



# SROI practitioner training

**Make Social Return On Investment (SROI) a tool to attract higher investments**



**Sustainability and corporate responsibility**

**6-7 March 2019  
Dubai, UAE**

**KPMG Business Academy**

In association with:



[kpmg.com/ae](http://kpmg.com/ae)



# Sustainability and corporate responsibility



## Key learning benefits:



Learn how to measure and maximize the social value that you create using 'The Principles of Social Value'



Discover ways to present your social value findings to create impact



Accomplish the knowledge and skills towards becoming an accredited practitioner of SROI or assuring an SROI report



### Course overview

The objective of this course is for participants to understand the process and principles of SROI and how to apply them in decision making and reporting. This two-day course provides a thorough overview of SROI. Starting with a step-by-step introduction to the SROI process and theory, further developing an impact map - the heart of the SROI process - and exploring appropriate real life examples, elicited from course participants.

Social Return on Investment (SROI) is a framework that helps organizations measure and account for much broader concepts of value. The framework seeks to reduce inequality and environmental degradation and improve well-being by incorporating social, environmental and economic costs and benefit.

### Why is SROI important?

The SROI framework helps measure change in ways that are relevant to the people or organizations that experience or contribute to it. It tells the story of how change is being created by measuring social, environmental and economic outcomes, and uses monetary values to represent them. This enables organizations to calculate cost-benefit ratios. SROI helps manage and communicate the social value a project creates in the form of a measurable number that can be understood by all relevant stakeholders. The SROI measurement also helps to increase the social value or impact the project creates.



### Meet your course leader



#### Hanife Ymer

Director and Head | Sustainability services  
KPMG Lower Gulf

Hanife is the Head of Sustainability Services for KPMG in the UAE and Oman. She has more than 20 years of experience and was previously with KPMG Australia, where she was working across risk consulting in the areas of internal audit and sustainability services, with a particular focus on the financial services sector. Over the years, Hanife has worked across several regions such as United States, Netherlands, Pakistan, Colombia and Malaysia, across all areas of sustainability.

She has conducted over 100 capacity building workshops across different geographies in the sustainability domain. Hanife was a key contributor for the thought leadership developed by GRI Australia, CPA and KPMG, titled "From tactical to strategic – How Australian businesses create value from sustainability".



#### Tim Goodspeed

Social Value Consultant  
and Training Manager  
Social Value UK

Our trainer is an accredited Social Value and SROI practitioner and trainer, and has delivered training to individuals and organizations across the world.

He was a founder member of SROI network. He is a qualified social accountant with experience of the Social Audit Network (SAN) process and was one of the first accredited SROI practitioner and the first accredited SROI trainer.

Our trainer has worked with a number of organizations to help them better understand, measure and manage their social impacts.

He has also held various governance positions for non-profit, community, faith and charity organisations in Yorkshire and the UK.



### How SROI helps enhance organizations sustainability efforts

Provides guidance for strategic discussions. Helps assess and increase the social value a CSR activity creates.

- Improves your brand image
- Strengthens the case for more financial grants
- Makes your CSR proposition more attractive.



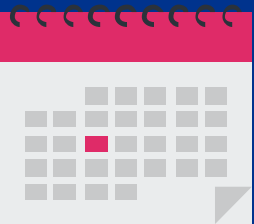
### Course methodology

Each session is a mixture of a presentation of session materials, processes, issues, techniques and cross cutting principles. In some sessions, there are group exercises. Participants work on their own value map to practice what they have learnt. The trainer then reviews each participant's work, followed by a group discussion of issues arising from the case studies.



### Who should attend

The course is useful for anyone interested in managing and increasing the value created by organizations and is also the basis for people seeking to become accredited practitioners.



### Course outline

#### Introduction

- Case study  
Introduce a case study to help participants understand the application of the principles and as a guide for their own examples
- Principles and process Set out the seven principles of social value, the process followed in applying them and the importance of judgment
- Levels of rigor Understand that there are different levels of rigor depending on audience and purpose.

### Accounting for value

- Scope Understand- the relationship between the scope of an SROI analysis and its principles- difference between scope of activities and restricting number of stakeholder groups
- Stakeholders How to identify and involve stakeholders, including the difference throughout the process.
- Understanding change Set out the different aspects necessary to understand change.
- Determining outcomes Understand how to determine a complete set of well-defined outcomes, covering positive or negative, intended or unintended outcomes
- Measuring outcomes (Indicators) Understand how you can measure change using indicators.
- Measuring outcomes (Duration) Understand how to decide how long the outcome will be managed
- Collecting data using indicators Understand the basics for collecting data and for determining how much data should be collected
- Measuring outcomes (Relative value) Understand how to place values on outcomes and use this to inform decisions involving the relative importance of different outcomes
- Measuring outcomes (Over-claiming) Understand the importance of only claiming the value of the outcomes that were caused by your activities and identifying other contributors to the outcomes experienced by stakeholders.
- Materiality Understand how to decide which outcomes should be managed and which are not material and can therefore be excluded
- Calculating SROI Understand how to calculate social return on investment including discounting future values

### Using and reporting

- Reporting social value Understand the importance of communicating results in ways which are relevant to those using the information.
- Good practice and assurance Understand the importance of following good practice and of appropriate verification of any analysis
- Embedding in organizations Understand the main issues to be addressed for the principles to become embedded and useful for decision making

# SROI practitioner training

6-7 March 2019  
Dubai, UAE

Early bird (before 7 February 2019)*	Participant fee*
US\$1,695	US\$1,895

*\*Please note that the fee quoted is exclusive of VAT and the fee for the course shall be increased by the quantum of VAT, as applicable under the law.*

All registrations are subject to our terms and conditions which are available at <http://kpmgbusinessacademy.kpmguae.com/TermsandConditions.aspx>. By submitting your registration you agree to be bound by the terms and conditions in full.

## Ways to register:



| Register



| [ae-fmkpmgacademy@kpmg.com](mailto:ae-fmkpmgacademy@kpmg.com)



| +971 4 356 9616

## Certificate

Participants who attend all sessions will be awarded a KPMG certificate of attendance.

## Payment

To reserve a seat at our courses, please complete a registration form and pay the full fees before the due date. All registrations are subject to acceptance by KPMG and will be confirmed with you in writing.

## Cancellation

If, having registered and paid for a place, you are unable to attend the course, a substitute delegate is welcome to attend in your place. Fees canceled seven days or less before the course begins are payable in full.

KPMG reserves the right to cancel this course, change its date or alter the venue, speakers or topics.

## Customized training solutions

To create a more tailored learning experience, you may want to run this course in-house.

Please contact Saravanan Selvan to discuss further:

### Saravanan Selvan

E: [sselvan@kpmg.com](mailto:sselvan@kpmg.com)

T: +971 4 356 9616



KPMG's professional training and management development programs are licensed by the Government of Dubai's Knowledge and Human Development Authority.

© 2018 KPMG Lower Gulf Limited and KPMG LLP, operating in the UAE and Oman, member firms of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. All rights reserved.

The KPMG name and logo are registered trademarks or trademarks of KPMG International.

Publication name: SROI practitioner training

Publication number: J2073

Publication date: Decemeber 2018