability” outcome was added for two segments and included in the analysis.
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*\*The financial proxies determined in 2024 were calculated by reducing them according to the October 2024 WPI-CPI rate of 62.02%.*

## 13. Be Responsive

### Recommendations

Data use and reporting enable an organisation to make decisions, evaluate its performance, and strengthen the process of achieving strategic objectives. Data, especially impact and outcome data, is needed to make decisions based on accurate and up-to-date data, measure performance, direct activities towards strategic objectives, and improve activities. The use of data helps guide the organisation's activities in achieving the set strategic objectives. Therefore, data sharing contributes to the transparency and accountability of the impact and value created as a result of organisations' activities.

The 8th Social Value Principle adopted in 2022 by Social Value International is "Be Responsive".

*"Pursue optimum Social Value based on decision making that is timely and supported by appropriate accounting and reporting."*

(The Principles of Social Value - Social Value International. <https://www.socialvalueint.org/principles>).

The analysis was completed in a very detailed manner in a short period. The collected data and insights were shared and discussed with the imeceLAB team throughout the process.

Recommendations that stand out and are expected to enhance the impact of the program are shared below:

- Two consecutive analysis from 2023 and 2024 provide good framework for revising the strategy and making more operational and tactical decisions for improving the impact of the Womomentum program allowing the further clarity of Theory of Change. The discussions within the project implementation team on different options to test impact improvements is recommended.
- According to the table below, 71% of the participants in the Womomentum 2023 program and 74% in the 2024 program are from Türkiye's most populous cities (Istanbul, Ankara, Izmir, and Antalya). It is again recommended that the content and implementation of activities be designed to include participants from different regions. Since there was limited survey participation from low-population cities, a clear observation regarding the per-person amount of change could not be provided; however, an estimate can be made. As was the case last year, the per-person amount of change is estimated to be higher in low-population cities this

year as well. It is recommended that this estimate be monitored in detail in the coming period.

<b>2024</b> <b>Participants from the cities with the highest population (2.500.000+) in Türkiye (Istanbul, Ankara, Bursa, Izmir, Antalya):</b>	
<b>Among the 2200 people included in the program</b>	<b>Among the 116 people who completed the survey</b>
1647	79
74%	68%

<b>2023</b> <b>Participants from the cities with the highest population (2.500.000+) in Türkiye (Istanbul, Ankara, Bursa, Izmir, Antalya):</b>	
<b>Among the 2031 people included in the program</b>	<b>Among the 86 people who completed the survey</b>
1444	52
71%	60%

- Although 2200 people were included in the program, the total number of participants who attended the webinars was 1650. It was observed that 550 people had no engagement with the program at all. In order to increase the program's impact, it is recommended to investigate why these 550 individuals did not participate in any way. At the same time, a higher level of participation leads to more change being experienced and more value being created.
- Out of 1650 people who participated in the webinars, 592 people participated below 70% and did not qualify for the certificate. With 2 people in this group, one-to-one interviews were conducted, and the reasons for low participation were asked. Both responded that their energy and motivation were exhausted because the webinars coincided with Ramadan, especially during iftar time. The same

feedback was also expressed by participants who were eligible to receive a certificate during interviews. It is recommended that such situations be taken into consideration in future planning.

- It is seen that the change created in the field of sustainability has a serious value. This issue was considered very important by the participants. In this year's analysis, both behavioural and knowledge changes related to sustainability were asked. There were many participants who experienced an increase in knowledge, even if they did not experience behavioural change in this outcome chain. A total of 34% of the value created in the 3 segments related to behavioural change related to sustainability was created. In addition, a total of 9% of the value created in the 3 segments related to the change in knowledge about sustainability, without experiencing behavioural change was created. In other words, **43% of the value created in the whole program comes from this theme.**
- Being in women's solidarity is one of the important areas of outcome for the Womomentum program. However, this year, the value created from this outcome (22.5%) is lower. It is estimated that the value of this change may have been higher last year because the Womomentum program was implemented in the aftermath of both the February earthquakes and the pandemic.
- The attribution and counterfactual rates were high for the "professional development" outcome. The reason for these high rates is that participants were involved in other similar programs around the same time as Womomentum (such as Ford Otosan Gelecek Hayalim, YGA, Kız Başına Platformu, EnerjiSa She-nergy, Yetgen, Akbank Gençlik Akademisi Fellowship Programı, Shell & Bilim Virüsü İleride Programı). Therefore, in the future, planning can be done according to the schedules of similar programs, or the program's admission criteria can be reconsidered.
- In the analysis, the negative outcome experienced by the participants was also identified. Paying attention to this outcome and not ignoring it will be important.
- To be in the interaction is an important factor within the program. During the focus groups, participants shared that they needed more interactive activities. For example, face-to-face meetings in some cities, thematic online meetings with smaller groups, bringing together alumni participants with new term participants, etc.

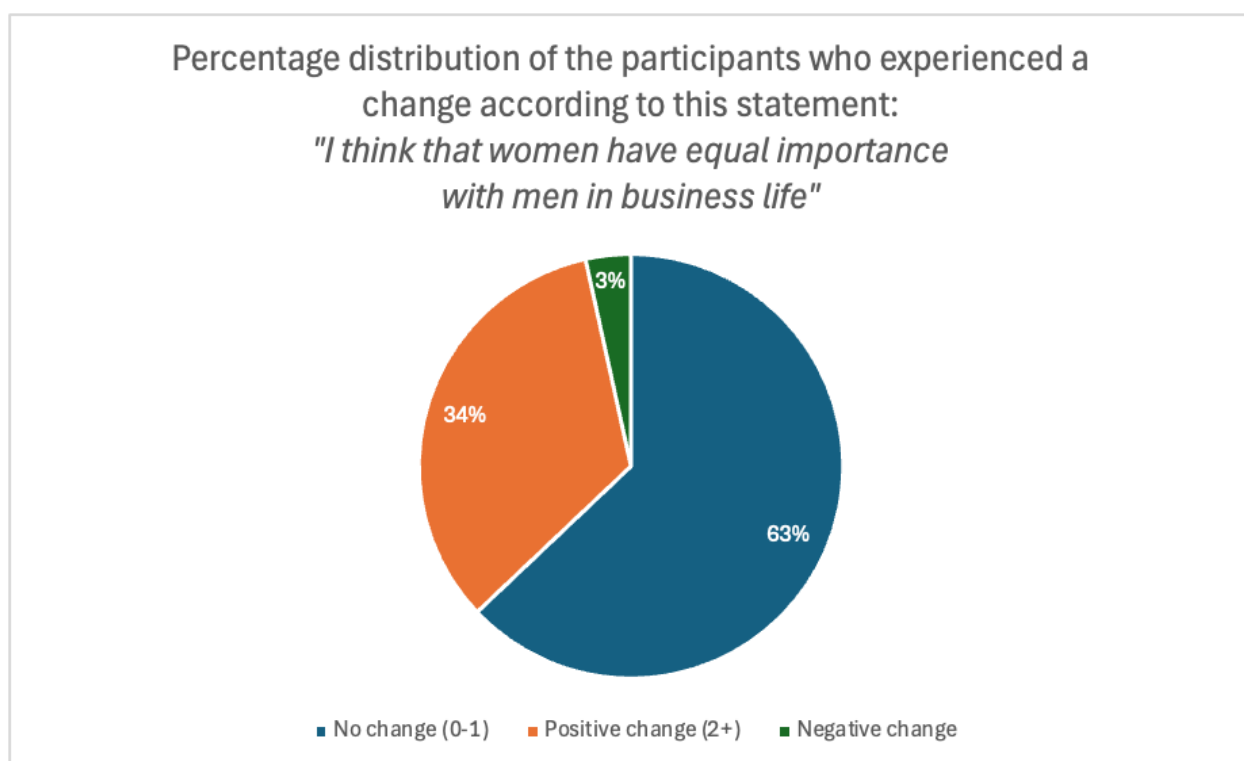


- Based on the outcomes and data identified in the analysis, setting thresholds and targets for each outcome is recommended while planning for the following year.
- When collecting program applications in the following year, it is recommended to include basic questions in the application form to collect preliminary information to be included in the impact analysis. This data can be considered as a basis for the subsequent analyses.
- It is recommended that the SROI analysis be repeated as long as the program continues. Conducting this analysis annually contributes to improving performance, adjusting activities, and creating greater social value.

## 14. Data Analysis on "Gender Equality"

Although this chapter may not directly contribute to the core Social Return on Investment (SROI) methodology or its calculated outcomes, its inclusion is driven by its significant relevance and strategic importance to the program's key partners and funders, notably Enerjisa and imeceLAB. This section serves as an additional informational component, designed to provide valuable context and deeper insights into areas that are crucial for the program's broader mission.

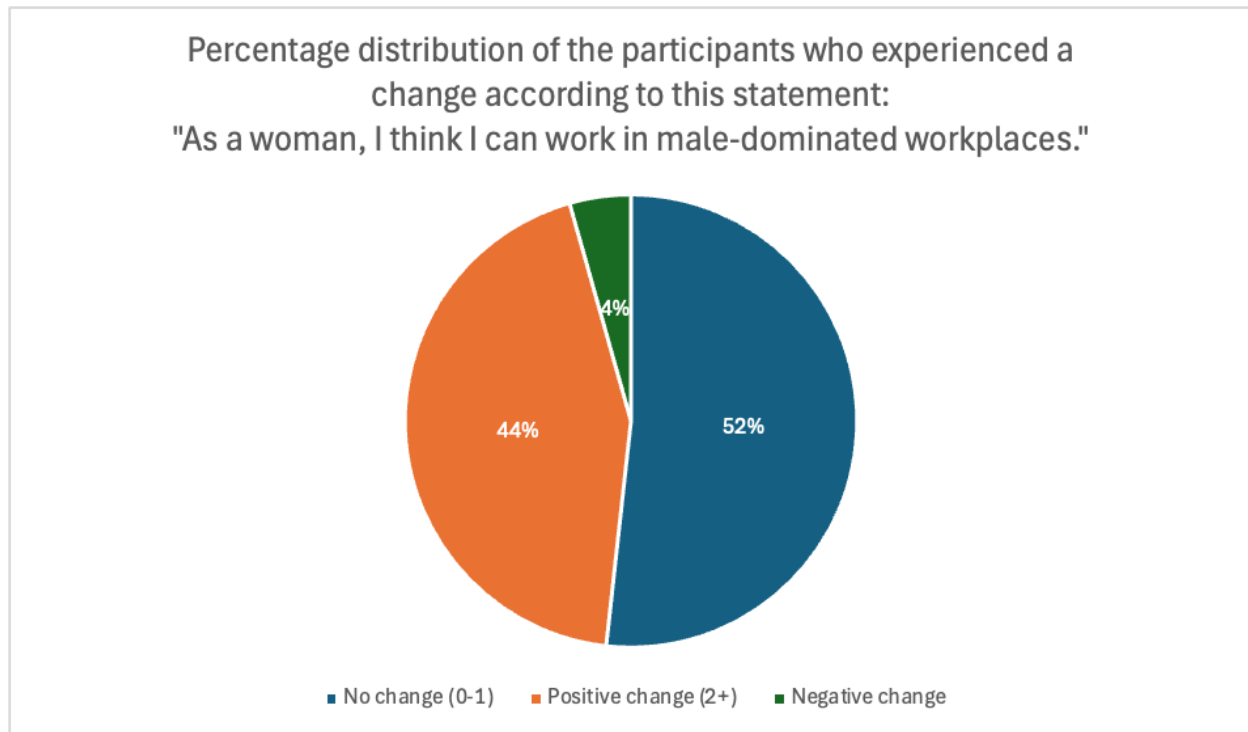
Within the scope of the survey, two different statements and their supporting questions were asked to the participants in the context of gender equality.



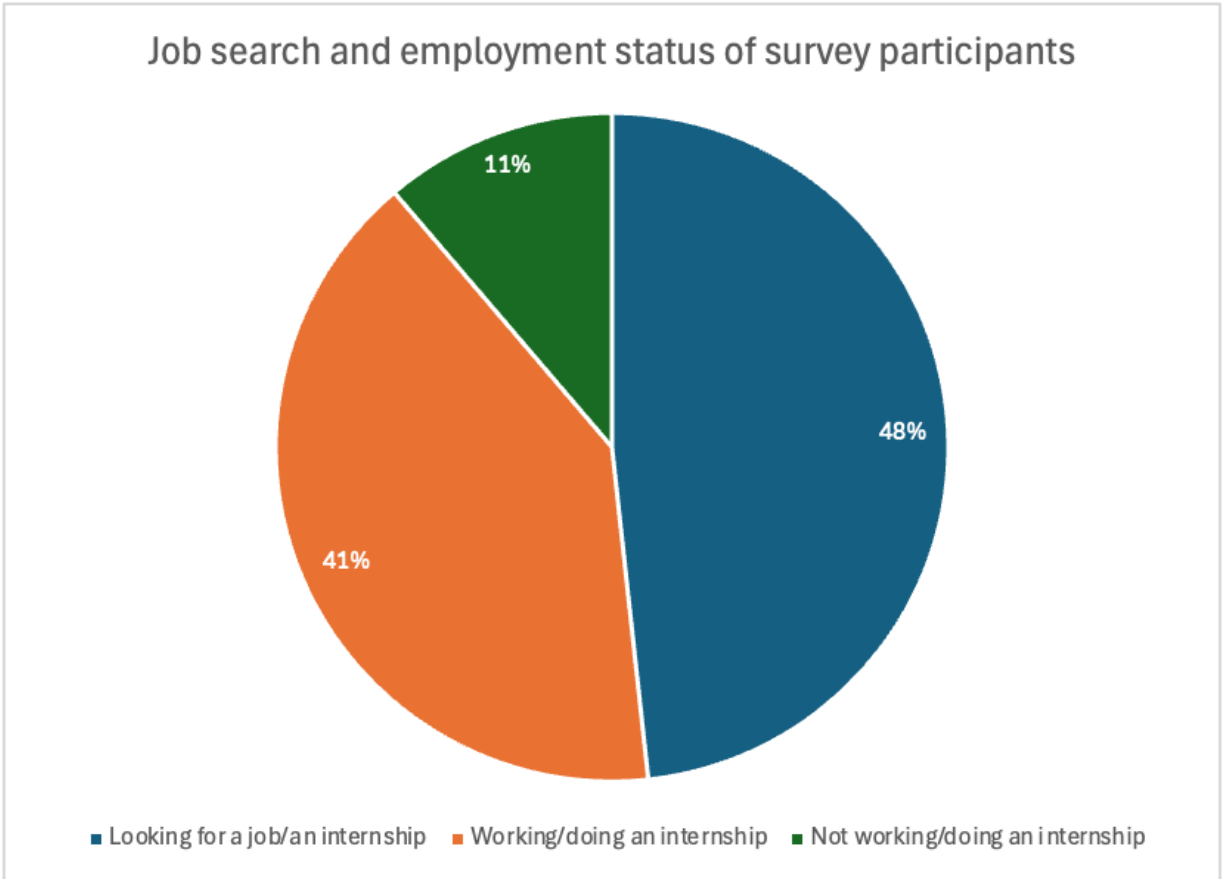
The questions were asked using a 10-point Likert scale: (10) strongly agree - (1) strongly disagree. Among 114 people who evaluated the statement *"I think that women have equal importance with men in business life."*, 88 people marked the options 6-7-8-9-10 for "before the program", while the same options were marked by 110 people for "after the program".

When the graph above is analysed, it is seen that 63% of the participants did not experience any change in this statement. In the 2023 analysis, a similar result was obtained. It is thought that obtaining similar results is due to the fact that the participants

in this program generally think that women have equal importance with men in business life.

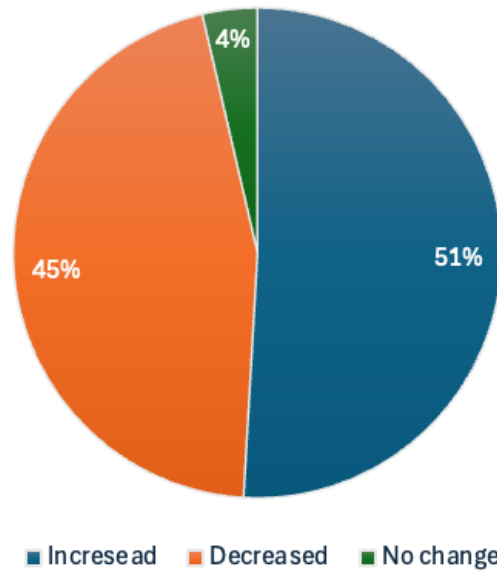


Among the 114 people who evaluated the statement "*As a woman, I think I can work in male-dominated workplaces.*" 37 people (32.5%) selected options 9-10 before the program, while 72 people (63%) selected the same options after the program.



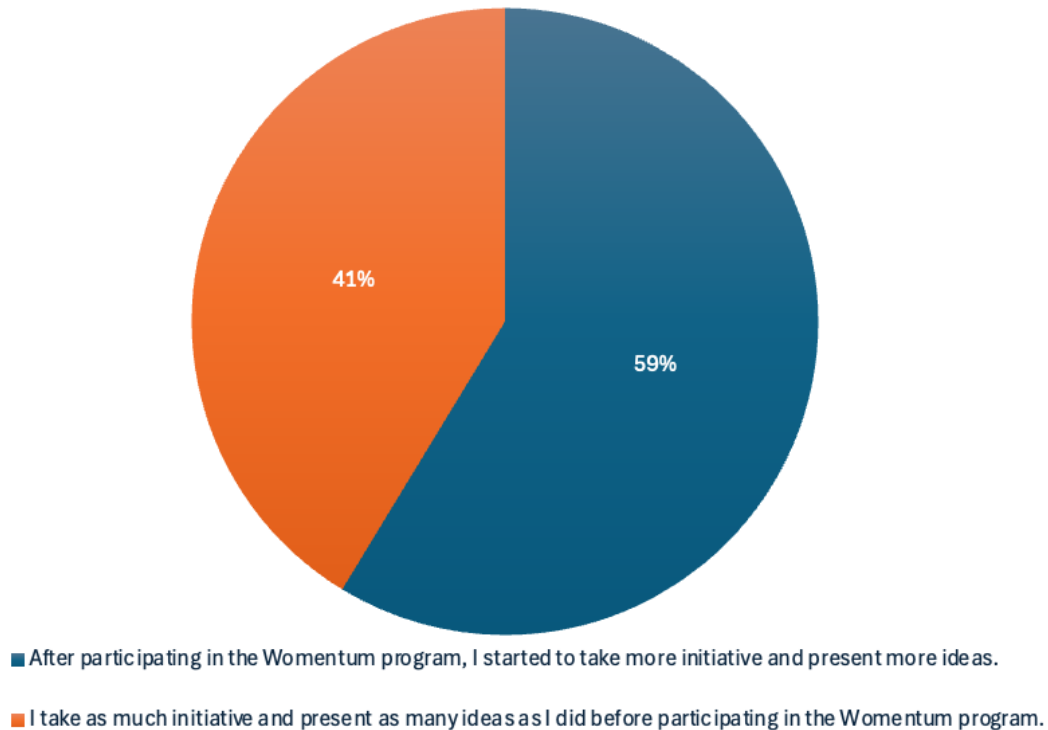
Respondents were asked the following two additional questions in the survey according to their current employment status and answers:

After participating in the Womentum program, number of job applications in male-dominated fields



- Question asked to people who have selected the option "I am looking for a job/internship": *"The number of job applications I made in male-dominated job fields after participating in the Womentum program:"*
  - *Increased*
  - *No change*
  - *Decreased*

The percentage distribution of participants who experienced the outcome of "taking initiative and presenting ideas in the workplace" among those who are employed or doing internships



- Question asked to the respondents who selected the option "I am working/interning": *"Please evaluate your behaviors such as presenting more ideas and taking initiative at the place where you work/internship".*
  - *After participating in the Womomentum program, I started to take more initiatives and present ideas.*
  - *I take as much initiative and present as many ideas as I did before participating in the Womomentum program.*
  - *I do not take initiative and do not offer ideas.*

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## Annex 1

### Social Value International Glossary

**Account of Social Value:** Data, analysis, assessment and models of Social Value developed for the purpose of optimising.

**Account of Value:** Data, analysis, assessment and models of all types of value developed for the purpose of optimising.

**Aspects of wellbeing:** Identifiable human needs (subjective and objective, psychological or physical) necessary for the purpose of accounting for wellbeing and optimising Social Value.

**Attribution:** An assessment of how much of the outcome was caused by the contribution of other organisations or people. It is unlikely that our activities are the only thing in a person's life that helps them to change.

**Deadweight:** A measure of the amount of outcome that would have happened even if the activity had not taken place. For example, there is often the chance the people could have experienced the same changes by working with another organisation, or even without the support from anyone.

**Discounting:** The process by which future financial costs and benefits are recalculated to present-day values.

**Discount rate:** The interest rate used to discount future costs and benefits to a present value.

**Displacement:** An assessment of how much of the outcome has displaced other outcomes. For example, if our activities prevent people experiencing the same changes somewhere else we should take account of this.

**Drop-off:** The deterioration of an outcome over time.

**Duration:** How long (usually in years) an outcome lasts after the intervention, such as length of time a participant remains in a new job.

**Financial proxy:** A financial proxy is a monetary representation of the value of an outcome



**Impact:** The difference between the outcome for participants, taking into account what would have happened anyway, the contribution of others and the length of time the outcomes last.

**Indicator:** Indicators are measures that provide information on how much of an outcome is expected to happen or has happened. They can be based on information provided by those experiencing the outcome or from other sources.

**Inputs:** The contributions made by each stakeholder that are necessary for the activity to happen.

**Impact Management:** Systems and Processes for decision making to optimise social value.

**Materiality:** Information is material if its omission has the potential to affect the readers' or stakeholders' decisions.

**Net present value:** The value in today's currency of money that is expected in the future minus the investment required to generate the activity

**Net social return ratio:** Net present value of the impact divided by total investment.

**Outcome(s):** The changes resulting from an activity. The main types of change from the perspective of stakeholders are unintended (unexpected) and intended (expected), positive and negative changes. For example, this could be an increase in someone's mental wellbeing, or a reduction in loneliness.

**Outputs:** The summary of activities in numbers. These are the easiest things to count. For example, the number of training classes attended, or the quantity of a product grown.

**Optimising Social Value:** Decision making that recognises positive and negative changes in social value and balances trade-offs between groups in order to achieve the highest possible amount of social value for all people affected.

**Ranking:** Putting outcomes in order of importance from lowest to highest, from the perspective of the stakeholders experiencing the changes. Ranking can be considered a form of equal weighting.

**Revealed Preference:** Value is assessed by looking at people's choices and behaviour in actual markets - eg, housing market.

**Scope:** The activities, timescale, boundaries and type of SROI analysis.

**Sensitivity analysis:** Process by which the sensitivity of an SROI model to changes in different variables is assessed.

**Social Value:** Social value is the quantification of the relative importance that people place on the changes they experience in their lives. Some, but not all of this value is captured in market prices. It is important to consider and measure this social value from the perspective of those affected by an organisation's work.

**Social Value Report:** Presentation of Social Value Accounts and Social Value Accounting Processes including explanatory notes and analysis of risk for the different audiences and decisions.

**Social Return on Investment (SROI):** Framework for accounting for value relative to investment.

**Social return ratio:** Total present value of the impact divided by total investment.

**Stakeholders:** People, organisations or entities that experience change, whether positive or negative, as a result of the activity that is being analysed.

**Stated Preference:** Stated preference refers to economic evaluation methods that directly ask individuals about their preferences, valuations, or choices.

**Types of Value:** Including, but not limited to, 'Financial', 'Economic', 'Fiscal', 'Environmental' and 'Social' Value.

**Valuation:** Outcomes can be more or less important to the stakeholders that experience them. Valuation is a process that assesses relative importance. Financial measures are used as a proxy for value and allow for comparisons to be made between different changes. Sometimes these proxies will relate to actual amounts of money but this is not necessary.

**Wellbeing:** State of being where subjective and objective, psychological or physical human needs are met in varying degrees.

**Weighting:** Giving outcomes a weighting (e.g. on a scale of 1 to 10) to allow comparisons to be made about relative importance. For example, an outcome with a weighting of 6 out

of 10 would be considered three times as important as an outcome with a weighting of 2 out of 10.

***Well-defined outcome(s):*** The specific aspects of wellbeing that provide the best opportunities to increase or decrease overall state of wellbeing.

## Annex 2

### Focus Group Discussions - Sample questions

About what?	Questions
Activity	We know that you participate in the program online, but there are also WhatsApp groups. Apart from participating in training, have you actively participated in the community in any other way? For example, did you actively use the WhatsApp groups?
About participation	70% or more participation
Change	<ul style="list-style-type: none"> <li>• What kind of changes have you experienced after participating in the Womomentum program trainings and activities? Has anything changed in your private life, educational life, social life, or perspective on life after receiving the support? What are these? What have you started to do differently?</li> <li>• When you think about the expectations you had when you participated in this program, have you experienced a change from them?</li> <li>• Were all the changes you experienced positive or favourable? Did you experience anything negative?</li> <li>• What happened as a result of this change? What happened afterwards? How did these changes affect you?</li> <li>• What could be the indicator of this change?</li> </ul>
Other stakeholders	<ul style="list-style-type: none"> <li>• Do you think other people and organisations have been affected by these activities, i.e., the work organised by Womomentum? Or have they experienced change?</li> </ul>
Deadweight	<ul style="list-style-type: none"> <li>• What would have happened if you had not joined Womomentum?</li> <li>• Any chance of finding other similar activities?</li> </ul>
Citation and contribution	<ul style="list-style-type: none"> <li>• Are there any similar studies that you can participate in?</li> <li>• Have other institutions or organisations contributed to the changes you have experienced? If so, whose contribution?</li> </ul>
Duration	<ul style="list-style-type: none"> <li>• How long did the change last for (or do you think the change will last)?</li> <li>• Will these changes continue after 2 years?</li> </ul>
Valuation	<ul style="list-style-type: none"> <li>• Which of the changes you have experienced is most important to you?</li> </ul>
General feedback	<ul style="list-style-type: none"> <li>• What can be done to improve the Womomentum program / create more change?</li> </ul>

## Annex 3

# Women Participants – Womomentum 2024

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### Start of Block: Demographic information

Q1

Hi,

I am conducting a social impact measurement and evaluation research of the activities carried out within the scope of the Womomentum program between March 2024 and July 2024, with the main partnership of Enerjisa Üretim and under the coordination of imeceLAB.

This survey aims to understand the changes experienced by women participating in the Womomentum program and to measure the scale and amount of these changes. For this reason, I'm reaching out to you and ask you to share your views sincerely. The outcomes I'm asking about are the ones that the outcomes expressed by you in the focus group interviews we conducted.

It will take approximately 15 minutes to complete the survey. Thank you very much in advance for your support by completing the survey. The data collected in the survey will be kept and reported anonymously.

---

Q2 Faculty you are studying at:

---

Q3 City you live in:

Q4 Please mark the ones you use below within the Womomentum program (You can choose more than one).

- ☐ Webinar Trainings
  - ☐ Video Interview Process (Preparing CV and motivation letter, attending video interview)
  - ☐ Whatsapp Groups
  - ☐ Enerjisa E-Development Platform
  - ☐ Face-to-Face Interview
- 

Q5 Have you received the participation certificate by completing 70% of the program?

- ☐ Yes
- ☐ No

End of Block: Demographic information

---

Start of Block: Outcomes

Q6 Below you will see sentences expressing various outcomes. According to these sentences, evaluate your situation before and after joining the Womomentum program between 1 and 10 points.

---

Q7 Evaluate your professional development.

(10) extremely good - (1) not good at all

10	9	8	7	6	5	4	3	2	1
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Before joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 "I think that women have equal importance with men in business life."

(10) I strongly agree - (1) I strongly disagree

	10	9	8	7	6	5	4	3	2	1
Before joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 "As a woman, I think I can work in male-dominated workplaces."

(10) I strongly agree - (1) I strongly disagree

	10	9	8	7	6	5	4	3	2	1
Before joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

Q10 What is your current employment status?

- ☐ I'm working/doing an internship.
- ☐ I am not working/doing an internship.
- ☐ I am looking for a job/internship.

---

*Display this question:*

*Q10 If What is your current employment status? = I'm working/doing an internship.*

Q11 Please evaluate your behaviors such as presenting more ideas and taking initiative at the place where you work/internship.

- ☐ After participating in the Womomentum program, I started to take more initiatives and present ideas.
- ☐ I take as much initiative and present as many ideas as I did before participating in the Womomentum program.
- ☐ I do not take initiative and do not offer ideas.

*Display this question:*

*Q10 If What is your current employment status? = I'm looking for a job/internship.*

Q12 "The number of job applications I made in male-dominated job fields after participating in the Womomentum program:"

- ☐ Increased
  - ☐ No change
  - ☐ Decreased
-



Q13 “I feel valuable”.

	(10) I feel extremely valuable - (1) I don't feel valuable at all									
	10	9	8	7	6	5	4	3	2	1
Before joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

Q14 “I feel like I'm in women's solidarity.”

	(10) I strongly agree - (1) I strongly disagree									
	10	9	8	7	6	5	4	3	2	1
Before joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q15 From the communities I joined as part of the Womentum program between 16 March 2024 - 31 July 2024 on any topic:

- ☐ I didn't get any support.
- ☐ I received support once.
- ☐ I have received support more than once.
- 

Q16 Evaluate your feeling of loneliness.

	(10) I don't feel lonely at all - (1) I feel very lonely									
	10	9	8	7	6	5	4	3	2	1
Before joining the Womentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After joining the Womentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q17 If you experienced the change above (feeling of loneliness) after participating in the Womentum program, did other people/institutions, other than the Womentum program, contribute to this change?

- ☐ Yes
- ☐ No
-

Display this question:

Q17 If you experienced the change above (feeling of loneliness) after participating in the Womomentum program... = Yes

Q18 Can you specify the people/institutions other than imeceLAB, Enerjisa Üretim and the institutions that support the program that you think contributed and express their contribution in %? (For example: 10% of institution X, 5% of institution Y contributed)

-----

Q19 If you had not participated in the Womomentum program, would you still have experienced the change in your feeling of loneliness that we asked about in the section above?

☐ Yes

☐ No

-----

Display this question:

Q19 If you had not participated in the Womomentum program, would you still have experienced the ... = Evet

Q20 If yes, what would be the odds of experiencing changes in your feeling of loneliness? Please show the degree of this probability by moving the bar in the following pointer.



0 (0)  
1 (1)  
2 (2)  
3 (3)  
4 (4)  
5 (5)  
6 (6)  
7 (7)  
8 (8)  
9 (9)  
10 (10)

-----

Q21 How long do you think the change you are experiencing regarding your feeling of loneliness will continue?

- ☐ 3-6 months
- ☐ 6-12 months
- ☐ 1 year
- ☐ 2-3 years
- ☐ 4-5 years
- ☐ Throughout my career
- ☐ Other \_\_\_\_\_
- 

Q22 Evaluate your level of self-confidence.

	(10) extremely high - (1) extremely low									
	10	9	8	7	6	5	4	3	2	1
Before joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

Q23 If you experienced the change above (level of self-confidence) after participating in the Womomentum program, did other people/institutions, other than the Womomentum program, contribute to this change?

☐ Yes

☐ No

---

*Display this question:*

*Q23 If you experienced the change above (level of self-confidence) after participating,... = Evet*

Q24 Can you specify the people/institutions other than imeceLAB, Enerjisa Üretim and the institutions that support the program that you think contributed and express their contribution in %? (For example: 10% of institution X, 5% of institution Y contributed)

---

---

Q25 If you had not participated in the Womomentum program, would you still have experienced the change in your level of self-confidence that we asked about above?

☐ Yes

☐ No

---

*Display this question:*

*Q25 If you had not participated in the Womomentum program, would you still have experienced the change... = Evet*

Q26 If yes, what would be the odds of experiencing changes in your level of self-confidence? Please show the degree of this probability by moving the bar in the following pointer.



0 (0)  
1 (1)  
2 (2)  
3 (3)  
4 (4)  
5 (5)  
6 (6)  
7 (7)  
8 (8)  
9 (9)  
10 (10)

---

Q27 How long do you think the change you are experiencing in your self-confidence will last?

- ☐ 3-6 months
- ☐ 6-12 months
- ☐ 1 year
- ☐ 2-3 years
- ☐ 4-5 years
- ☐ Throughout my career
- ☐ Other \_\_\_\_\_

---

Q28 "I look to the future with less stress and more positivity."

(10) I am extremely positive - (1) I am extremely negative

	10	9	8	7	6	5	4	3	2	1
Before joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q29 If you experienced the change above (looking to the future with less stress and more positivity) after participating in the Womomentum program, did other people/institutions outside of the Womomentum program contribute to this change?

☐ Yes

☐ No

*Display this question:*

*Q29 If you experienced the change above (looking to the future with less stress and more positivity) after participating... = Evet*

Q30 Can you specify the people/institutions other than imeceLAB, Enerjisa Üretim and the institutions that support the program that you think contributed and express their contribution in %? (For example: 10% of institution X, 5% of institution Y contributed)

---

Q31 If you had not participated in the Womomentum program, would you still have experienced the change in your positive look to the future that we asked about above?

☐ Yes

☐ No

---

*Display this question:*

*Q31 If you had not participated in the Womomentum program, would you still have experienced the change in your positive look to the... = Evet*

Q32 If yes, what would be the odds of experiencing changes in your look to the future? Please show the degree of this probability by moving the bar in the following pointer.



0 (0)  
1 (1)  
2 (2)  
3 (3)  
4 (4)  
5 (5)  
6 (6)  
7 (7)  
8 (8)  
9 (9)  
10 (10)



Q33 How long do you think the change you are experiencing regarding your look to the will continue?

- ☐ 3-6 months
- ☐ 6-12 months
- ☐ 1 year
- ☐ 2-3 years
- ☐ 4-5 years
- ☐ Throughout my career
- ☐ Other \_\_\_\_\_
- 

Q34 Evaluate your level of knowledge about sustainability.

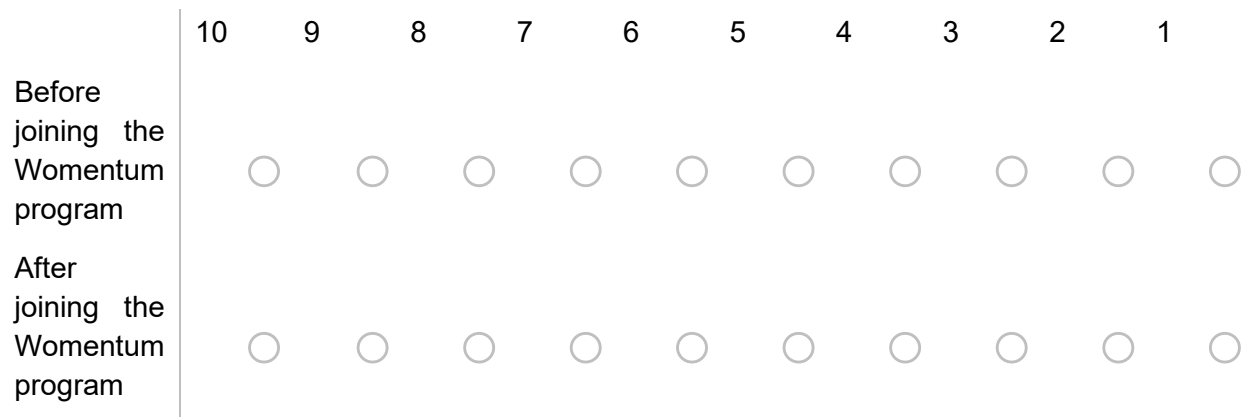
	(10) extremely high - (1) extremely low									
	10	9	8	7	6	5	4	3	2	1
Before joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

Q35 "I act in a way that will contribute to sustainability in my personal and professional life."

	(10) I strongly agree - (1) I strongly disagree

---



Q36 If you experienced the change above (sustainability behavior) after participating in the Womomentum program, did other people/institutions outside the Womomentum program contribute to this change?

☐ Yes

☐ No

Display this question:

Q36 If you experienced the change above (sustainability behavior) after participating in the Womomentum program... = Evet

Q37 Can you specify the people/institutions other than imeceLAB, Enerjisa Üretim and the institutions that support the program that you think contributed and express their contribution in %? (For example: 10% of institution X, 5% of institution Y contributed)

---

Q38 If you had not been involved in the Womomentum program, would you still have experienced the change in sustainability behavior that we asked about above?

☐ Yes

☐ No

---

*Display this question:*

*Q38 If you had not been involved in the Womomentum program would you still have experienced the change in sustainability... = Evet*

Q39 If yes, what would be the odds of experiencing changes in your sustainability behavior? Please show the degree of this probability by moving the bar in the following pointer.



0 (0)  
1 (1)  
2 (2)  
3 (3)  
4 (4)  
5 (5)  
6 (6)  
7 (7)  
8 (8)  
9 (9)  
10 (10)

Q40 How long do you think the change you are experiencing in sustainability behavior will continue?

- ☐ 3-6 months
- ☐ 6-12 months
- ☐ 1 year
- ☐ 2-3 years
- ☐ 4-5 years
- ☐ Throughout my professional life
- ☐ Other \_\_\_\_\_

Q41 "When I come across a subject I do not know, I do research to learn more and try to obtain new information."

	(10) I strongly agree - (1) I strongly disagree									
	10	9	8	7	6	5	4	3	2	1
Before joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After joining the Womomentum program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q42 "I am aware of what I can do in my professional life and the potential I have."

	(10) I strongly agree - (1) I strongly disagree									
	10	9	8	7	6	5	4	3	2	1
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Before  
joining the  
Womentum  
program

☐☐☐☐☐☐☐☐☐☐

After  
joining the  
Womentum  
program

☐☐☐☐☐☐☐☐☐☐

Q43 If you experienced the change above (be aware of your own potential) after participating in the Womentum program, did other people/institutions outside of the Womentum program contribute to this change?

☐ Yes

☐ No

*Display this question:*

*Q43 If you experienced the change above (be aware of your own potential) after participating in the Womentum program.. = Evet*

Q44 Can you specify the people/institutions other than imeceLAB, Enerjisa Üretim and the institutions that support the program that you think contributed and express their contribution in %? (For example: 10% of institution X, 5% of institution Y contributed)

---

Q45 If you had not participated in the Womentum program, would you still have experienced the change in knowing your own potential that we asked about above?

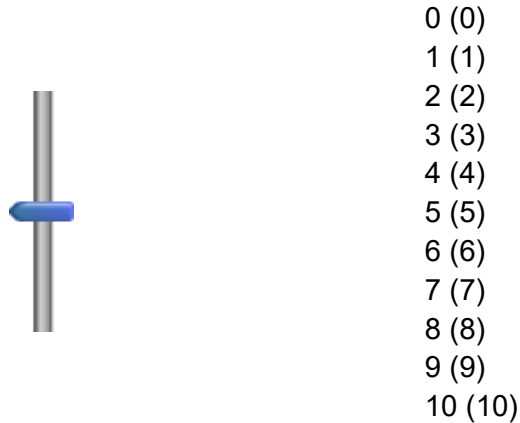
☐ Yes

☐ No

Display this question:

Q45 If you had not participated in the Womomentum program, would you still have experienced the change in knowing... = Evet

Q46 If yes, what would be the odds of experiencing changes in knowing your own potential? Please show the degree of this probability by moving the bar in the following pointer.



Q47 How long do you think the change you are experiencing in knowing your own potential will continue?

- ☐ 3-6 months
- ☐ 6-12 months
- ☐ 1 year
- ☐ 2-3 years
- ☐ 4-5 years
- ☐ Throughout my career
- ☐ Other \_\_\_\_\_

End of Block: Outcomes

Start of Block: Relative importance of outcomes

Q48 Evaluate how important the changes to below outcomes are for you / give a score between 1-10. (1 is not important at all – 10 is most important)

	1 - not important at all - 10 - most important									
	10	9	8	7	6	5	4	3	2	1
Professional development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be in women's solidarity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thinking that as a woman you can work in male-dominated workplaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-confidence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling of loneliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking to the future with less stress and more positively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To act in a way that contributes to sustainability in private and business life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing your own potential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>