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საქართველოსთვის
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საერთაშორისო მშენებლობის ფონდი
საქართველოსთვის



საქველმოშედო
უმჯობესების
ცენტრი
თბილისი

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A PARTNERSHIP FOR INCLUSIVE POLICY MAKING

Social Return on
Investment



SECTION 1 INTRODUCTION

This is a project evaluation of phase 1 of a development programme in Georgia called – a Partnership for Inclusive Policy Making - PPSP. The programme is led by ASB, a German Non-Governmental Organisation (NGO) and funded through the European Union. The programme is funding eleven local NGOs in Georgia to set up activities that provide social support in various parts of the local community. The aim of the evaluation is to measure the impact that the projects have had in their local communities and on the people directly and indirectly benefiting from the activities.

The method used to measure the impact is a tool called Social Return on Investment (SROI) which was developed in the United Kingdom and published in 2009. This method involves calculating the value of the inputs to a project and calculating the outputs and outcomes and then placing a value on these, in order to be able to calculate the social return that has been created as a result of the projects activities. The methodology is described in detail below.

The evaluation has been carried out by Nicky Stevenson, a British social impact measurement consultant who is an accredited practitioner for the SROI model. Nicky has been working with Maia Giorbelidze, a Georgian researcher who was appointed to work on this evaluation.

Background to the programme

ASB was awarded 800,000 Euros to increase civic participation and partnerships in local social policy making. One of the activities within this initiative was to support ten development projects in Georgia, though eleven projects were eventually supported. The first phase supported five projects and ran from 1st March 2019 to 29th February 2020. The second phase ran from 1st October 2020 to 1st October 2021 and is the subject of this report. NGOs in Georgia were invited to apply for grants to develop innovative approaches to providing social support and had to also link with a local funder that would invest match funding to add to the EU funding. Six projects have been awarded funding in the second round. ASB provided each project with a grant, additional resources to purchase equipment and a small resource for training to develop the project.

The six projects in phase 2 are:

60+ Healthy Aging Space in Tsnori – activities for people over 60 to promote health and well-being

Take Care of Our Elder Population – homecare services for elderly people in Senaki Municipality

Temporary shelter in a friendly environment – provision of accommodation to marginalised groups in Imereti Region

New space with new perspectives – day centre support for adults aged between 18 - 45 with disabilities in Zugdidi municipality

Promotion of Early Childhood Development Services – development support for children with physical and learning disabilities in Kharagauli municipality

Improving Psychiatric Services in Kutaisi for Vulnerable Groups – psychological and medical rehabilitation services for vulnerable groups with mental health problems

These organisations were established providers in their areas and were taking the opportunity to pilot new activities with the project funding.

Social enterprise in Georgia

The programme describes the delivery organisations in this project as social enterprises. This is a term that has different meanings in different countries and within some countries there is no fixed definition of a social enterprise. There is not an established legal definition of social enterprise in Georgia and within this report we have used the more generic terms Non-Governmental Organisation (NGO) or Third Sector Organisation (TSO), which refers to any organisation which is independent of the state and is not a private sector business that trades to generate private profit for its owners. It should be noted that the original intention was that the projects would all be visited by both researchers and that information would be collected in a series of field study visits. As in 2020, this was not possible as the COVID -19 pandemic continued to cause major disruptions and the field study visits were undertaken when there was a brief opportunity to travel within Georgia in July 2021. These were undertaken by Maia Giorbelidze as Nicky Stevenson was unable to travel to Georgia. Some of the interviews took place online, especially with some beneficiaries who are particularly vulnerable to infection.

SECTION 2 SOCIAL RETURN ON INVESTMENT METHODOLOGY

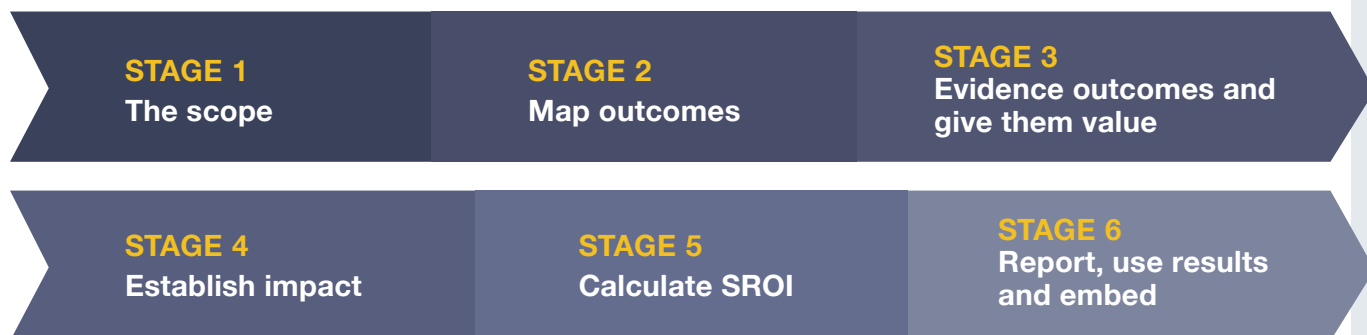
SROI was developed in the UK by a group of practitioners who were keen to apply the rigour of accountancy practice to the qualitative outcomes achieved by social projects and to seek to place a value on these activities¹. A pilot study was funded by the Cabinet Office of the UK government and Social Value UK was the body set up to continue to develop the methodology and to accredit practitioners. This expanded into Social Value International which today has members in 45 countries.

The SROI model provides a method for understanding, measuring and reporting on the social and environmental value that is created by an organisation or project, as well as the economic value. It examines the impact that is achieved through the organisation's work, and attributes financial values

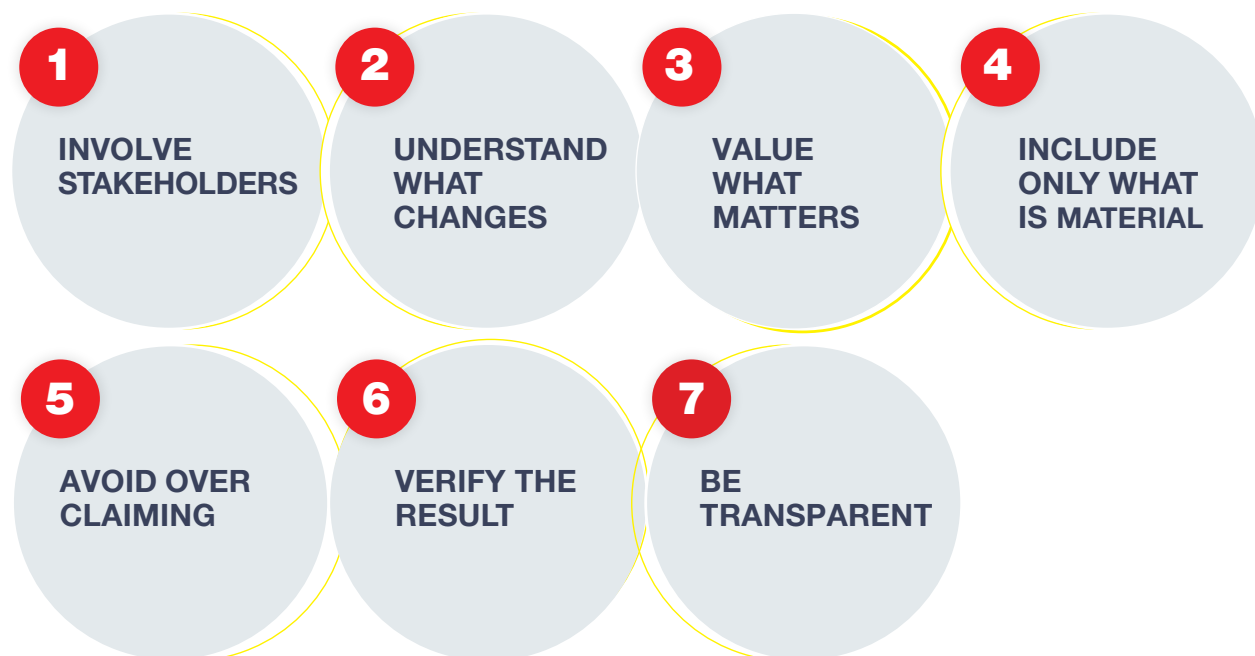
1 A Guide to Social Return on Investment, Nicholls, J., Lawler, E. et al, Cabinet Office (of the UK Government), 2009

to these based on common accounting and investment appraisal methods. However, SROI is about much more than the monetary value of the impacts created. It tells a story of what the organisation does and how this creates change for a range of different groups. In doing so, it reflects the experiences and views of users about what is important to them.

There are six stages to SROI (Figure 1)



There are seven SROI Principles that are critical to the methodology. (Figure 2)



How these principles were applied in the context of this project is described below.

SROI in Georgia

Following the principles of SROI

Principles	Our actions
Involve stakeholders	We interviewed staff, service users and/or family members and representatives of the local municipality
Understand what changes	Interviews with stakeholders and review of project records of activity
Value what matters	Interpretation of the data based on what the service users and their family members told us was important to them and the influence of the project activities on the municipality
Include only what is material	Ongoing assessment of materiality as the impact map was completed
Avoid over-claiming	We used conservative estimates of value and the lower ends of pay scales at all times
Be transparent	The process is described in detail in this report
Verify the result	The findings have been reported to the projects for them to comment on the findings and the accuracy of the assumptions we have made

In order to apply the SROI methodology in a Georgian context, we have had to adjust some of the approaches. This has mainly because data that is available in a UK context (for example) is not available in Georgia. Examples of this are given below. Furthermore, SROI frequently calculates savings to the state sector because cheaper preventative actions undertaken by a social project can be demonstrated to save money that the state would otherwise spend on more expensive emergency care. Examples of this would be:

(Figure 3)



These examples all relate to state provision being in place. However, many of the changes that were being created by the projects in this study would not have saved money from the state as there was no existing provision. For example, the therapeutic support for children is not available anywhere in the regions where the ASB-funded services were provided. The support is limited and would be too far away for the families to travel. The care given to older people is replacing care that would otherwise be provided by family members, not the state. If family members move out of the area to find jobs, often abroad, then no one is available to provide this care for the elderly. As a result it was often not possible for us to calculate any savings for the state. On a positive note, the stakeholders from the municipalities recognised the value of the support provided and are now funding the continuation of the projects. In cost-benefit terms, some of these projects are now costing the state more, however, we will demonstrate and quantify the quality of life and future opportunities that will result from these services.

In addition, we found that there is less information about the cost of public service provision in Georgia than in UK, where there are numerous publications detailing the unit costs of health or education services and these have been collected in databases by universities and NGOs. These are used when calculating proxy values and meet the SROI requirements of transparency and avoiding over-claiming. We have been able to use existing quality of life values based on UK research and translated these into equivalent values in Georgia. We have shown at each stage how we have calculated proxy values at each stage of the analysis.

Finally, the aspect of this research that has been included in the Georgian context is that of social stigma. Most of the projects reported to us that there is significant social stigma attached to accessing social support provided by outside agencies rather than the family. For example, it is still expected that family members will support isolated elderly relatives, even when the families have left the area in search of employment. Sometimes people who needed the services provided by these projects did not want to take up the offer because they thought it would reflect badly on their families. Social stigma, or the fear of social stigma, plays a large part in influencing what is provided and what is taken up within the six projects we reviewed. However, the projects and the individuals using their services demonstrate the need that is being met and how much it is appreciated and we have tried to address this in how we have calculated social value.

Methodology for this SROI assessment (stages 1 and 2)

The scope of this assessment was pre-determined by ASB in the commissioning of this report.

ASB is funding eleven individual projects to deliver social support. There are two tranches of funding and this report is reviewing the second round of six projects that received the funding. This assessment covers only the work the projects are doing that is funded by ASB and the match funding provided by the municipalities in order to access the ASB funds. From the assessments of the six projects we will identify and quantify the value created by this funding.

In order to map the outcomes of the five projects we have in each case:

- Reviewed the project documents provided by ASB
- Held an online meeting with the project managers to identify what data they collected and in what format and to agree that we could meet project beneficiaries
- Made a field study visit to meet staff and beneficiaries, using the social impact map as the template for our questions
- Undertaken one to one visits or phone calls with representatives of the municipalities (match funders)
- Returned to the projects to show them the draft report and consulted them on the findings so they had a chance to challenge our assumptions

The field study visits took place in July 2021 and were limited in scope as a result of the COVID 19 lockdown. We had limited access to beneficiaries while they were participating in the projects and have not been able to revisit the projects after the completion of the projects. Consequently, we have made some assumptions as a result of findings from the visits and project data.

Evidence the outcomes and give them a value (stage 3)

We have used the evidence obtained from the six projects to identify the outcomes that are being achieved and undertaken an analysis to give the outcomes a value. These are described in detail for each project below and in the impact maps attached to this report. They are based on the quantity of support provided by the projects and what difference this made to the direct beneficiaries and other stakeholders, mostly family members.

Establish impact (stage 4)

We have established the impact of these projects by identifying that there are few, if any alternative providers of services for the beneficiaries in these specific areas of Georgia. We have also identified what the impact was for the direct and indirect beneficiaries as a result of them receiving support from the projects, for example the result of the support provided to the children enabled them to participate in mainstream education and benefit from the value of the education they received and the life changes created by their participation.

Calculate Social Return on Investment (stage 5)

We have used the impact maps to calculate how much value was created by these projects by identifying proxy values, what individual families would have had to pay if they had not accessed the projects and the support had been available to them.

Report, use results and embed (stage 6)

The purpose of this report is to assist the six projects and ASB to influence policy and delivery in these areas of Georgia, to enable the second tranche of projects to collect and report on their impact more effectively and to capture the longer-term policy impacts that the projects have already made in their localities.

SECTION 3 ACTIVITIES UNDERTAKEN BY THE SIX PROJECTS

60+ Healthy Aging Space in Tsnori – delivered by Civic Initiative

Funding received from ASB: 14,350 GEL

Funding from the Municipality 4,900 GEL

This project was to provide a day centre for residents in the municipality aged 60 and over. The actions they set out to achieve were:

- To maintain and improve the health of the participants
- To overcome loneliness and social isolation of elderly residents
- To enable residents to learn new skills and feel useful

The project supported 36 people in the Signnagi area.

The main activities delivered by the project were:

- A sewing club, where elderly people learned how to sew/knit various products, using recycled materials, which were later exhibited at an exhibition of their work.
- A book club “Never is Late” held online through Facebook live meetings discussing different topics of interest to the participants, such as: history, geography, world challenges, covid vaccinations, etc.
- A one-day trip to Tbilisi for participants to meet all the club members across Georgia

The delivery phase of the project ran for twelve months between October 2020 and September 2021. The project employed an art teacher to work with the participants to learn sewing and other craft skills. Some of the activities that were intended to be face-to-face social activities at the organisation's community centre had to be changed to online meetings because of Covid restrictions, but the benefit to the participants was that they learned new skills in using social media. Guest speakers in the book club were identified and agreed by the participants.

Because the club was delivered online it extended to the rest of Georgia and was not limited to people in the one locality. As a result of engaging people from a wider area, a visit to Tblisi was organised when the Covid restrictions were lifted, enabling people who had become friends through social media to meet in person.

The club encouraged members to get vaccinated against Covid and helped them to access vaccines, which were not widely available throughout this period. They tried to combat some of the disinformation that was circulating on social media and aimed to protect this group of vulnerable older people.

Other benefits were that people felt mentally stimulated by the subjects that were discussed, they felt part of a group and that they had been supported and that someone cared about them. This increased their self-esteem and made them feel more positive about the future.

"... I used to knit and sew when I was young, but once I got married, I never had time for this type of activity. When I heard about this programme, I decided to join it and revive my skills. Initially, my neighbours started laughing and joking at me when I told them what I wanted to do, but now, when they see my handmade table covers, bags and scarves and see how happy I am there, they expressed their willingness to join the club as well..."

"... Before joining this handicrafts club, I never had an experience of sewing something. But I had nothing to do at home, so I thought I would start coming to this centre and see what others were doing. Gradually, I learned how to hold a needle, how to use the sewing-machine, how to add decorations, etc. Now, I have even made small gifts for my grandchildren. I am so happy..."

"... I have just turned 60 years old. I am a very active person however it gives me more motivation to be with this group as we understand each other's needs better and the organisers of this project are also well aware of the interests of our (60+) group..."

"... I did not expect such good topics during the online discussions. I forget all my sorrows. I would warn my children in advance not to call me at 7 o'clock and not to interfere with my listening. I have a hopeful attitude towards life after the lecture that I will have a good old age and everything will be fine..."

"... I am glad that this club was created for our age group and that someone remembered us. I met a lot of people, I made friends on Facebook, which, in itself, is a positive experience at our age..."

"... The result exceeded my expectations, I looked forward to every lecture. It was particularly important during this pandemic time, I realised that I could do something else and plan to travel. I got more excited and started thinking about nice topics..."

Take Care of Our Elder Population

Funding received from ASB: 51,365 GEL

Funding from the Municipality 15,000 GEL

The project is delivered by Hangi, the Association for Integration and Development of Persons with Disabilities in Senaki municipality.

The municipality is an isolated rural area and the residents, particularly the elderly, don't have access to basic infrastructure and services. The project worked with the local social services to identify twenty beneficiaries who were particularly vulnerable and isolated. Eventually 23 beneficiaries were supported. The project provided mobile support services to help the elderly people in their homes. This included a van in which a team of support workers would visit the beneficiaries in their homes, consisting of a driver, a gardener, a cleaner and a social worker. Amongst the resources was a mobile washing machine, complete with a generator in the van so that people could have their clothes washed, as many had no electricity or running water. The beneficiaries also had their houses cleaned and their land cleared – one resident would not leave her home as the garden was overgrown and she was frightened of snakes that were in the undergrowth. The project also offered a repair service for small household items.

As a result of the interventions from this project, some beneficiaries were also able to access other benefits, such as increased welfare payments and respite care for those looking after disabled relatives.

The initial intention of the project was to recruit a team of volunteers to support the beneficiaries, but this did not happen because of Covid restrictions.

Some examples of the beneficiaries and the support they received

An elderly woman living alone – her son had died and she had no contact with her grandchildren. She had five acres of land but it had been neglected as she was not able to maintain it and she would not go out because of her fear of snakes. She could not afford to pay to get the land cleared. The project workers cleared the land and brought clean water so she could cook. They cleaned her clothes and bed linen and also brought her medicines.

A 75-year-old woman who was an internally displaced person with no relatives to support her. She could not get to the market to buy food so the project staff did her shopping for her and were the only people she trusted to do this. They also so some cleaning but what she values most is having someone to talk to.

An elderly blind man living in an isolated area in a small house with no heating – the project staff cut wood for him to heat his home, cleaned the house, shopped and prepared food. He reported that he feels looked after and appreciated that someone was able to bring him fresh bread.

A widower aged 82, looking after his 34-year-old disabled daughter, they hadn't had a hot meal since his wife died. He needed some respite care for his daughter so that he could attend to some legal issues. The project staff cleaned the house and cut wood as well as providing cooked meals.

An elderly couple – the husband is disabled and the wife is blind – were supported by the project with cleaning, wood-cutting and washing their clothes. The social worker also arranged for them to get meals delivered and a one-off benefits payment.

“... I live alone and have been taking antidepressant medicines for a long while. I would just lie in bed the whole day. At first, when this group approached me and offered support, I rejected the offer. Then, I thought about it and decided to test it. And now, you can see, that my house is clean, my grass is cut in the garden (previously it used to be like a jungle), I get out of bed and get dressed when I know that they are coming to my house. I have people to socialise with. This means a lot ...”

“... My son passed away a year ago and my grandchildren live far away. I am constantly on medicines, but it's very difficult to get them. [When I joined the project] people started coming to my home once a week, my house is cleaned, I have freshly cleaned bed linen, I always have a supply of medicines, I have people to talk to. I am anxiously waiting for them every week...”

Temporary shelter in a friendly environment

Funding received from ASB: 52,426 GEL

Funding from the Municipality 6,554 GEL

The project provides housing and other support for vulnerable homeless people in the city of Khoni and is delivered by the Association of Socio-economic development of communities for Imereti. The target group includes those who are internally displaced persons, victims of domestic violence, elderly people and those with mental health problems. The project is working with the municipality to help identify needs of people in the area and make sure that they can access support, such as the free meal service provided by the municipality in the same building. The project supports 10 people and provides safe and supported accommodation, three meals a day, medical care and social support. This supplements some government support that people can access but which is insufficient, for example, the government provides the equivalent of \$1 per meal, whereas a loaf of bread costs 30 cents.

Examples of project beneficiaries include:

A woman whose house had burned down and who was living with relatives but there were problems between them. She was already using the free meal service in the building and found out about the housing support which prevented her from becoming homeless.

A woman with mental health problems who could not live alone – living at the project she could see a doctor every week, have regular health checks and access the medication she needed.

A woman who had been a victim of domestic violence and whose children had learning problems – she was able to access support for her children and had accommodation provided along with cleaning, heating and washing facilities.

Beneficiaries reported changes that included:

- Feeling less stressed
- Having improved access to medical treatment
- Reducing dependence on medication
- Eating better

“... I don’t have anywhere to go. I used to live with my relatives, but then they sold their house. I came to this shelter. Now I have hot meal three times a day, I have access to hygiene items and a clean bathroom, I started feeling like a human...”

“... After my son passed away, I was scared of staying at home alone and had to take a lot of medicine to overcome this stress. Being at this shelter gives me the opportunity to be less dependent on medicines and to be less stressed. In addition, the housing is clean, they tidy it up every day, the doctor comes, and you can consult with her. This is a great relief for me...”

New space with new perspectives

Funding received from ASB: 48,260 GEL

Funding from the Municipality 5,000 GEL

The project is delivered by Nergebi Union and provides a day centre for 20 adults aged between 18 – 45 who have physical and learning disabilities, although not all of the participants are officially recognised as being registered disabled people. Many of the individuals are those who have previously attended a funded day centre for children and this service aims to provide continuing support for people when they reach 18. Services were provided based on the participants’ individual needs and the project employs a multi-disciplinary support team of seven people, including physical therapy to continue to improve people’s mobility and dexterity. The centre provides a social setting for participants to meet other people, learn new skills and socialise in a safe environment. The families receive respite care and found it easier to support their relatives’ conditions as the individuals were able to do more to help themselves and to communicate better.

The centre is open five days a week for six hours per day, although not all participants attend all day, every day, most of them attend for at least 3 hours each time. If they attend all day the service includes a meal. Because of Covid restrictions some of the groups have become smaller.

One father, whose son attends the centre, and whose wife works abroad, reported that before attending the project, his son sat at home all day watching TV all day and had no friends and no stimulation. He now has a group of friends at the centre, where he attends every day. He can now eat independently and helps out at home. He recently celebrated his birthday with friends for the first time and he had a birthday cake. He would like to attend the centre every day. The father has at least two hours' respite every day.

Benefits that were reported included:

- Gaining social skills and making friends
- Becoming more motivated
- Becoming more mobile
- Being able to do more for themselves

Other changes reported by staff and family members included: beneficiaries having improved physical and sensory skills, being able to do more at home and travelling to the centre independently. Some individuals previously could not concentrate and are now much more focused, others are now able to take instruction where they previously did not. Some had learned creative skills such as drawing.

“... For me, as a parent, this day centre is a lifesaver. I can manage to do my own things while my son is taken care of. Before coming to this centre, he would sit at home all day and just watch TV, he would not even help me to prepare meals. Now, he can hold a knife, prepare basic food for himself. He loves coming to this centre. He has made friends for the first time...”

“.... I love coming to this centre every day. I can meet my friends, draw with them, play different games, help the staff in cooking. We have different parties where we sing and dance. I learned how to make handmade jewellery....”

Promotion of Early Childhood Development Services in Kharagauli municipality

Funding received from ASB: 52,504 GEL

Funding from the Municipality 12,100 GEL

This project provides early childhood development services for children aged 0 - 7 with mental health problems, physical disabilities and learning disabilities in the Kharagauli municipality. The project is delivered by Tairisi Development and Social Rehabilitation Centre. They provided training for eight specialists to become certified to work with these children. The aim was initially to provide the services

at a day centre, but the children were seen as being vulnerable to Covid infections and the service was adapted so that each child received one hour of individual therapy at home each week. 270 visits were made.

The families that received the support lived in isolated areas, up to an hour's drive from the city. In winter they could only travel by tractor or on horses as the roads are impassable because of bad weather. It took a great effort by the project to ensure that they reached all the families in the winter months. There was a low level of awareness within the families about the support needs of their children and some of the parents also had mental health problems and needed support. There is also a social stigma attached to families where there is a child with a learning disability.

The project also provided training for 30 parents and foster parents in how to provide basic early development support for the children at home. Other issues that the project was able to address, because the therapists were visiting the children at home, were the safety and cleanliness of the home environment. The Covid guidelines were a help here because they helped to establish the need for regular handwashing,

One family the project supported had three children and the youngest, aged three, had problems. The nearest support services are over 300km away from them and they could not afford to travel that distance regularly or pay for support services. With the support provided they can communicate better and the child's speaking has improved.

Another child was at school but could not eat independently. The parents received the training offered by the project and not only has the child benefited but the parents have received a qualification and as a result are finding more employment opportunities.

Other benefits that the project generated included:

- Increased access to benefits
- Parents feeling able to support and develop their child
- Families able to access support that was previously too far away or too expensive

Project staff reported that:

"... Usually, the parents in this municipality don't have access to information and they experience a huge stigma not only from their neighbours, but also from their own family members due to having a child with special needs. During our home-visits, we explain them how to get state benefits, help them prepare documents for specific support programmes, teach them basic exercises that they practice with their children. In addition, it's easier for them to discuss their children's needs with us, as we understand them well, we are like psychologists for them as well..."

One parent reported:

“... After the specialist started coming to our home, we had the possibility of getting development support. For example, now my child is able to understand what you are saying, he can perform basic tasks and has more reactions. It’s amazing to see how he is getting better. We can’t afford to take him to the capital once a month to receive this type of service. It’s very expensive. Plus, I have two other kids too. It’s very challenging...”

Improving Psychiatric services in Kutaisi for Vulnerable Groups

Funding received from ASB: 52,495 GEL

Funding from the Municipality 5,000 GEL

This project is delivered by Kutaisi Psychosocial and Medical Rehabilitation Centre of Victims of Torture. It provides psychological and medical rehabilitation services for vulnerable people who have mental health problems as a result of their circumstances, such as being victims of violence or torture, offenders and ex-offenders. The project provides access to medication and support to help people take their medicines regularly, group workshops, for participants and family members, art therapy and help to access benefits. The project has three professionals: a nurse, a social worker and a psychiatrist and they provide support to people in the centre and in their own homes. There were 54 beneficiaries in total, 9 men and 45 women.

Types of support provided	Numbers of beneficiaries
Psychosocial support	44
Understanding mental health needs	35
Home support	15
Integration into the community	15

The types of beneficiaries were:

Types of beneficiary	Numbers of beneficiaries
Victims of domestic violence	18
Internally Displaced Persons	14
Single mothers	11
Offenders or ex-offenders	6
Those on probation	4
LGBT+ group	1

One beneficiary was reported as being on five types of medication for mental health problems, of which one cost 200 GEL per month – she couldn't afford this amount and did not take her medication. The project provided her medicines and psychological support. This has helped reduce the stigma around her illness for her family.

Another beneficiary was a young man who was an ex-offender and an alcoholic. He had previously been very aggressive and self-harmed. He also could not afford to pay for the medicines he was supposed to take to manage his condition. Since he engaged with the project and received psychiatric support he is less aggressive and he is able to talk about his problems. This has improved his relationship with his parents and he is now looking for a job because he can see that he has a future.

The project social worker reported that some individuals previously would not leave their house and would not use public transport and are now able to visit the centre independently. Some participants have been helped to access benefits and government grants as well as free medicines. Participants have made friends at the centre, where previously they had no friends and have reported feeling more positive and less aggressive. The project has run LGBT+ rights sessions and also ran art therapy sessions where they worked on a plan for an advocacy campaign. The project would have provided more of this type of activity were it not for the Covid restrictions.

“... I had mental health problems. I used to go to the doctor to get medicines, but it's very expensive. I could not afford it anymore and stopped taking the medicines. One day, I heard about this programme and came to check the conditions. They offered me a consultation with the psychologist and told me, that I can get some free medicine. I was sceptical about talking to the psychologist and initially, it was difficult to talk with her about my personal feelings. But she helped me to be more open and discuss my concerns with her. It is a huge relief for me. In addition, as I have access to medicines, my mental health is much better and even my kid started noticing it at home...”

“... My son was on probation and he had mental health problems due to alcohol addiction. We sold many items from home to afford medicines for him. This programme enables us to have access to regular free medication. It means that our situation is not torturing us anymore, as we can control his mental health breakdowns with medication. He even started thinking of getting a job...”

SECTION 4 CALCULATING SOCIAL RETURN ON INVESTMENT

This evaluation has been undertaken using the Social Return on Investment (SROI) methodology. An Impact Map has been constructed for each of the six projects (Appendix 1 – 5). This section of the report is a commentary on the completed impact maps for each activity. This includes a description of the assumptions made in calculating the SROI based on the principles of SROI, in particular principle

6 – be transparent. The Impact Map is a spread sheet that calculates the value of projects based on the six stages described above (Section 2).

Stages	Impact Map
<p>1. Establish scope and identify stakeholders</p>	<p>Identifying who contributes to the project and who are the beneficiaries – deciding which of these are within the scope of the analysis</p>
<p>2. Mapping outcomes</p>	<p>Defining what the inputs, outputs and outcomes are</p>
<p>3. Evidencing the outcomes and giving them a value</p>	<p>Using the data collected from the projects, including interviews with stakeholders, to define the indicators for each outcome and how these are valued by stakeholders and identifying a proxy value for each</p>
<p>4. Establishing impact</p>	<p>Identifying other contributing factors: deadweight (what would have happened without the activity?) displacement (what other activity could have been displaced?) attribution (who else contributed to the change?) drop-off (does the outcome drop off in future years?)</p>
<p>5. Calculating the SROI</p>	<p>Calculating the returns based on the above data and the discount rates for the other factors</p>
<p>6. Reporting, using and embedding the findings</p>	<p>Following the publication of the reports, how the information will be used by stakeholders</p>

There are some common calculations and assumptions that have been made across all six projects where relevant.

- For each calculation where there is a range in the proxy values we have used the lowest value to avoid over-claiming
- We have mainly used the **replacement costs** method, calculating what people would have paid if they had paid for the service from their own resources. In the case of costing volunteers' time we have used the **opportunity costs** method, calculating what their time would have been worth if they were undertaking paid work.
- No outcomes have been calculated for ASB. ASB is a stakeholder as it has contributed funding to the projects. The outcomes it seeks to achieve are the activities provided by the projects. These have been achieved so we have not calculated any additional outcomes. This is standard practice in SROI.
- We have not placed values on the outcomes created for the local authority funders for the same reason, however we have identified that an additional outcome has been achieved as all the projects have succeeded in obtaining funding from their local authorities to continue their projects. The ASB funding has helped to create evidence of need and the local authorities have been persuaded by that evidence that they should continue to fund the activities. We have not placed a value on this additional funding as it is outside the scope of this analysis.
- Where stakeholders are paid workers, we have not shown a return on investment. It is common practice in SROI to assume that stakeholders contribute their time and skills and are rewarded with payment so there is no net gain for the individuals. We have noted however, when new jobs have been created providing employment for those who were previously unemployed and where people have developed new skills that will be of value to them in future
- The value of volunteer time is calculated as an input, although it represents 'in-kind' support generated by the projects. Again, this is standard practice within the SROI methodology.

Calculating well-being

Calculating the impact of social value created by projects is a growing discipline. Qualitative or 'soft' outcomes are difficult to value in a robust and consistent way. In the past ten years data has been gathered and methodologies have been developed in the UK to produce robust evidence, particularly in relation to well-being. Well-being relates to individuals' mental health but also to their relationship to others: whether they have social networks, how safe they feel in their neighbourhood, how financially secure they are. At the current time, there is not a similar data bank in Georgia. However, the projects we have evaluated are clearly having a significant effect on the well-being of the beneficiaries and are making lasting and meaningful impacts on their lives, so it has been important to find a way of calculating this impact in the context of the six funded projects.

Consequently, we have used the following methodology: using specific well-being indicators from the UK (see below) we have calculated their values as a percentage of the average annual salary in the UK. We have then taken the average annual salary in Georgia and calculated the values using the same percentages, as demonstrated in the following example

Indicator: feeling on control of your life	UK£12,470
Average annual salary in UK	UK£36,611
Indicator as % of average salary	34%
Average annual salary in Georgia	13,104 GEL
34% of average Georgian salary	4,555 GEL
= Value of indicator: feeling in control of your life	4,555 GEL

The value of the indicators used in this report are taken from HACT, a UK housing organisation that has developed a robust methodology for calculating these social impacts and has also created a bank of standardised values taken from the findings of different impact reports, to enable evaluators to value soft outcomes consistently². It should however be noted that we have not used the HACT methodology in this exercise (it is an alternative to the SROI methodology used here) and that the values are based on UK costings. It could be seen that the costs maybe over-inflated in the Georgian situation. However, it could also be interpreted that the social value of these projects is greater than in the UK as there is no other support available to the beneficiaries.

Although these figures have changed since we used the 2019 annual salary costs in the previous report – the average annual salary for the UK has risen slightly and the average annual salary for Georgia had reduced slightly, we have made the decision to use the same calculations in this second report so as to maintain continuity and comparability with the first five projects that were supported by ASB.

We have used the following indicators as the most relevant to the outcomes described by the project staff and beneficiaries:

Quality of life indicator	Value (GEL)
Relief from depression/anxiety (adult)	13,104
Feeling in control of your life	4,555
Feeling a sense of belonging to your neighbourhood	1,310
Being a member of a social group	655
Taking frequent mild exercise	1,271

2 Measuring the Social Impact of Community Investment – a guide to using the well-being valuation approach, HACT, 2014

In the case of the projects providing support for children and vulnerable dependent adults we have calculated the value for the parents/carers as 50% of the total value for relief from anxiety and depression. This is because we have not got sufficient evidence of the extent of this indicator for every individual and have made a conservative estimate to avoid over-claiming.

It has been more difficult to identify quality of life values for the children who benefited from the ‘Promotion of Early Childhood Development Services’ and the children in families that benefited from the ‘Temporary shelter in a friendly environment’ project. This is supported by research undertaken at the University of Belfast, which acknowledges that it is very difficult to place a value of support for children with learning difficulties because they are not able to articulate what has changed for them. This is particularly the case for young children who, in any case, would not be able to articulate the value of changes. The report notes that there is very little data available on this subject. We felt that it was important to reflect the obvious value reported by project staff and parents and we have used a combination of three quality of life values.

Project activity	Quality of life indicator	Value (GEL)
Children becoming more independent	Feeling more in control of your life	4,555
Children attending a group and participating in activities	Being a member of a social group	655
Children receiving physical therapies	Participating in frequent mild exercise (health benefits)	1,271
Total value		6,481

SECTION 5 SUMMARY OF THE IMPACTS CREATED BY THE FUNDED PROJECTS

In this section we summarise the impact calculations in the impact map created for each project. It should be noted that the application of values to each project should be considered as relevant to that project alone. Although it is tempting to compare the ratio of one project against another, it should always be remembered that these projects are seeking to do different things in different ways. The SROI methodology has a bias towards projects making a one-off intervention that will make long lasting or permanent change, such as improving children’s communication skills, against one that is providing services that create a value only as long as they are running, for example providing respite care or a day centre for elderly people – if the project closes, then the participants no longer derive the benefits. These are both valuable approaches and should not be seen as being in competition with other projects offering different solutions to social problems.

60+ Healthy Aging Space in Tsnori

The stakeholders identified for this project are

- People aged 60+ living in the Signagi area
- People aged 60+ from outside the area
- Local authorities
- ASB

Only the first two stakeholder groups have been included in the full analysis using the logic described above.

Of the beneficiaries living in the area, 36 participated in the sewing and craft classes, learning new skills and benefiting from the opportunity to socialise, make new friends and feel useful. 19 beneficiaries received Covid vaccinations, which resulted in them feeling safer and able to go out and about to meet people. Although both these activities resulted in improvements to people's quality of life, we have calculated them separately as they relate to different activities and different types of benefit.

As described above, the online friendship group was not a stated outcome of the original proposed project. It came about because of the Covid restrictions on people getting together in person and was taken up by people in the target group across a much wider geographic area. This benefited the local participants and they met a larger group of people and resulted in the trip to Tblisi for a face-to-face meeting when the Covid rules permitted. This was not something they would have undertaken without the project. Although there was a lower level of intervention for this wider group, we have included the values for the impact created as it both reached a wider group of beneficiaries in the target group and added value to the experience of the local beneficiaries.

The benefits calculated were improvements to the participants' quality of life. We used the same proxy for local people and those living elsewhere, but we have only calculated 50% of the value of the proxy for those living outside Signagi, as there was significantly less impact than for the local people who were involved in other aspects of the project.

In order to calculate the weighting of this support, the extent to which it was valued by the stakeholders, we used evidence from the field study visit. All the stakeholders we spoke to said that they valued the project extremely highly, were getting minimal support from elsewhere and we have given the project a weighting of 10/10. As well as the valuation by the stakeholders there is evidence in the project data that they were making significant and lasting difference to the beneficiaries.

We have calculated the proxy values on the following basis:

- The value of an art teacher at 8 GEL per hour x 3 hours
- The quality of life indicators for being active in a social group at 655 GEL per person (@ 50% = 327.5 GEL for those not living in the municipality

The total monetary valuation of the social/craft activities for each local beneficiary was 710 GEL and the benefits of receiving a vaccination the value was 655 GEL. The value for the wider community of beneficiaries was 327.5 GEL. These totals were then assessed against:

- Deadweight (what would have happened without the activity?)
- Displacement (what other activity could have been displaced?)
- Attribution (who else contributed to the change?)
- Drop-off (does the outcome drop off in future years?)

The field study visit and project data identified that no specific support would have been available without the project, there was no other activity that was being displaced. We have assumed that after the project ends, participants will have established friendships and social networks that will remain, so we have calculated drop-off as being 50% for national beneficiaries and 20% for local people.

The Impact Map spreadsheet calculates the number of people (quantity) times value, less deadweight, displacement attribution and drop-off.

The total sum for this project is 168,805 GEL.

Over the three years that the impact is calculated to last (factoring in the drop-off) the total present value of the project is calculated to be 251,749 GEL

The total net value (present value minus the investment) is calculated to be 194,446 GEL.

This equates to a ratio of 1:4.39 – for every one GEL invested the project has created a social value of 4.39 GEL

Take Care of Our Elder Population

The stakeholders identified for this project were:

- Elderly people living alone
- Local authorities
- ASB

Only the first stakeholder group has been included in the full analysis using the logic described above. A smaller group of the beneficiaries has also been included as having received additional benefits.

Twenty-three elderly people received homecare support provided by the project staff, a gardener, a cleaner and a social worker. The value was identified as being the hourly rate for privately hiring these services.

The elderly people were isolated and receiving no support prior to the engagement with the project. The project improved their living conditions and provided social contact and the outcomes were that individuals felt valued and their self-esteem improved. They were better fed and had access to clean water and took better care of themselves as a result. They were better able to manage their health conditions as they had someone who could collect medicines for them. They were able to maintain their homes and gardens and felt safer as a result. The elderly people also had support from a social worker. The project managers provided detailed costs for all the services provided to individual beneficiaries.

In order to calculate the weighting of this support, the extent to which it was valued by the stakeholders, we used evidence from the field study visit. All the stakeholders we spoke to said that they valued the project extremely highly, were getting minimal support from elsewhere and we have given the project a weighting of 10/10.

The proxy value of the support was calculated on the following basis:

- Well-being costs @ 13,104 GEL per person
- The average costs of the support services provided @ 2007 GEL per person.

The support services costs were provided by Hangi. The cost of well-being is an extremely important outcome for the project beneficiaries so we felt it was necessary to include it in this analysis. We have used the well-being indicator of relief from stress and anxiety. The method for calculating the well-being is described above.

The total monetary valuation for each elderly person was 15,111 GEL. Three individual beneficiaries received additional support to access a one-off welfare payment from the government of 1000 GEL. These totals were then assessed against:

- Deadweight (what would have happened without the activity?)
- Displacement (what other activity could have been displaced?)
- Attribution (who else contributed to the change?)
- Drop-off (does the outcome drop off in future years?)

The field study visit and project data identified that no specific support would have been available without the project, there was no other activity that was being displaced, no support from other services was being received by the beneficiaries. The assumptions about drop-off are described above. A significant aspect of the project was the contact made with the project staff who visited their homes to deliver the services to people who had no other social contact. If the support was withdrawn, we have assumed a drop-off of 100%. In practice, the local authority has continued to fund the project and the volunteers are likely to continue supporting the project.

The Impact Map spreadsheet calculates the number of people (quantity) times value, less deadweight, displacement attribution and drop-off.

The total sum for this project is 350,553 GEL.

This would be for one year only because of the drop-off and the total present value of the project is calculated to be 350,553 GEL

The total net value (present value minus the investment) is calculated to be 294,169 GEL.

This equates to a ratio of 1:6.22 – for every one GEL invested the project has created a social value of 6.22 GEL

Temporary shelter in a friendly environment

The stakeholders identified for this project were:

- People without a defined living space – vulnerable individuals with not secure or permanent place to live
- Children of people without a defined living space
- Local Authorities
- ASB

Only the first two stakeholder groups have been included in the full analysis using the logic described above. We have calculated the value for one set of stakeholders against two types of delivery action in order to show more clearly the impact of each action. We have calculated the impact on the three children currently living in the project based on the disruption to their education that would have taken place if they were not living in safe and supported accommodation.

Twelve people received supported accommodation which included free housing plus food and other household bills and facilities such as an on-site laundry. One resident had three children, so we have calculated one cost for the family's accommodation but 4 x food costs. Having a safe place to live has improved beneficiaries' well-being and has enabled them to feel safe, seek or maintain employment and enable children to stay in schools.

In order to calculate the weighting of this support, the extent to which it was valued by the stakeholders, we used evidence from the field study visit. All the stakeholders we spoke to said that they valued the project extremely highly, were getting minimal support from elsewhere and we have given the project a weighting of 10/10.

The proxy value of the support was calculated on the following basis:

- Quality of life indicators for being in control of your life @ 4,555 GEL per person
- The cost of renting accommodation for 92 days @ 300 GEL per month
- The cost of food provided @ 182 GEL per person
- The cost of state provision of secondary education for 1 year @ 1223 GEL

The project also supported three beneficiaries to claim a one of welfare payment of 1000 GEL per person.

The total monetary valuation for each resident was 6,001 GEL. For each child the value was 6,324 GEL and three of the residents also received the welfare payment of 1,000 GEL. These totals were then assessed against:

- Deadweight (what would have happened without the activity?)
- Displacement (what other activity could have been displaced?)
- Attribution (who else contributed to the change?)
- Drop-off (does the outcome drop off in future years?)

The field study visit and project data identified that no specific support would have been available without the project, there was no other activity that was being displaced, the beneficiaries were not receiving support provided by other services when they joined the project. It was not possible to identify the longer-term outcomes created by this project within the timescale of this evaluation. The drop-off for this project is entirely dependent on the participants moving into permanent accommodation. If this was to happen there would be no drop-off. If the participants moved on and became homeless again, the drop-off would be 100%. As we have no evidence of the actual outcomes, we feel obliged to calculate 100% drop-off, although we have calculated some ongoing benefit for the children of having received a further period of education.

The Impact Map spreadsheet calculates the number of people (quantity) times value, less deadweight, displacement attribution and drop-off.

The total sum for this project is 81,474 GEL.

There is some drop-off in the following two years but some residual benefits for the children and the total present value of the project is calculated to be 92,450 GEL

The total net value (present value minus the investment) is calculated to be 45,748 GEL.

This equates to a ratio of 1:1.98 – for every one GEL invested the project has created a social value of 1.98 GEL

New space with new perspectives

The stakeholders identified for this project were:

- Adults with special needs aged 18- 45
- Parents/families of the adults with special needs
- Local authorities
- ASB

Only the first two stakeholder groups have been included in the full analysis using the logic described above.

Twenty adults with special needs were supported by this project, and twenty family members, mostly parents some of whom were getting older and finding it difficult to manage. A number of the families had received support when the children were younger, but this had ended when they reached 18. This project aimed to continue support for these families.

The project supported the adults with special needs, which included physical and learning disabilities by enabling them to socialise, receive mental stimulation and physical therapies and to become more independent. The families received respite care and support to understand the needs of their family member with special needs. The field study visit and project reports provided evidence that beneficiaries' physical and mental conditions had improved resulting in them being more physically mobile, able to communicate, better able to interact with others, including family members. The family members reported that they were less stressed as a result of having respite care and they felt better able to deal with their family member as a result of having engaged with the project. They also reported that they felt less stigma attached to having a relative with physical and/or learning disabilities.

All the stakeholders we spoke to said that they valued the project extremely highly, were getting minimal support from elsewhere and we have given the project a weighting of 10/10. As well as the valuation by the stakeholders there is evidence in the project data that they were making significant and lasting difference to the beneficiaries.

We have calculated the proxy values on the following basis:

- Quality of life indicators for adults with special needs feeling in control of their life (4555 GEL), being in a social group (655 GEL), the well-being indicator for relief from depression/anxiety (13104)
- Cost of private hire of qualified care worker 200 hours @ 1.87 GEL per hour to provide respite care. The well-being indicator relief from depression/anxiety (13104) @ 50%
- It is recognised that the families could not have afforded to pay for the respite care from their own budgets.

The total monetary valuation for each individual receiving support from the centre was 18,314 GEL. The value of respite care for the parents was 374 GEL and the well-being indicator of relief from depression/ anxiety of 6,552 GEL, totalling 6,926 GEL. These totals were then assessed against:

- Deadweight (what would have happened without the activity?)
- Displacement (what other activity could have been displaced?)
- Attribution (who else contributed to the change?)
- Drop-off (does the outcome drop off in future years?)

The field study visit and project data identified that no specific support would have been available without the project, there was no other activity that was being displaced, the beneficiaries may have continued to develop to some extent as a result of previous support they received as children. We have calculated this deadweight figure as being 20%. Drop-off for the parents receiving respite care has been calculated as 100% as the benefits of respite care would no longer exist once the support is withdrawn. However, the project produced evidence of the children having made significant and lasting change and we have calculated this would last for three years. It is likely that the change would last longer than this, but we have no evidence to support this assumption.

The Impact Map spreadsheet calculates the number of people (quantity), times value, less deadweight, displacement attribution and drop-off.

The total sum for this project is 347,656 GEL.

Calculating the continuing benefits for the following two years, the total present value of the project is calculated to be 754,952 GEL

The total net value (present value minus the investment) is calculated to be 691,474 GEL.

This equates to a ratio of 1:13.93 – for every one GEL invested the project has created a social value of 13.93 GEL

Promotion of Early Childhood Development Services

The stakeholders identified as participating in this project were:

- Children with special needs aged 0-3
- Children with special needs aged 3-7
- Parents of the children aged 0-3
- Parents of the children aged 3-7
- Specialist support workers
- Local authorities
- ASB

Only the first five stakeholder groups have been included in the full analysis using the logic described above. In this instance, we have included a benefit for the specialist staff as the project provided free training for them that enhanced their skills and which they otherwise would have had to pay to attend. As with the examples above we have not calculated any salary costs for these individuals.

The children in both age groups received intensive one-to-one therapeutic support from skilled practitioners. This helped with their mobility and communication skills and they were able to become more independent with a view to being able to access mainstream education. The parents were given respite care and received support to understand and support their disabled children. This also helped them to deal with the stigma associated with having a disabled child. In addition, 20 parents attended training to understand their children’s needs. Ten specialist support workers received free training in working with children with special needs to make these services available in the local area.

All the stakeholders we spoke to said that they valued the project extremely highly, were getting minimal support from elsewhere and we have given the project a weighting of 10/10. As well as the valuation by the stakeholders there is evidence in the project data that they were making significant and lasting difference to the beneficiaries.

We have calculated the proxy values on the following basis:

- Cost of state provision of secondary school provision per child per year 1223 GEL
- Quality of life indicators for feeling in control of life (4555 GEL), being in a social group (655 GEL) and health benefits of frequent mild exercise (1271 GEL) per child
- Cost of private hire of qualified childcare worker 96 hours @ 1.87 GEL per hour for families (179 GEL)
- Well-being indicator relief from depression/anxiety (13104) @ 50% for families
- Training for specialist workers 100 GEL x 8 workers (1,000 GEL)

These totals were then assessed against:

- Deadweight (what would have happened without the activity?)
- Displacement (what other activity could have been displaced?)
- Attribution (who else contributed to the change?)
- Drop-off (does the outcome drop off in future years?)

The field study visit and project data identified that no specific support would have been available without the project, there was no other activity that was being displaced. We have assumed that the

benefits will continue for a further year for the parents receiving training and that there will be trained workers in the area able to support these children, although the numbers may reduce over time if no further training is provided.

The Impact Map spreadsheet calculates the number of people (quantity) times value, less deadweight, displacement attribution and drop-off.

The total sum for this project is 513,962 GEL.

Calculating the continuing benefits for the following two years, the total present value of the project is calculated to be 932,567 GEL

The total net value (present value minus the investment) is calculated to be 872,202 GEL.

This equates to a ratio of 1:15.45 – for every one GEL invested the project has created a social value of 15.45 GEL

Improving Psychiatric Services in Kutaisi for Vulnerable Groups

The stakeholders identified as participating in this project were:

- People with mental health problems
- Family members of people with mental health problems
- Local authorities
- ASB

Only the first two stakeholder group have been included in the full analysis using the logic described above. As this project worked with different people providing different services based on their different needs, we have decided to calculate the impact for the individual activities.

- 44 people receiving psycho/social support
- 10 people undertaking art therapy
- 8 people receiving additional welfare payments
- 35 people receiving free medication
- 2 people referred to employment opportunities

While the individuals may have received more than one service, they will have received separate quantifiable outcomes from each activity. In the interests of transparency, we have shown these calculations individually.

All the stakeholders we spoke to said that they valued the project extremely highly, were getting minimal support from elsewhere and we have given the project a weighting of 10/10. As well as the valuation by the stakeholders there is evidence in the project data that they were making significant and lasting difference to the beneficiaries.

We have calculated the proxy values on the following basis:

- Cost of therapists, social workers and nurses total per participant 22,371 GEL
- Well-being indicator feeling relieved from depression and anxiety @13104 GEL
- Well-being indicator feeling in control of your life 4,555 GEL
- Additional welfare payments 1,000 GEL
- Cost of free medication 3,380 GEL
- Monthly salary for those getting a job 300 GEL

These totals were then assessed against:

- Deadweight (what would have happened without the activity?)
- Displacement (what other activity could have been displaced?)
- Attribution (who else contributed to the change?)
- Drop-off (does the outcome drop off in future years?)

The field study visit and project data identified that no specific support would have been available without the project, there was no other activity that was being displaced, the beneficiaries and their families would not have been able to afford the therapeutic support. Evidence from the field study visit suggests that the changes are long-term and significant. We have calculated that the impact of the support and following the changes that occur as a result, the individuals go on to re-build their own lives, so we have calculated relatively high levels of drop-off (50% in some areas).

The Impact Map spreadsheet calculates the number of people (quantity) times value, less deadweight, displacement attribution and drop-off.

The total sum for this project is 1,156,424 GEL.

Calculating the continuing benefits for the following year, the total present value of the project is calculated to be 1,195,179 GEL

The total net value (present value minus the investment) is calculated to be 1,137,685 GEL.

This equates to a ratio of 1:20.79 – for every one GEL invested the project has created a social value of 20.79 GEL

SECTION 6 CONCLUSIONS AND SUMMARY OF SOCIAL VALUE

In total the six projects funded by the ASB project are estimated to have created 3,235,724 GEL of social value

	Inputs	Total value of project	Total present value	Net value of project (minus inputs)	Social return on investment ratio
60+ Healthy Aging Space in Tsnori	57,303	168,805	251,749	194,446	4.39
Take Care of Our Elder Population	56,383	350,553	350,553	294,169	6.22
Temporary shelter in a friendly environment	46,701	81,474	92,450	45,748	1.98
New space with new perspectives	53,477	347,565	754,952	691,474	13.93
Promotion of Early Childhood Development Services	60,364	513,962	932,567	872,202	15.45
Improving Psychiatric Services in Kutaisi for Vulnerable Groups	57,494	1,156,424	1,195,179	1,137,685	20.79
Total	331,722	2,618,783	3,577,450	3,235,724	

The inputs relate to the total inputs per project from ASB, local authorities and in-kind funding such as volunteer time. Totalling the net value for the six projects we can see that ASB's investment of 296,082 GEL generated 3,235,724 GEL of social value, ten times its investment. The funding also generated 35,640 GEL worth of investment as match funding from six local authorities.

ASB total budget 50% of 3,187,2001 for round 2	1,593,600
ASB funding to projects	296,082
Total net value of projects	3,235,724
Value created by projects above all project costs	1,642,124

The projects achieved substantial qualitative outcomes of various kinds and were highly valued by the beneficiaries and their immediate family members. In part, this reflects the lack of other social support that the beneficiaries received, but nevertheless the projects were transformative for the lives of the people who were supported. Some of the projects helped make long term changes to people's lives: helping children with sensory and behaviour problems to be able to participate in mainstream education that will affect their future lives and opportunities; supporting people with mental health problems receive support to make long term changes to their lives. Other projects, providing social contact and practical support to elderly people who were previously totally isolated and unsupported, can be seen as providing short-term interventions as there will be no lasting change if the project ends. However, these projects have made a remarkable difference to the quality of life of these beneficiaries.

As described above, it is not appropriate to make comparisons between projects but it should be noted that the different values created by the projects can be accounted for in the following ways:

- Level of drop-off – some projects do not continue to have an impact after the lifetime of the project and, as described above, this is not a signifier of the project having less value to the beneficiaries or representing a lower value for money
- Numbers of participants – there was a very broad range between projects supporting 10 people and one supporting 400 people
- Individual valuations of some impacts

In addition to the values shown, two other important factors should be recognised.

Each of the six projects has gained the on-going support of their municipality to provide continuation funding. The ASB funding has provided leverage for local projects to generate match funding for their work. They have used the funding to run demonstration projects, providing evidence of need in their local communities and proved that their projects are successful in meeting these needs. This ensures that the work will be sustainable as the projects will be funded and continuing to provide social value when the ASB funding has ended.

One factor that was mentioned frequently in the field study visit that is not represented in the social value calculation is that of the projects helping to remove stigma. In the communities where these projects were delivered, people felt that there was a social stigma associated with being a victim of domestic violence, having a child with a disability or being an elderly person accepting support from outside the family. Staff and beneficiaries in all the projects reported that they felt that the projects had made them feel less sensitive to social stigma – whether this is actual or their perception. This had made a big difference to their feelings about themselves and their family members and their relationships to the local communities. This was not a stated aim of this project but it appears to be a significant additional outcome achieved by all six projects.

The evidence of this evaluation demonstrates that the projects were successful in achieving their stated aims, they generated high levels of social value and, most importantly, were highly valued by the beneficiaries and made a big difference to the lives of the people they set out to support.

SECTION 7 SUMMARY OF PHASE ONE AND PHASE TWO

As described earlier in this report, this is the second evaluation of ASBs programme and we are now able to show impact for all of the eleven activities that were funded.

The following table is a summary of the value created by all eleven projects funded by ASB

	Inputs	Total value of project	Total present value	Net value of project (minus inputs)	Social return on investment ratio
Racha-Lechkhumi and Lower Svaneti Self-government Resource Centre	102,576	273,505	555,111	452,535	5.41
Tkibuli District Development Foundation	53,812	534,117	534,117	480,305	9.93
Tanaziari Rehabilitation and Development Humanitarian Centre	48,513	229,996	237,982	189,469	4.91
Georgian Public Interest Defence Association	53,139	273,200	524,005	470,866	9.86
Merkuri	50,000	417,240	734,182	684,182	14.68
60+ Healthy Aging Space in Tsnori	57,303	168,805	251,749	194,446	4.39
Take Care of Our Elder Population	56,383	350,553	350,553	294,169	6.22

Temporary shelter in a friendly environment	46,701	81,474	92,450	45,748	1.98
New space with new perspectives	53,477	347,565	754,952	691,474	13.93
Promotion of Early Childhood Development Services	60,364	513,962	932,567	872,202	15.45
Improving Psychiatric Services in Kutaisi for Vulnerable Groups	57,494	1,156,424	1,195,179	1,137,685	20.79
Total	639,762	4,346,841	6,162,847	5,513,081	

The total social value created by eleven projects is 5,513,081 GEL, which is over eight times the value of the direct investments into the projects from ASB and the municipalities. The average investment was 58,160 GEL. The lowest investment was 46,701 GEL and the highest was 102,576 GEL.

The highest social return on the investment was 1:20.79 (20.79 GEL of social value created for every 1 GEL invested) and the lowest was 1:1.98. There are many reasons why the range was so varied but it can be seen that even the lowest ratio shows that the investment was nearly doubled.

	Phase 1	Phase 2	Total
ASB total budget			3,187,200
ASB funding to projects	197,605	296,082	493,687
Total net value of projects	2,277,357	3,235,724	5,513,081
Value created by projects above all project costs	683,757	1,642,124	2,325,881

Including the overheads for ASB, that include all the running costs of delivering this programme, the net social value created was 861,319 GEL.

The average value created by projects in the first phase was 455,471 GEL and in the second phase, the average value created was 539,287 GEL. We had anticipated that the impact of Covid might reduce the impact created in phase 2 but this did not appear to be the case. Phase 2 projects were able to anticipate the adjustments they needed to make to run a project safely during a pandemic, whereas the phase 1 projects were already delivering when they had to make changes. The only significant difference between the ways that the two projects operated was that in phase 2 no volunteers were recruited to deliver the services although this had been planned by some of the projects. As volunteers are shown as input costs in an SROI analysis, this could account for some of the higher ratios in phase 2. Also, one project offered online services to a much larger group of people than would have been planned pre-pandemic.

The two phases of the programme included very similar activities and we were able to use the same proxy values for many of the projects. In particular, it was significant to place a value on the improved quality of life that was created by the projects. In some cases this alleviated extreme poverty and isolation and in other cases the projects can be seen to have made a lasting impact for the beneficiaries and their families. Every one of the eleven projects has secured funding from their municipality to continue to deliver the services developed within this programme and will continue to create this social value in these communities in future.

Nicky Stevenson and Maia Giorbelidze
December 2021

APPENDICES

The supporting documents for this report are the six impact maps for the projects and these have been made available separately.

(Footnotes)

- 1 800,000 euros converted on 1.12.20 using exchange rate of 1:3.984 from National Bank of Georgia website. This is not the true rate of conversion because the project has converted from euros at different times during the project delivery period. The figure of 800,000 euros covers two tranches of project activity, this evaluation has assessed projects funded in the second tranche and should be read alongside the previous report of the first tranche.

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