



Cities for Active Inclusion

**Ajuntament de
Barcelona**



Social Return on Investment: Home Care Service (SAD)

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This conference is commissioned under the European Union Programme for Employment and Social Solidarity (2007-2013). This programme is managed by the Directorate-General for Employment, Social Affairs and Inclusion of the European Commission. It was established to financially support the implementation of the objectives of the European Union in the employment and social affairs area, as set out in the Social Agenda, and thereby contribute to the achievement of the EUROPE 2020 goals in these fields.

For more information see: ec.europa.eu/progress.



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- We need better ways to account for what we are accomplishing
- How much of a difference are we making?
- Public commissioners need to secure social value delivered by third parties



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- The SROI methodology is a process that explains the creation of SOCIAL VALUE (impact/change) of a project/program from the point of view of its stakeholders.



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**HOW HAVE THE LIFE CONDITIONS
OF MY STAKEHOLDERS CHANGED AS
A RESULT OF MY INTERVENTION?**



7 SROI PRINCIPLES

- Involve stakeholders
- Understand what changes
- Value the things that matter
- Include only what is essential
- Do not over-claim
- Be transparent
- Verify the result



Why is SROI useful?

- We can understand which activities have the most impact, and we can prioritize resources accordingly
- It provides detailed information on the activity and its context
- It is a useful tool for decision making, we can ask providers to show us the SROIs of their programmes
- It helps to communicate the social and economic value created
- It can help trigger a cultural change in the social sector



Social Return on Investment (SROI)

The SROI coefficient compares the value generated and the investment needed to achieve a certain amount of impact

$$\text{SROI} = \frac{\text{Net present value of the impacts achieved}}{\text{Net present value of the resources invested}}$$



1

Methodology

2

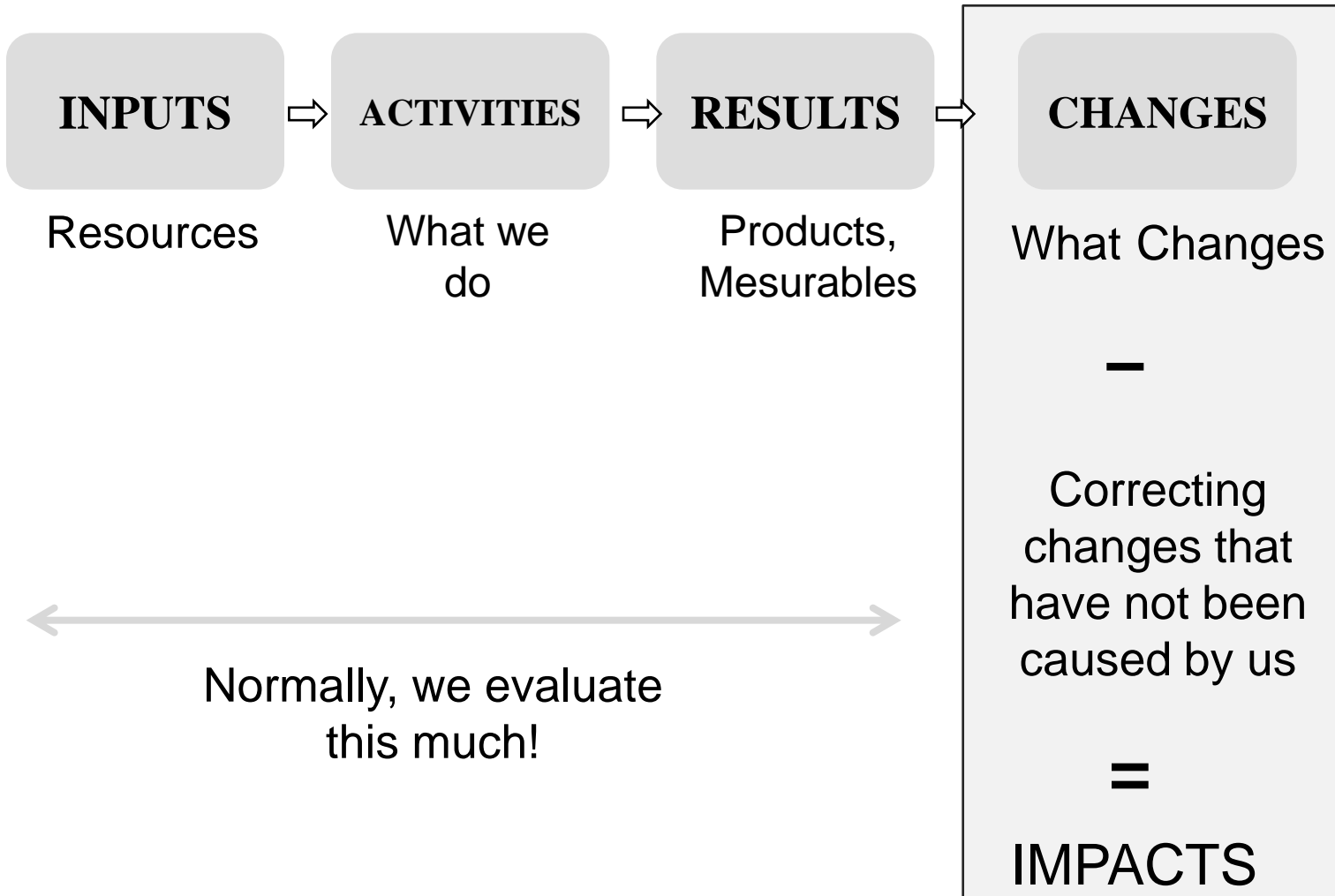
**Evaluation
Process**

3

Results



1) METHODOLOGY: how is value created?





2) EVALUATION PROCESS: inputs, 2011

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stakeholders	€
Barcelona City Council	19.796.826,88€
Providers, business	----
Users	96.343,41 €
Care Context, family	----
Catalan Government	20.582.642,33€
Spanish Administration	----
	41.539.753,78 €



Activities, 2011



Indicator	Results
Total # users	15.136
# users personal care	12.191
# users cleaning service	3.045
# service hours per year	2.211.493
Providers	3
Staff	2.580
# training hours per year	20.245
Suara	6.719
ABD	3.003
Clece	10.523



Changes per stakeholder (1/4)

PROVIDERS

- Greater financial stability allows for greater staff stability.
- Deeper understanding of social needs.
- Professionalized service as a result of more trained staff.



Changes per stakeholder (2/4)



USERS OF THE SERVICE

- Greater ease to operate outside the home
- Better personal hygiene
- Improved nutrition
- Better mobility inside the home
- Reduced feeling of loneliness
- Safer, cleaner, liveable spaces
- Smoother administration of domestic tasks
- Improved health
- Money saved, avoiding the purchase of the service in the private sector



Changes per stakeholder (3/4)



CARE CONTEXT

- More work-related opportunities
- Improved personal and emotional wellbeing
- More quality time for leisure and resting

BARCELONA CITY COUNCIL / CATALAN GOVERNMENT

- Savings, as a result of not consuming other social and health-related services which are more costly



Changes per stakeholder (4/4)

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SPANISH ADMINISTRATION

- Social security deposits
- More income taxes
- Other taxes for companies
- VAT taxes
- Savings in minimum income insertion programme (PIRMI)



Monetizing the social changes

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Agents d'interès	Outcomes	Els outcomes				
	Descripció: Com descriuríeu el canvi?	Indicador	Unitats	Durada	Financial proxy	Valor (€)
A qui es genera efectes? Qui genera efectes al programa?	Outcomes materials	Com es mesura?	Quina quantitat de canvi representa?	Durant quant de temps? (anys)	Quina referència s'utilitza per valorar el canvi?	Quin és el valor del canvi?
Persones usuàries	Major facilitat per realitzar activitats fora de la llar (anar al metge, anar a comprar, fer gestions, etc.)	Nombre total d'hores de serveis d'acompanyament	276.052	1	Cost hora treballadora familiar / Auxiliar de la llar	15,09 €
	Millora de la higiene personal	Nombre total d'hores de la prestació ajudar a banyar-se, toaleta i vestir-se	589.316	1	Cost hora treballadora familiar / Auxiliar de la llar	15,09 €
	Millora de l'alimentació	Nombre total d'hores de la prestació ajudar a alimentar-se	71.168	1	Cost hora treballadora familiar / Auxiliar de la llar	15,09 €
	Millora de la capacitat de mobilització dins de la llar	Nombre total d'hores de les prestacions ajudar a fer transferències i mobilitzacions	106.884	1	Cost hora treballadora familiar / Auxiliar de la llar	15,09 €
	Els usuaris es senten més acompanyats i redueixen el sentiment de soledat	Nombre total d'hores de la prestació d'intervenció psicosocial, Educació d'hàbits socials, Educació de gestió de l'entorn	32.549	1	Cost hora treballadora familiar / Auxiliar de la llar	15,09 €
	Millor habitabilitat de la llar, més neta i més segura	Nombre total d'hores de la prestació Organització de l'habitatge	36.684	1	Cost hora treballadora familiar / Auxiliar de la llar	15,09 €
		Nombre total d'hores de neteja	365.527	1	Cost auxiliar de neteja	10,00 €
	Millora de la capacitat per a gestionar les tasques domèstiques, administració de la llar, us de recursos comunitaris, etc.	Nombre total d'hores de d'acompanyament en la realització de les AIVD	561.517	1	Cost hora treballadora familiar / Auxiliar de la llar	15,09 €
		Nombre total d'hores de la prestació Control d'eliminació	20.409	1	Cost hora treballadora familiar / Auxiliar de la llar	15,09 €
	Millora de l'estat de salut, retard del desenvolupament de la dependència	Nombre total d'hores de la prestació Assessorament de serveis	2.903	1	Cost hora treballadora familiar / Auxiliar de la llar	15,09 €
		Nombre total d'hores de la prestació Educació d'habilitats d'autocora	17.418	1	Cost hora treballadora familiar / Auxiliar de la llar	15,09 €
	Millora de la capacitat financera dels usuaris i les seves famílies en tant que s'estalvien el cost de contractar el servei al sector privat	Estalvi anual dels usuaris	15.136	1	Diferència entre el Cost hora: TF / AL * total d'hores de servei menys el copagament dels usuaris	2.197,40 €



3) RESULTS



	Let's Calculate !	
	SROI (without Sp. Gov.)	SROI (with Sp. Gov.)
A) Total Investment 2011	41.539.753,78 €	
Investment per user	2.744,43 €	
B) Social impact 2011	111.248.131,35 €	130.008.407,57 €
Impact by user	7.349,90 €	8.589,35 €
Present Net Value (A-B) <i>(Social Impact – Inputs)</i>	69.708.377,57 €	88.468.653,79 €
SROI	2,68€	3,13€



Social impact by stakeholder

Stakeholder	Total Impact 2011	%
Suara	950.660,55 €	0,7%
ABD	463.186,46 €	0,3%
Clece	1.691.758,90 €	1,3%
Users	53.368.396,84 €	40,1%
Care context	10.971.423,28 €	8,2%
BCN / Catalan Gov.	46.159.054,13 €	34,7%
Spanish Admin.	19.416.885,89 €	14,6%
TOTAL	133.021.366,06 €	100%



MAIN MESSAGES

let's make sure public resources are spent
in programs that work!

Large social and economic impact:

- 133M€ (impact) / 41,5M€ (investment)

High return for users:

- 40% of the social impact

High return for the public administration:

- Ajuntament & Generalitat: 34,7% of the total impacts
 - Spanish Admin: 14,6% of the total impacts.



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video

<http://vimeo.com/67383865>

Seg. 1

- The Barcelona City Council's Home Care Service provides support and aid for dependent residents in their own home with the aim of detecting, preventing and promoting their personal autonomy.

Seg. 2

- The Home Care Service received an investment of nearly 53 million euros in 2012 to care for more than 18,000 people throughout the year.

Seg. 3

- Since the Law on Dependency went into effect in 2007, the number of users has doubled, going from 8,143 to more than 18,000 users in 2012. The resources earmarked for this program have also increased: from 17.2 million euros in 2007 to 53 million in 2012.

Seg. 4

- With this significant investment, it is key to know the value of and social changes brought about by these resources, which go beyond the direct benefits of the service.

Seg. 5

- For this reason the Barcelona City Council is taking a step forward, applying an innovative, internationally proven methodology to see the real impact of social investment. This new method, known as Social Return on Investment, assesses the investment in terms of the social value generated. It takes into account not only the resources allotted but also the savings generated by the administration's investment.

Seg. 6

- Applying this innovative calculation method, the Barcelona City Council's Home Care Service has shown that for each euro invested in the program 3.13 euros are generated. This means, if we calculate the average investment per user at 2,744 euros, the social impact generated for each is 8,589 euros.

Seg. 7

THE RETURN ON INVESTMENT IN CLEAR:

- Direct users of the service receive the most direct impact on their quality of life. **[41.01%]**
- Users of the Home Care Service turn to the Government of Catalonia's social and healthcare services less frequently, which entails savings for the Catalan administration. **[social impact of 34.7%]**
- The Spanish administration also benefits thanks to income from taxes and fewer people drawing unemployment benefits. **[14.6% of the social impact]**
- The care environment, thanks to the fact that their family member participates in the Home Care Service, has greater work opportunities and more free time. **[in total 8.2% of the social impact]**
- Finally, the companies that provide this service also see the economic benefit of the activity subcontracted by the City Council. **[in total 2.3% of the impact]**

Seg. 8

- In the current context, it is key to know the real value of social investment and understand that it can't be analyzed only in terms of its initial cost or the direct benefits of the service. The benefits go much further and the Barcelona City Council aims to take advantage of this opportunity to lead this paradigm shift.