



SROI practitioner training

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



Sustainability and corporate
responsibility

**31 October–1 November 2017
Dubai**

KPMG Business Academy

In association with:

SOCIAL VALUE UK





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

Year of Giving 2017

The UAE's President His Highness Sheikh Khalifa bin Zayed Al Nahyan has declared 2017 as the Year of Giving. 'Giving' is not limited to monetary donations. Rather, "giving" is defined by the differences we make: the differences in someone's life, in a society, or in a nation. This is the goal for the Year of Giving - to make a difference in the lives of those we care for, and in ourselves.

This course is structured around the goal to help organizations improve and increase the value they create and deliver towards the society they operate in.



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 leaders

Our trainer has been involved in SROI from its outset, bringing the seven principles and its methodology to a broad audience across the world. He is a proficient trainer who has delivered SROI training in countries such as Japan, Turkey, Mexico, Kenya, Indonesia and the USA. He has lectured at several universities on SROI and accountability.

He is a member of the IRIS advisory committee, a contributor to the Social Stock Exchange admissions panel and the ICAEW assurance panel, and a member of the social impact measurement sub-group of GECES for the EU.



Santhosh Jayaram

Partner | Sustainability and CSR Advisory
KPMG

Santhosh Jayaram with over twenty-two years of experience is recognised as one of the prolific thought leaders in the South-Asian region in the areas of sustainability and climate change. He is a regular speaker on important platforms on sustainability in the country, an occasional writer on the subject, with published articles and interviews in mainstream media in India.

Santhosh is also involved with development of standards in the sustainability domain and has worked on the standards committee at Accountability for the development of AA1000 Stakeholder Engagement Standard. He was also a part of the working group for development of the GRI G4 guidelines. Santhosh has also conducted over fifty trainings and workshops related to topics like sustainability, CSR and climate change.



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

31 October–1 November 2017
8:30am–4:30pm
Dubai

Early bird (before 28 September 2017)	Participant fee
US\$1,695	US\$1,895

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.

Three ways to register:



| [Register](#)



| ae-fmkpmgacademy@kpmg.com



| +971 4 356 9616

Certificate

Participants who attend all sessions will be awarded a SROI/ KPMG certificate of completion of training in the principles and process of Social Value.

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
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.

© 2017 KPMG Lower Gulf Limited and KPMG LLP, operating in the UAE, 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.