



Social Value and SROI: Introduction



WHAT IS SROI?

Social Return on Investment (SROI) is a method that helps organisations (and potentially Badminton) to understand and quantify the social, environmental and economic value they are creating.





WHAT IS SROI?

**Forecast (or
formative) SROI**

**Evaluative (or
summative) SROI**

Blended

In all cases SROI can be calculated for a single year or over the lifetime of a Badminton project or programme and can be conducted at the level of a single programme, policy, investment or Badminton as a whole.



GROWING INTEREST ACROSS SPORTS

Rugby (Ireland)

**Basketball and
Floorball (Finland)**

**American Football
(NFL)**

**Leisure Centres
(Wales)**





WHAT RESULTS?



Overall, the findings show that the sport for development projects included in the pilot assessment were likely to generate a total societal cost saving of £4,174.12 per participant, per annum.



SROI for Sport and Physical Activity in England

Base Model - 2017/18

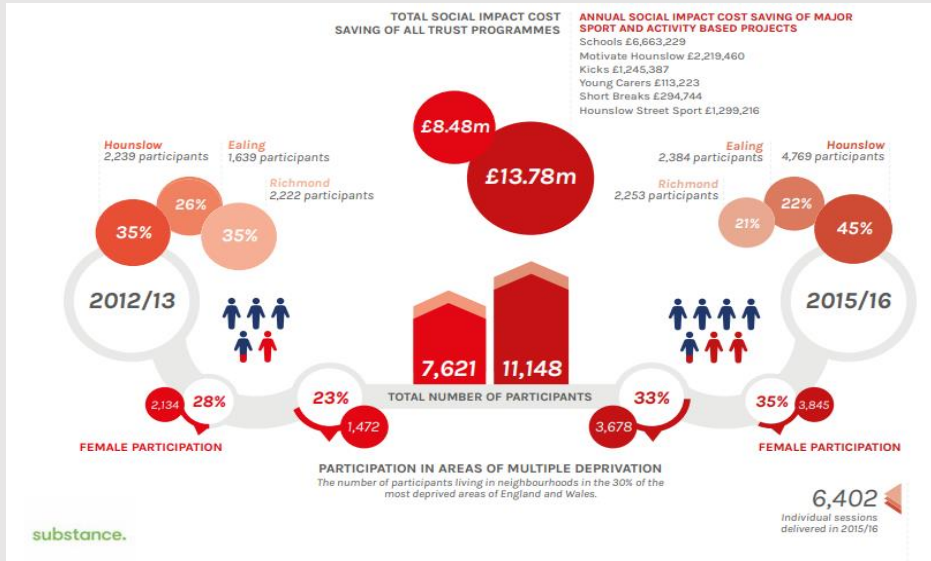
INPUTS		OUTCOMES	
Public sector	£2.44bn	Physical and Mental Health	£9.59bn
Participants	£13.69bn	Reduced CHD/Stroke, Type 2 Diabetes, Breast Cancer, Colon Cancer, Dementia, Depression, good health, hip fractures, back pain and increased sport injuries	
Volunteers	£5.71bn	Mental Wellbeing	£41.76bn
		Improved subjective wellbeing of participants and volunteers	
		Individual Development	£282m
		Improved educational attainment and enhanced human capital	
		Social & Community Development	£19.97bn
		Improved social capital, crime reduction and non-market value for organisations utilising sports volunteers	
£21.85 billion		£71.61 billion	

SROI = 3.28

For every £1 spent on sport and physical activity in England, £3.28 worth of social impacts are generated



HOW THE RESULTS ARE BEING USED?



DESPORTO
Investimento do futebol em Portugal gera um retorno social de 1,7 mil milhões

O valor criado por cada jogador federado no nosso país é de ordem dos 7.400 euros anuais, o terceiro maior de entre 27 federações europeias, de acordo com um estudo da UEFA.

Os dados apresentados no relatório da Federação Portuguesa de Futebol (FPF) revelam que o investimento em futebol em Portugal gera um retorno social de 1,7 mil milhões de euros por ano. Este valor é criado por cada jogador federado no nosso país, o terceiro maior de entre 27 federações europeias, de acordo com um estudo da UEFA.

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7.400
EUROS POR JOGADOR
 Portugal apresenta o terceiro maior valor médio anual por jogador federado, cerca de 7.400 euros.

6.º
MELHOR SÍDIO
 A federação local é a 3ª melhor com um retorno social do investimento de 1,7 mil milhões de euros.

361.7
POUNÇA NA SAÍDE
 O valor anual criado por cada jogador federado em Portugal é de 7.400 euros, o terceiro maior de entre 27 federações europeias.

225
MIL TREZE
 Portugal tem o terceiro maior número de jogadores federados em Portugal, com 225 mil jogadores.

SROI NEWSPAPER CLIPPING

«Um retorno impressionante»

→ Fernando Gomes sobre o impacto de €1,67 mil milhões de futebol em Portugal, diz o novo estudo da UEFA Grow SROI.

O presidente da Federação Portuguesa de Futebol (FPF), Fernando Gomes, vê estes dados em declarações à Lusa, que o futebol oferece «um retorno impressionante» a Portugal, a propósito do impacto da UEFA Grow SROI, sobre o Bem-Estar Social do Investimento.

«Quem ficar indiferente a esta quantificação, não está a ver que decidem neste país, não sabe o que faz nem merece estar neste país. Este relatório é de que ninguém ouzou tal indiferença e a fazer bastante para que isso não possa acontecer...», disse.

€1,67 mil milhões

O futebol tem em Portugal um impacto de 1,67 mil milhões de euros, de acordo com o UEFA Grow SROI, que estuda o retorno social do investimento, avaliando questões como criação de emprego, educação, redução do crime ou melhoria de condições de saúde. Entre as 22 federações estudadas, a FPF é, porém, a 22.ª, ou seja, a que apresenta um retorno global mais baixo, mas a terceira ao nível do valor por atleta federado (7,4 mil euros).

Impacto do futebol em Portugal avaliado em 1,672 mil milhões de euros

Impacto social de 1,67 M€

O futebol tem um impacto de 1,67 mil milhões de euros em Portugal, de acordo com o estudo UEFA Grow SROI, que analisa o Bem-Estar Social do Investimento. Entre as 22 federações que integram o estudo, a FPF é a 22.ª com melhor SROI (Social Return On Investment) a terret em valor por federado (7,4 mil euros).

O UEFA Grow SROI revela ainda que do impacto social total de 1,67 mil milhões em saúde e benefícios associados à participação federada em futebol no nosso país, com destaque para o bem-estar subjetivo (531,25 milhões), com grande incidência na infância e juventude.

«O futebol é um sector de atividade crítico e essencial para o Portugal», afirma Fernando Gomes, líder da FPF, acrescentando que «os números revelam a importância da participação no desporto e do investimento do país». »

CURRENT IMPACT OF REGISTERED PLAYERS ABERDEEN AND ABERDEENSHIRE

14,000 REGISTERED FOOTBALL PLAYERS IN ABERDEEN AND ABERDEENSHIRE = **€33.2 MILLION** WORTH TO THE REGION

ECONOMY
 €6.4 MILLION
 Direct contribution to the economy

SOCIAL
 €13.4 MILLION
 Economic impact of social benefits

HEALTH
 €13.4 MILLION
 Healthcare savings from football participation

NOTHING MATTERS



WHAT ABOUT BADMINTON?



RACKET SPORTS HEALTH BENEFITS

Ten different benefits out of the many advantages that you can derive from playing racket sports like badminton and tennis.

by Rouben Nadav

1 REDUCES DEATH RISK

According to a large-scale published recently where over 80,000 British adults were used as a case study. It was discovered that racket sports like badminton, tennis, and squash are important sports that lower the mortality risk.

2 REDUCES STRESS LEVELS

As a player, the sheer act of hitting the ball or shuttlecock is a great way to lower the stress that has built up in your system. And the more the tension you release from your body, the healthier and fitter you are going to be.

3 IMPROVES SOCIAL HEALTH

Racket sports require more than one person to play; this allows you to interact and associate with friends and new people. Moreover, you cannot play all alone; then you have no other choice but to come out of your shell and relate with other players in the court.

4 ENHANCES WEIGHT LOSS

Racket sports are highly active sports that encourage burning of calories. If you are looking for a way to shed some weight from your body, you can achieve this by regularly playing.

5 INCREASES MUSCLE TONE

When you play regularly, all parts of your body are subject to serious exercise. This includes your arms, legs, back, and even your stomach. Racket sports make the muscles in these parts of your body strengthened and built.

6 GETS YOU SOME FRESH AIR

By increasing your vitamin D levels during your outdoor activities, you are growing your mental health and as well reducing the risk of multiple sclerosis, asthma, cardiovascular disease, and autism.

7 ENHANCES REFLEXES

As a player who is determined on staying ahead of his game, it is your responsibility to predict where your opponent will hit the ball or shuttlecock for a prompt, accurate, and timely reaction.

8 PROMOTES SLEEP

Like every other physical activity that involves the movement of your body, racket sports also promote sleep. When you play frequently, you will get to experience sound sleep more often than before.

9 ENCOURAGES MOBILITY

Playing keeps you moving from one part of the court to another, and this lubricates your joints.

10 DECREASES DIABETES

When you play regularly, you help your body prevent some cardiovascular disease such as diabetes, heart attacks, stroke and well lowers your risk of obesity.





WHAT IS INVOLVED?

Social valuing techniques have developed and been refined progressively over time and would typically involve the following steps:

- Establishing scope and stakeholders for a Badminton study
- Mapping Badminton outcomes
- Evidencing Badminton outcomes and giving them a value
- Establishing Badminton's impact
- Calculating the SROI from Badminton
- Reporting on Badminton's social impact and value



UEFA GROW

SROI Model



BADMINTON'S SROI CHALLENGES

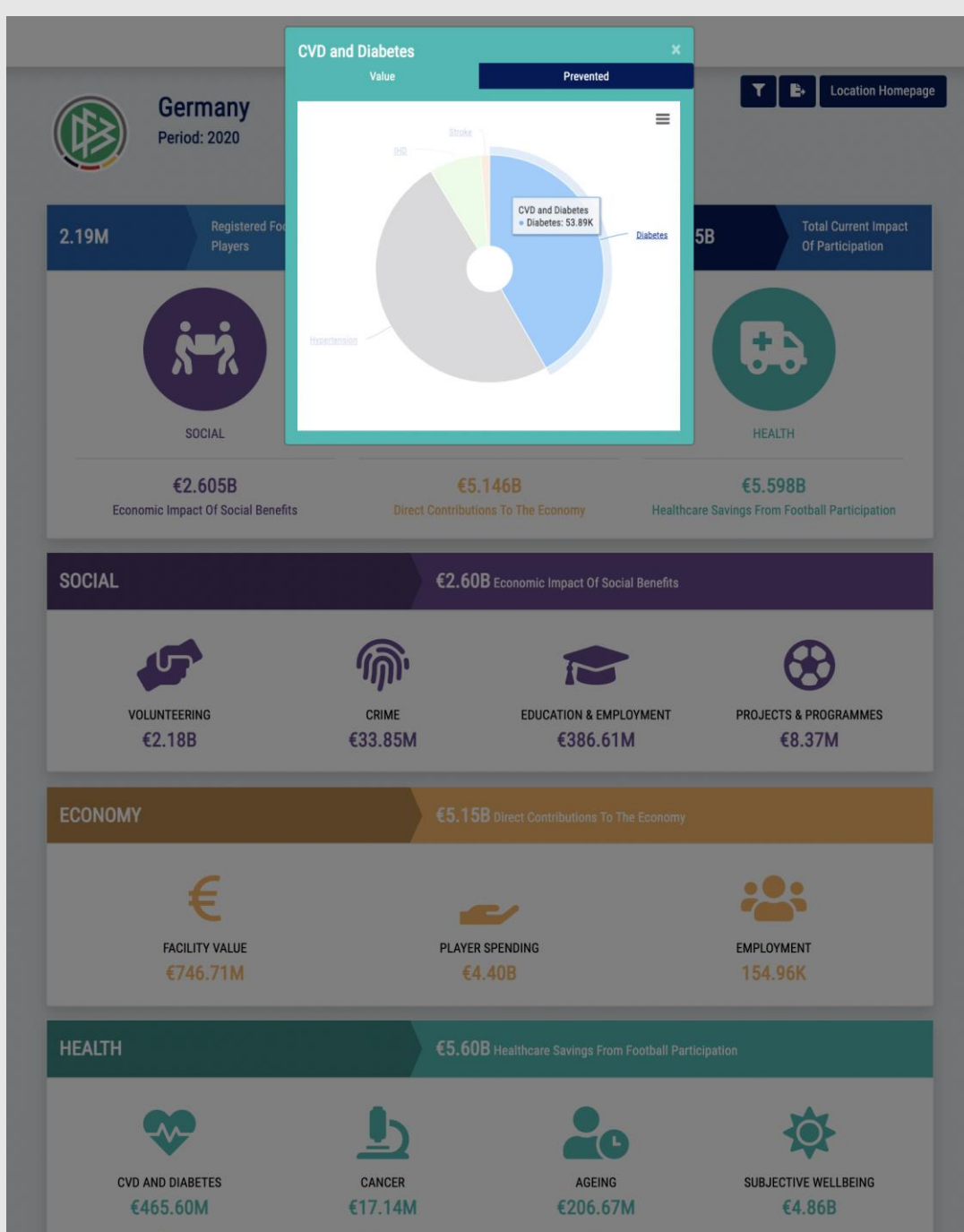
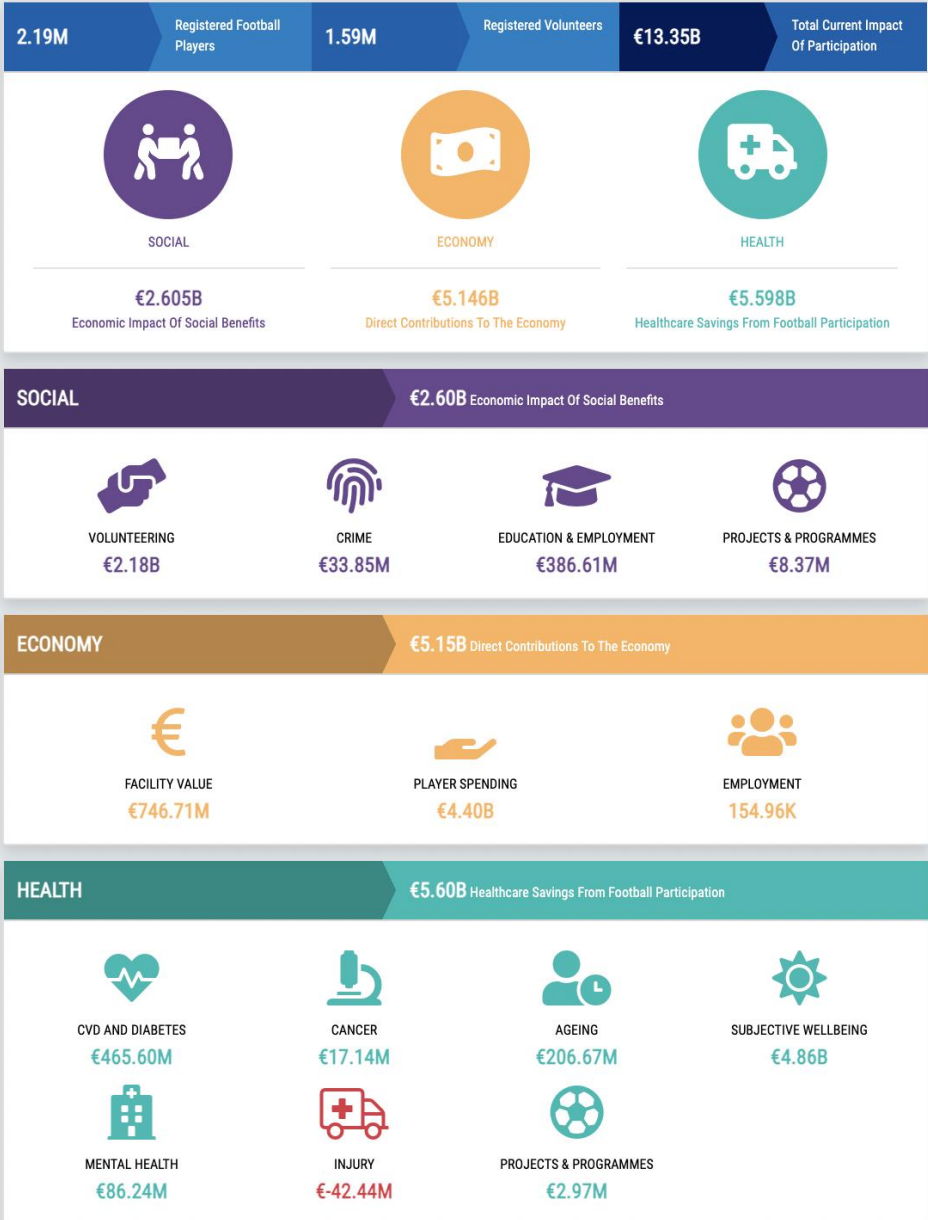
Ensuring accuracy and validity of measures can be problematic:

- Attribution: How do we know Badminton caused the outcome?
- What might have happened anyway?
- Are there any negative outcomes?
- Valuation: Are there appropriate measures?
- Comparability of results?



Germany
Period: 2020

T B Location Homepage





USING SROI RESULTS

**To secure
investment**

**To change
perceptions**

**To influence
strategically**

**To improve
outcomes**





SROI WORKSHOPS

- Is there interest in using SROI for Badminton?
- What might be the uses?
- What might be the challenges?
- What help might be needed?



SROI Workshop



WHAT PURPOSE?

- Who are your audiences?
- How might you want to influence them?
- Could SROI play a role for you?
- What would SROI project success look like?



WHAT IMPACTS DO YOU WANT TO SHARE?

- Sporting?
- Economic?
- Social?
- Health?
- Other?



HOW READY ARE YOU?

- Capacity?
- Data?
- Clarity of purpose?
- Communication?



WHAT ARE THE SUPPORT NEEDS?

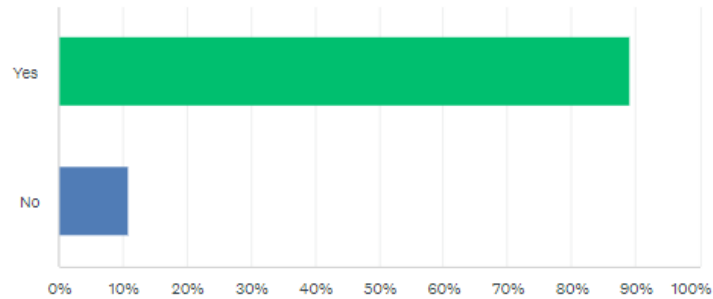
- Methodological/technical?
- Data/capacity?
- Communications/Public relations?



SURVEY RESULTS

Could you give a close estimation to the number of volunteers supporting Badminton in your country?

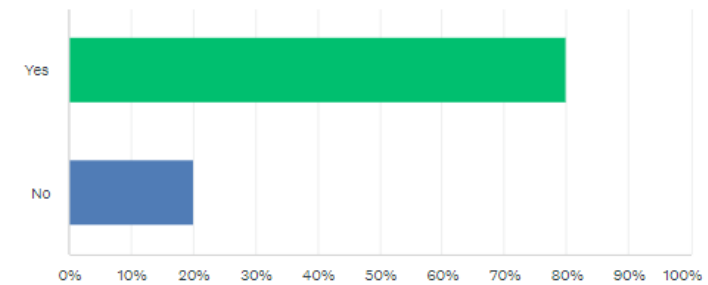
Answered: 37 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	89.19%	33
No	10.81%	4
TOTAL		37

If yes, would you be able to categorise these volunteers dependant on their roles? I.e. Volunteer coaches, operational volunteers and administrative volunteers?

Answered: 35 Skipped: 2



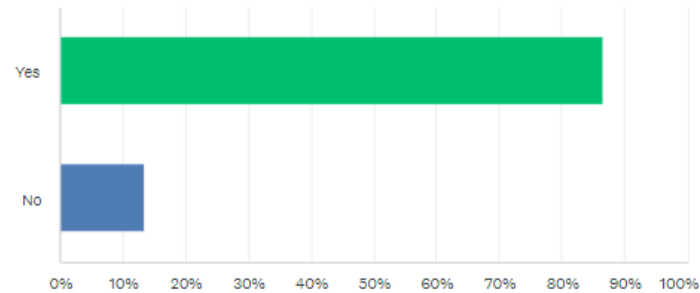
ANSWER CHOICES	RESPONSES	
Yes	80.00%	28
No	20.00%	7
TOTAL		35



Results Continued...

Would you be able to provide information on the number and types of facilities owned or used by Badminton by the membership association and clubs in your country?

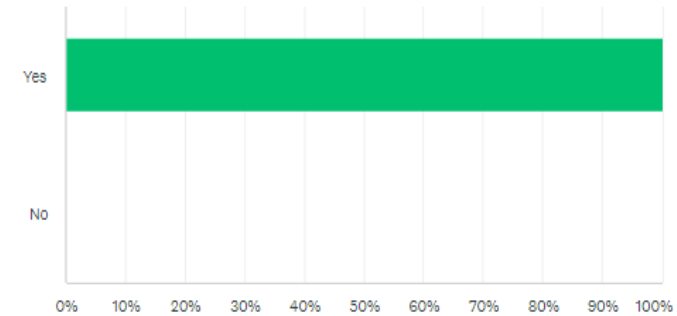
Answered: 37 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	86.49%	32
No	13.51%	5
TOTAL		37

Would you be able to provide detail on your registered players genders and age categories?

Answered: 37 Skipped: 0



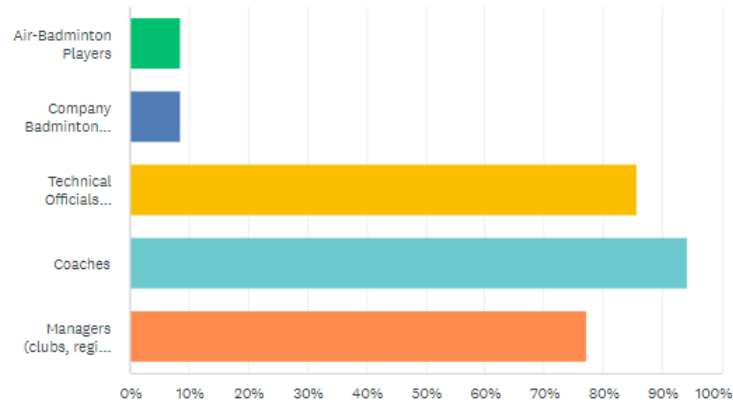
ANSWER CHOICES	RESPONSES	
Yes	100.00%	37
No	0.00%	0
TOTAL		37



Results Continued...

If YES on the previous question, would you also register details on any of the following?

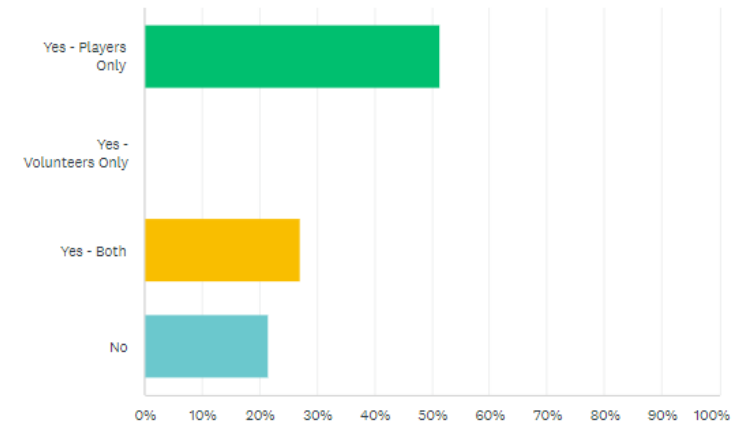
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ANSWER CHOICES	RESPONSES
▼ Air-Badminton Players	8.57% 3
▼ Company Badminton Players	8.57% 3
▼ Technical Officials (umpires, referees, line judges)	85.71% 30
▼ Coaches	94.29% 33
▼ Managers (clubs, regions or member association level)	77.14% 27
Total Respondents: 35	

If applicable, would there be potential access to any maintained electronic record/database of registered Badminton players and volunteers in your country?

Answered: 37 Skipped: 0



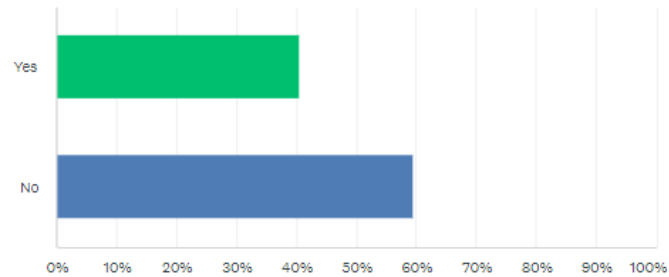
ANSWER CHOICES	RESPONSES
▼ Yes - Players Only	51.35% 19
▼ Yes - Volunteers Only	0.00% 0
▼ Yes - Both	27.03% 10
▼ No	21.62% 8
TOTAL	37



Results Continued...

Do you receive any additional funding to support recreational and non-registered participation Badminton programmes in your area? This could be to promote public health, physical activity, medical prescriptions, etc

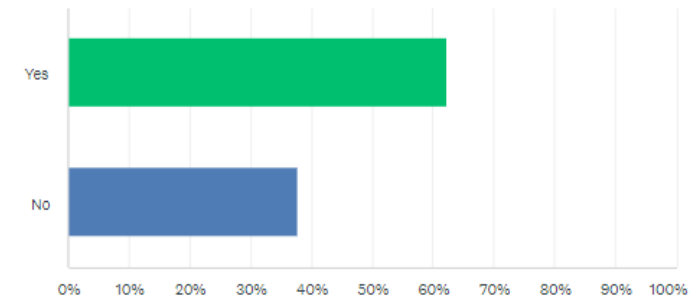
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ANSWER CHOICES	RESPONSES	
▼ Yes	40.54%	15
▼ No	59.46%	22
TOTAL		37

Within your country, would you able to estimate the number of non-registered Badminton players/those who play recreationally?

Answered: 37 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Yes	62.16%	23
▼ No	37.84%	14
TOTAL		37