



C-lever.org  
Collaborative leverage towards inclusive development



## SROI Practitioner Training – Brussels 28<sup>th</sup> & 29<sup>th</sup> January 2019

**How to measure and demonstrate the societal value generated by your organisation, initiative, project and or program?**

**Want to discover your social return on investment? SROI is a framework to inform decision making so your organisation can maximise its impact, demonstrate its effectivity and enhance its accountability to its stakeholders!**

All types of organisations are increasingly confronted with the need for generating societal value and impact and thus for being able to understand, measure and demonstrate such value generation.

Public sector organisations are continuously enduring fierce budgetary constraints; funding for business as usual cannot be assured. Social profit organisations are increasingly competing for limited sources of funding; while funders are increasingly demanding accountability in terms of results and impact. Even the most successful profit driven private sector organisations are increasingly aware of their social and environmental responsibilities; they know that their long-term success depends on their capacity to balance the profit generate for their shareholders with the value and positive impacts generated for their stakeholders (people) and for the environment (planet). Thus, being able to generate and demonstrate ‘value for money’ is ever more a key capacity and success factor for any type of organisation.

In today’s global economy, businesses are becoming increasingly aware that social and environmental issues represent areas of significant business risk and opportunity. Sustainability reporting, social impact and shared value are becoming an increasingly important component of any organisation’s business model. As well as obvious competitive benefits, clear and transparent impact reporting can enhance public image and improve levels of trust with customers and suppliers.

If you’re interested in learning about services through the eyes of the people they serve or if you want to understand where money is best allocated to create most value, SROI is for you.

SROI, or Social Return on Investment, is a framework that can be used to measure, manage, report and account for social value whether you’re involved in commissioning, procurement or service delivery. It helps you to understand where social value is being created and destroyed by involving stakeholders and valuing what matters to them.

SROI not only allows you to document your businesses’ or organisations’ impacts but also provides you ideas of how to improve impact and increase shared value. By engaging stakeholders and measuring value according to what matters to them, SROI provides a grounded analysis of the way your organisation impacts on the people and environment around it. SROI breaks down and analyses this impact, therefore providing information about areas for improvement and success, giving a way forward for your organisation’s sustainability records in the future.

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## Interested?

Our 2-day practitioner training provides a thorough overview of SROI from two main angles. *Day one* is a practical, step-by-step introduction to the SROI process, beginning with some theory and going onto the hands-on development of an impact map – the heart of the SROI process – and exploration of appropriate real-life examples. *Day two* covers more in depth theoretical issues behind SROI including valuation techniques and overclaiming, as well as discussing examples of best practice at different levels of rigour and for different audiences.

All training is delivered by Social Value International / Social Value UK Accredited SROI Practitioners and is suitable for any experience level ([www.socialvalueuk.org/sroi-practitioner-training](http://www.socialvalueuk.org/sroi-practitioner-training)). Also, recently, their work was featured in the Dow Jones Sustainability Index around impact evaluation.

Our trainers are Jeremy Nicholls (<http://www.socialvalueuk.org/staff/j-nicholls/>) and Reinoud Willemsen (<http://www.beholdsa.co.za/reinoud.html>).

## How to Book and More Information

C-lever.org is proud to partner with Social Value International / Social Value UK to bring this training to Brussels. The training will be held on **28 and 29 January** 2019 in Brussels at **Muntpunt, Munt 6, 1000 Brussels** ([www.muntpunt.be/over-muntpunt/contact](http://www.muntpunt.be/over-muntpunt/contact)).

**The cost** for the 2-day training is 700 € + 21% VAT for profit-driven and public-sector organisations.

A *30% deduction* is granted to participants from not for profit organisations or social businesses / impact enterprises. Thus, their cost of participation is reduced to 490 € + 21% VAT.

As preferred by the participant, C-lever.org will invoice the cost of the training either upon registration (potentially still impacting your 2018 training budget) or early January 2019.

For enquiries about availability, bookings or cost please contact Mathilde Lutak: +32 (0)22902819, [admin@c-lever.org](mailto:admin@c-lever.org).

## You want to pursue your learning in SROI, beyond the SROI Practitioner training?

Subsequently, participants who want to pursue their learning may also sign up for **practical hands-on half day coaching and peer learning sessions** facilitated by C-lever.org (in groups of maximum 9 participants). This will be possible at a cost of 100€ + 21% VAT per session or at a cost of 300 € + 21% VAT for a full series of 4 monthly follow-up practical coaching sessions (half days).

Again a 30% deduction is granted to participants from not for profit organisations or social businesses / impact enterprises; thus, their cost of participation is reduced to 210 € + 21% VAT for a full series of 4 monthly follow-up practical coaching sessions (half days).

**More than interested, but your organisation** (not for profit organisation or social businesses / impact enterprise) **is not able to fund your participation?**

C-lever.org intends to foster *sponsoring* by private sector organisations or other institutions who would be willing to support the participation of those candidates who apply with a convincing 1-page story about how they intend to enhance the capacity of their organisation to generate and/or demonstrate societal value and impact. Selected sponsored participants will commit to describe the baseline situation before the start, participate in the 2-day training and 4 half-day coaching sessions and submit a short 1 to 2-page report on progress achieved, 6 months after the initial training.

For more information, please contact Mathilde Lutak: +32 (0)22902819, [admin@c-lever.org](mailto:admin@c-lever.org).