



SuROI Methodology

Establish Scope and Identify Stakeholders

Map Outcomes

Evidence the Outcomes and Apply Values

Establish Impact

Calculate the SuROI

How can organizations quantify their environmental, social, and economic impacts, ensuring that investments are positively impacting communities served and issues being addressed? How can we hold organizations accountable to the promises made at the onset of a new project or program? How do we ensure we are implementing interventions that optimize sustainable impact without simply shifting the burden to elsewhere? How can you take something anecdotal and make it more accessible to gain support for good ideas?

These are the questions GTECH worked through, leading to the application of a Sustainable Return on Investment (SuROI) methodology on our McKeesport Ambassador Program. The SuROI methodology aligns with GTECH's people and place approach and provides the ability to value the impact we have on the Ambassadors, residents, and greater community.

Sustainable Return on Investment (SuROI)

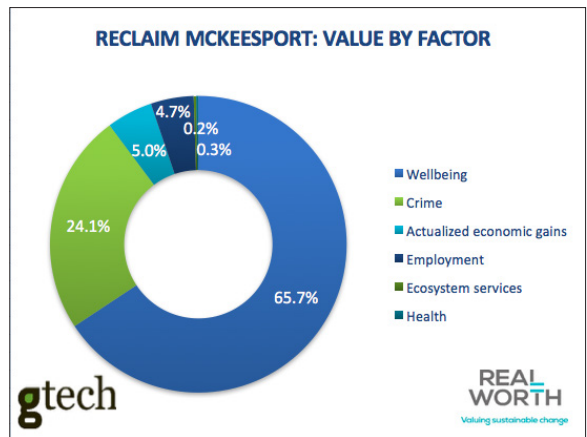
SuROI is the combination of a number of social and environmental valuation approaches and developed by RealWorth and builds heavily on the principles promoted by Social Value International. This unique, credible and well-evidenced approach places a monetary value on social and environmental change, helping to identify better and more sustainable outcomes for the work and wider society.

Instead of focusing on market-based outcomes, SuROI puts a value on the social and environmental changes experienced by the very people who are affected by policies, investments and development decisions. SuROI has enabled GTECH to place a dollar value on the social and environmental changes experienced by the McKeesport community as a result of the Ambassadors Program. This not only helps to communicate the benefits in a language everyone understands, but it also enables a return on investment to be calculated showing why the Ambassadors Program adds value, in monetary terms, for the wider economy. The report enables stakeholders to understand both the overall sustainable value, and the component factors that contributed to it such as health, crime, skills, employment, wellbeing and empowerment, and ecology.

The ReClaim McKeesport Ambassador Program took place from September 2014 - September 2015. During the program, 10 residents were recruited from the City of McKeesport to serve as Ambassadors- community citizens selected for their dedication to positive, actionable change and desire to be more present in the development conversations happening in their community. Participants attended vacant land education sessions on issues ranging from assessment, current legislation, community organizing, roles of government and community entities, green infrastructure and available funding sources. To apply learning in real time, Ambassadors were awarded micro grants of \$3K to put their own ideas into action on vacant lots throughout the city. These grants provided the opportunity to engage neighbors with hands-on volunteering activities that have a visibly positive result.

Impact

The ReClaim McKeesport program added \$3,533,763 in social and environmental value to the local economy. In terms of value for money, for every dollar invested in the program, the wider economy will benefit from a return of \$21.90 over a three year period.



While assumptions were made by the GTECH program team, the methodology applied was supported by RealWorth, consultants who work with organizations to put a price on social and environmental change to help achieve better, more sustainable outcomes.

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Stay tuned for the full report outlining our methodology and results.

The Ambassador Model

The ReClaim Ambassador Program works on vacant land transition and maintenance through community empowerment, education, and engagement.

ReClaim Ambassador Model



GTECH depends on the self-selection of residents to recruit our Ambassadors.



Hands-on learning side by side builds a network of trust and immediate action.



Implementation of tangible projects across the community signaling care, unity, and momentum.



Celebration and support through programming.