

Stefan Schöggli, Franka Walde, Christian Grünhaus

Social added value of the learning aid program "LernLEO" by means of a social return on investment (SROI) analysis

Executive Summary



On behalf of:



SROI analysis of the learning aid program "LernLEO"

The Competence Center for Nonprofit Organizations and Social Entrepreneurship of the Vienna University of Economics and Business was commissioned by the Arbeiter-Samariter-Bund Vienna to analyse the **social impact of the LernLEO learning aid program**. The analysis covers three LernLEO locations in Vienna with a total of 128 children. The observation period covers the period from July 2022 to June 2023.

The evaluation is carried out using a social return on investment (SROI) analysis, the aim of which is to comprehensively assess the added social value created by LernLEO. The method explicitly measures the social impact of the project in addition to the financial impact. This analysis is based on the "Praxishandbuch Social Return on Investment" published by Then et al. (2017)¹. A key point is the identification of the most important stakeholders and those affected by the impact, as well as their objectives and assumed impacts at the outset. For each stakeholder group, the input invested is compared with the output achieved and the impacts in an impact value chain and an impact model is created.

The impacts identified in this way are verified in the course of the analysis, supplemented, quantified and finally evaluated in monetary units as far as possible. In addition, the impacts are adjusted for those effects that would have occurred anyway (deadweight). In this way, the monetary value of the aggregated impacts can ultimately be compared with the total input in monetary units. The resulting key figure is the SROI value, which is a ratio that indicates how high the social added value created is in relation to the money invested. A value of 1:2 indicates that the social impact is twice as valuable as the investment.

Every SROI analysis requires an **alternative scenario** for quantification and evaluation. In the present case, it is assumed that the LernLEO locations (*ceteris paribus*) do not exist. Depending on the outcome under consideration, this will have a greater or lesser impact on the respective groups affected, such as pupils, parents or siblings.

The study shows how LernLEO affects the lives of a wide variety of groups who are in contact with LernLEO, so-called stakeholders and those affected by the program. Based on the surveys and calculations carried out here, the total **monetized impact** for the observation period **amounts to 8,106,383 euros**. This contrasts with **investments of 366,961 euros**, which are largely made up of funding from the Arbeiter-Samariter-Bund and donations of money and time.

The greatest social added value is created for the **participating pupils**. They account for **81.23%** of the total impact. These are monetized impacts worth **6,584,554 euros**. During the study period, 128 children attended one of the LernLEO locations twice a week. They benefit in particular from increased educational success, empowerment and a changed approach to learning, which results from intensive support in a protected place for pupils with a wide range of experiences. LernLEO enables pupils to overcome obstacles in the school context and prepare children and young people for a promising future in the long term.

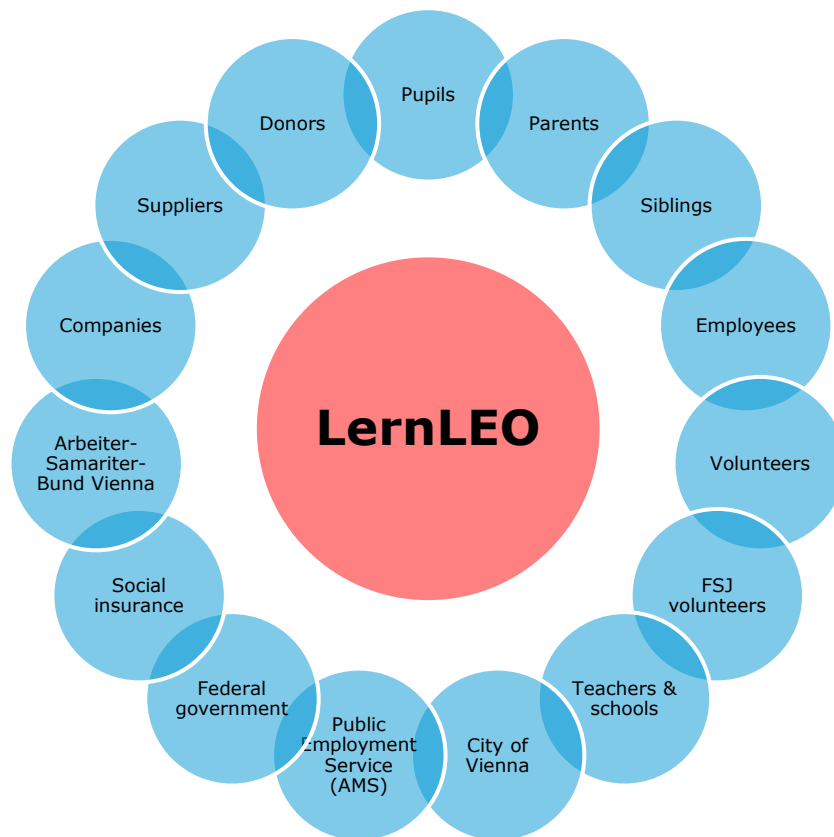
The **second largest added value is** generated by the City of Vienna with monetized impacts amounting to **EUR 433,931 (5.35%)**. Three LernLEO locations can be found in the city. Vienna benefits in particular from savings in the education system, savings on follow-up costs in connection with NEETs (Not in Education, Employment or Training) and from LernLEOs in the role of afternoon care or after-school care. In addition, there are further savings and income on the part of the City of Vienna through the employment of seven full-time employees in the LernLEOs.

Finally, the **third-largest social added value** arises for the **siblings of the participating pupils** with a share of **3.6% (292,081 euros)** of the total impact, and the **fourth-largest** for the **parents of the participating pupils** with **3.32% (269,472 euros)** of the total impact. Both siblings and parents benefit from time and psychological relief, which results from both the time and content support provided by LernLEO. The

¹ Then, V., Schober, C., Rauscher, O., Kehl, Konstantin (2017): Social Return on Investment Analysis Measuring the Impact of Social Investment. Palgrave Macmillan.

whole family benefits from the participants' improved German language skills and better knowledge of the school system.

FIGURE 1: KEY STAKEHOLDERS AND AFFECTED PARTIES FOR THE ANALYSIS



If all impacts, i.e. the total social added value, are related to the total investment in LernLEO, this results in an SROI value of 22.09. **This means that every euro invested in LernLEO creates impacts with a monetized equivalent value of 22.09 euros.** The resulting SROI value is comparatively high, which is due to the fact that LernLEO is a preventive program that operates in the critical area of education. The major levers of the impacts generated are, on the one hand, a comparatively long time horizon over which the participating pupils benefit from the impacts and, on the other hand, the great importance that education has in our society for an economically secure and self-determined life. A number of economic degree programs have shown that early interventions in the healthy development of children and young people have a highly positive impact on our economic and social system.

A not insignificant role with regard to the higher leverage of prevention measures is the comparatively lower (financial) input, which is also evident in LernLEO. Working with children and young people on learning disabilities and social skills and helping them to lead an independent life in this way is often cheaper than incurring costs later on, for example in the area of social benefits, minimum income or in the health and justice system.

In summary, the LernLEO learning assistance program is very effective. The monetized social impact, based on the observation period, was more than 22 times as high as the financial investment made.

FIGURE 2: SROI VALUE

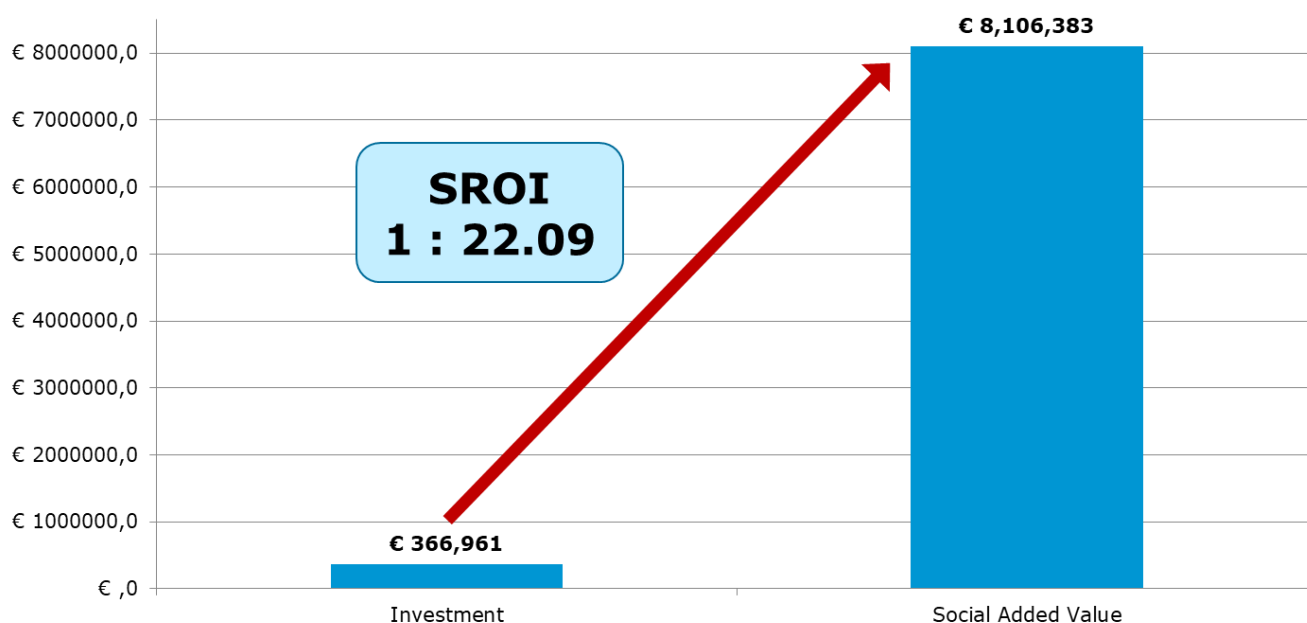
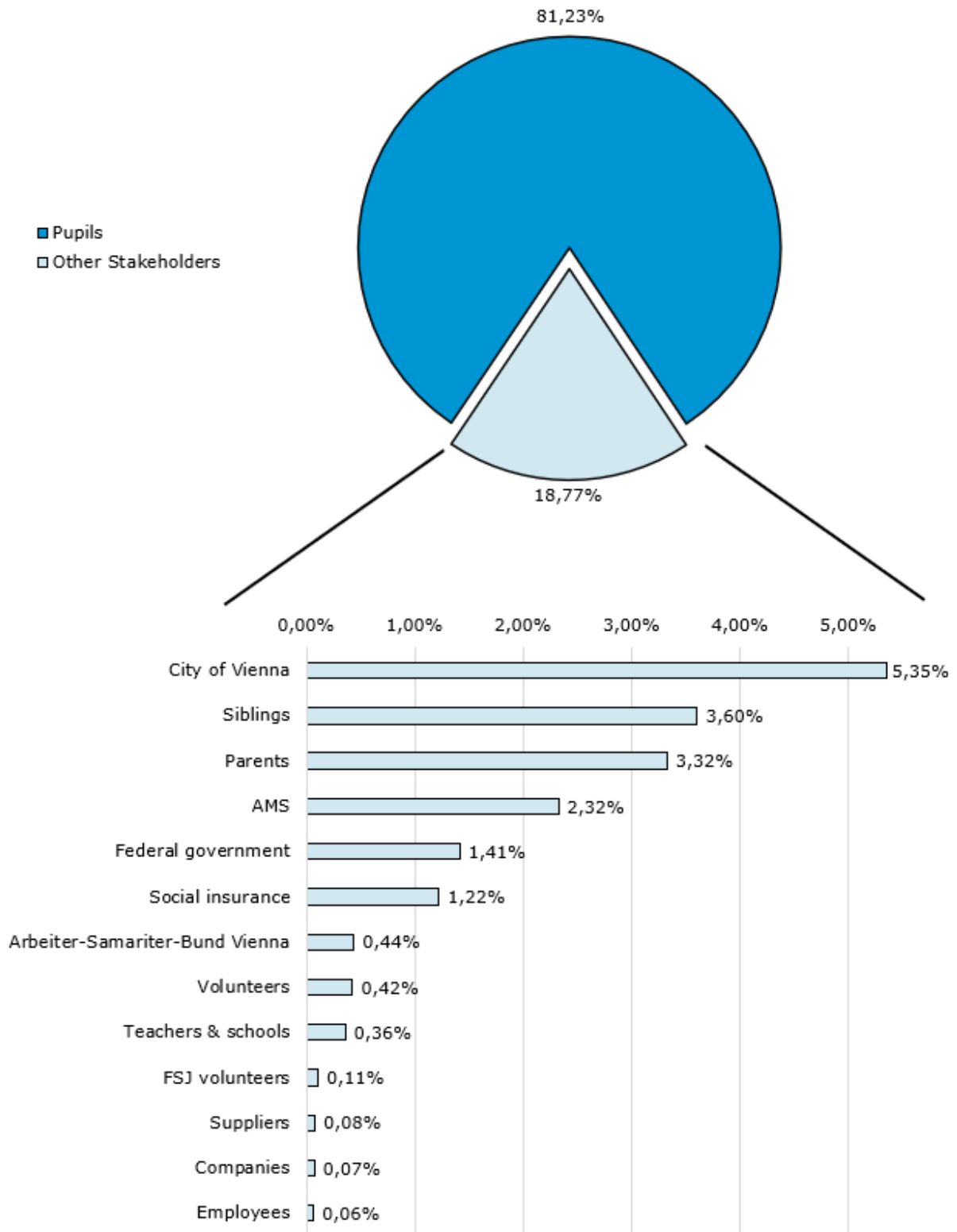


TABLE 1: SOCIAL ADDED VALUE OF LERNLEO - OVERALL VIEW

Stakeholders	Investments in LernLEO (in €)	Impacts (in €)	Share
Pupils	-	€ 6,584,554	81.23%
City of Vienna	€ 13,861	€ 433,931	5.35%
Siblings	-	€ 292,081	3.60%
Parents	-	€ 269,472	3.32%
AMS	-	€ 188,221	2.32%
Federal government	-	€ 114,386	1.41%
Social insurance	-	€ 98,995	1.22%
Arbeiter-Samariter-Bund Vienna	€ 289,179	€ 35,458	0.44%
Volunteers	€ 24,522	€ 34,426	0.42%
Teachers & schools	-	€ 28,938	0.36%
FSJ volunteers	-	€ 8,589	0.11%
Suppliers	-	€ 6,305	0.08%
Companies	-	€ 5,861	0.07%
Employees	-	€ 5,164	0.06%
Donors	€ 39,398	Stakeholder only considered on the input side	
SROI	€ 366,961	€ 8,106,383	22.09

FIGURE 3: SHARE OF EACH STAKEHOLDER



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CONTACT US

Competence Center for Nonprofit Organizations and Social Entrepreneurship

Vienna University of Economics and Business

AR building, 1st floor

Welthandelsplatz 1, 1020 Vienna

Tel: + 43 1 313 36 / 5878

npo-kompetenz@wu.ac.at

www.wu.ac.at/npocompetence



Dipl.-Ing. Stefan Schöggl

Researcher

stefan.schoegg@wu.ac.at

+43 1 313 36 5811



Franka Walde, BA

Junior Researcher

franka.walde@wu.ac.at

+43 1 313 36 6889



Dr. Christian Grünhaus

Scientific Director, Senior Researcher

christian.gruenhaus@wu.ac.at

+43 1 313 36 5888

FURTHER READING



Volker Then/ Christian Schober/ Olivia Rauscher/ Konstantin Kehl (eds.): Social Return on Investment Analysis Measuring the Impact of Social Investment (2017)

ISBN-13: 978-3319714004

ISBN-10: 3319714007



Christian Schober/Volker Then (eds.): Praxishandbuch Social Return on Investment. Wirkung sozialer Investitionen messen (2015)

ISBN: 978-3-7910-3396-9

Info and contact

Competence Center for Nonprofit Organizations and Social Entrepreneurship

WU

Vienna University of Economics and Business

Welthandelsplatz 1

AR building, 1st floor

1020 Vienna

Tel: + 43 1 313 36 / 5878

npo-kompetenz@wu.ac.at

[wu.ac.at/en/npocompetence](https://www.wu.ac.at/en/npocompetence)